

# A.S. Roma Streamlines Operations While Maintaining a Strong Defense

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—Fabrizio Preti | Chief Technology Officer, A.S. Roma

## The Challenge

For Italian football giant A.S. Roma, being a championship-caliber organization in Serie A and the UEFA Europa League means more than putting together a competitive team on the pitch. To keep its operations running smoothly and engage with its worldwide fanbase, the team employs more than 200 people in Rome, London and Boston. With that large of a team, and across those geographies, maintaining collaboration, security, and compliance is no small task.

“As a digital media department we have several people working with us in different time zones,” said A.S. Roma social media manager Emanuele Russo. “Our group includes video editors, journalists and photographers.”

For CTO Fabrizio Petri, having used Box and Dropbox, it became apparent quickly that there was a need for an enterprise-grade file-sharing and data governance platform with a hybrid architecture that could maintain the control and visibility of

AT A GLANCE

**87M+**  
Fans

**200+**  
Staff Globally

**GDPR**  
Data Classification



“We can now control everything centrally – who can access, use and download files – while our users work as before. Even the most reluctant users are very happy.

—Fabrizio Preti | Chief Technology Officer, A.S. Roma

content flowing through the club. The lack of visibility exposed A.S. Roma to unwanted regulatory attention and the critical nature of the content (like player fitness or a contractual status) could have led to fines and sanctions in multiple jurisdictions.

“We tried a lot of platforms before, but we came into a situation where everyone was using their own platform and it generated a lot of confusion,” said Russo.

## The Solution

Having evaluated numerous solutions offered by Box and Dropbox, A.S. Roma concluded these ‘consumer-file sharing’ applications lacked the centralized control and user permissions the club couldn’t live without.

But Egnyte did.

“When we decided to implement a document sharing system,” Preti said, “we analyzed the different solutions on the market. Egnyte started from an enterprise point of view. The other solutions on the market started from the consumer point of view.”

A.S. Roma embarked on a paid pilot to test functionality, reliability and user acceptance. Photographers and members of the social media team were given access to Egnyte, and match photos were uploaded to shared folders to be published during games.

The granularity of the permissions provided high levels of security and access control. Real-time reporting features ensured complete visibility of all image-sharing activity. The speed of upload, even on crowded stadium WiFi, was impressive and feedback from users was positive from the outset.

## COMPANY

Three-times winner of Serie A, Italy’s premiere club football competition, A.S. Roma is one of the world’s best loved teams. Boasting over 87 million fans, A.S. Roma has a huge following in its native Italy, and is one of the most supported teams across the world.

## LOCATION

Headquartered at Trigoria in Roma, Italy and at the historic Stadio Olimpico, A.S. Roma also has business operations in the United States and United Kingdom.

## INDUSTRY

- Media and Entertainment

## CHALLENGES

- Move to a cloud-based, global file-sharing information management model to improve internal collaboration and secure document sharing with external audiences
- Provide permissions-based access without impacting information flow or user experience
- Identify a cloud-based solution that would also offer hybrid functionality – providing local access for office staff and a backup copy of all data

## BENEFITS

- Complete, centralized control

“When our IT department proposed us Egnyte we felt immediately comfortable with the new application,” said Russo. “We have two photographers working with us on the pitch on every match, and we need a picture in the snap of a finger during the match. This is how we actually publish them: They take a picture, they go on Egnyte, we find the photo. We have them on our Egnyte mobile app, and we can share it immediately on social media.

## Results

A.S. Roma’s IT department now has the visibility and control it set out to achieve, while users have the experience they need to be productive working from anywhere. The granularity of permissions delivered by Egnyte provides new levels of information assurance – protecting files, documents, users and the wider football club.

Powerful reporting capabilities through Egnyte’s governance capabilities give IT the confidence that users are complying with internal best practices. One-click compliance with the European Union’s General Data Protection Regulation (GDPR) supports their compliance efforts, looking into unstructured content to flag consumer specific data, control access to that data, and delete if requested.

Having clearly demonstrated its enterprise security features, and with positive comments received from pilot users, A.S. Roma has embarked on a program to deploy Egnyte across all corporate activities. Now local and remote workers in marketing, sales, finance, sports and contact center lines of business are enjoying the benefits of the Egnyte platform.



- of file and document sharing
- Enhanced engagement with media and online audiences
- Increased file sharing visibility and demonstrable compliance

## EGNYTE

In a content critical age, Egnyte fuels business growth by enabling content-rich business processes, while also providing organizations with visibility and control over their content assets. Egnyte’s cloud-native content services platform leverages the industry’s leading content intelligence engine to deliver a simple, secure, and vendor-neutral foundation for managing enterprise content across business applications and storage repositories. More than 16,000 companies trust Egnyte to enhance employee productivity, automate data management, and reduce file-sharing cost and complexity. Investors include Google Ventures, Kleiner Perkins, Caufield & Byers, and Goldman Sachs. For more information, visit [www.egnyte.com](http://www.egnyte.com)