

Case Study – EcoMedia

Background

EcoMedia is an environmental media company. The company develops marketing and media programs that help businesses connect to consumers while generating necessary resources to address critical environmental challenges. EcoMedia's flagship initiative, The EcoZone Program creates solutions for environmental problems by creating public-private partnerships that include business, government, environmental advocates and the community.

The company uses traditional media offerings such as television, radio, online, interactive and event marketing to help corporations build their business. In turn, generated revenues are used to make a positive environmental difference in the companies' communities. Up to 50 percent of EcoMedia's clients' investment goes towards funding environmental projects and technologies across the country.

The company has nearly 20 employees across three cities across the country, many of whom travel frequently. With nationwide projects such as the Green School Initiative in partnership with CBS, there is a critical need to effortlessly manage and share information across multiple locations and time zones.

Challenge

EcoMedia had one local file server in their California office. This single point of access presented constant challenges for employees to remotely access the server in a timely manner. One person in the office had the responsibility for accessing files and when this point person was out of the office or unavailable, the staff had no access to critical information. This created a bottleneck and impacted project timelines and productivity. The bottom line was that EcoMedia was spending a great deal of money for a server that hindered rather than helped efficiency.

With many employees traveling frequently and sales people in different locations around the country, EcoMedia wanted a Web 2.0 solution that would network their offices and permit all employees to access and share documents. However, security and privacy remained paramount concerns. EcoMedia need to ensure that employees only had access to the relevant files. The company also needed a service that provided security, backup and customer support.

The Solution

Media Production Manager, Kristen O'Connor was responsible for researching and selecting a solution that would meet EcoMedia's needs. Using a checklist of desired features, O'Connor researched a variety of services before selecting Egnyte in July 2008. O'Connor says, "When I first visited the website it felt like a perfect match. I saw an enterprise-class service that was built for SMBs."

Egnyte had every feature on the EcoMedia checklist and more, including the document log feature, which provides information on who uploaded the document and when, the ability to set up the server as a mapped drive on an employee's computer and a user friendly web interface. O'Connor worked closely with Egnyte to transition from a physical server to the Egnyte online service. Egnyte migrated a quarter terabyte of data from EcoMedia's existing server into the online service to get started.

EcoMedia's old system required a dedicated T1 line for their in-house server. With the switch to Egnyte they were able to eliminate the monthly costs associated with the line and server lease, for an annual savings of \$16,000.00.

In addition, the Egnyte service has made a significant impact on productivity for EcoMedia. Every member of the team now has access to the server. They are able to access and share files from any location. Because Egnyte provides automatic version control for documents, the team can quickly locate older drafts of documents that have had frequent updates. The team finds the search feature an incredible time saver. In the past if a client or staff member needed a contract or document, it took time to locate. With Egnyte they can search files by using keywords for fast, easy access.

Testimonial

Media Production Manager, Kristen O'Connor, sums up her experience with Egnyte in this way:

"Egnyte delivered everything they promised, and they have truly worked hard to make this a great product. When I compared competitive products, Egnyte was the only virtual server that had all of the cool sharing features we wanted and an elegant, user-friendly interface. In the long term, we fully expect our efficiency to triple or even quadruple compared to our old system. With the economy and rising gas prices, our team is preparing by implementing cost effective, and time efficient solutions. Egnyte is a large part of that effort."

Take the Next Step

Egnyte addresses the critical infrastructure needs of enterprises, small businesses and professionals - [file storage](#), [backup](#), [sharing and collaboration](#) - in one secure, [centrally-managed](#) and easy-to-use solution. Egnyte's hybrid cloud technology combines the accessibility and flexibility of cloud storage with the robust performance and speed of local storage, and automatically synchronizes changes made to local and cloud files. Egnyte Cloud File Server ensures that your users have reliable and fast access to the files they need wherever they are in the world.

Call us toll free at 1-877-7EGNYTE (1-877-734-6983) or visit our website at www.egnyte.com and sign up for a Free Trial today.