EGNYTE + Red Bull®

Red Bull energizes global collaboration and compliance with Egnyte

> Red Bull is always establishing ways to innovate and become more efficient and productive; it was no different with implementing Egnyte.

Since hitting the market on April 1, 1987, Red Bull has grown into a brand tour-de-force spanning much more than energy drinks. It's logo has become synonymous with extreme athletes and a laundry list of the top names in motorsports worldwide. As a global powerhouse and one of the most recognizable brands on the planet, Red Bull prides itself on being an innovator in every aspect of its operation.

Today, Red Bull has more than 12,000 employees working out of 167 countries around the world with no plans on slowing down. To that end, the company puts on more than 1,800 events around the globe annually, sponsors more than 35 teams, and endorses 650 athletes in 65 different sports including air racing, cliff diving, enduro racing, festivals, snow sports, and a Formula 1 racing team.

But putting on so many events around the world requires a coordinated effort on the part of thousands of people who need access to a variety of different files being created all over the world.

AT A GLANCE

10,000
employees

167
countries

1,800
events

Challenge

Initially deploying Box for its file-sharing needs, Red Bull found the cloud-only solution served its purpose from a local standpoint but lacked the flexibility and scalability to meet Red Bull's global requirements. They faced file-versioning issues resulting from email-attachment file sharing that hampered productivity. Further complicating workflows was the time-consuming process for transferring data from one program to another for employees in the field.

Compliance with data-residency edicts also presented a problem. With more than 12,000 employees in 167 countries, Red Bull often faces different data-storage regulations that require specific content to be stored and accessed from on-premises storage, something a consumer solution can't offer.

Solution

Amidst growing frustration with Box, Red Bull turned to Egnyte.

Egnyte allows Red Bull to manage their content from anywhere in the world, not only from a collaboration standpoint but for data residency as well. Egnyte also provides on-the-go access to Microsoft Word documents, PowerPoint presentations, DCP files, and other sensitive data — all while staying compliant with data regulations.

When Red Bull wants to share files outside of their corporate network with partners, customers, vendors or retailers, they can easily send out fully customizable Egnyte links. Users can make each link public or private, allow the file to be downloaded, set an expiration date, be notified when it's opened, and control who has access.

IT can also easily provision users and control security and privacy settings, such as user authentication, device management, and granular permissions at the folder and subfolder level. This ensures the right employees have access to the right files; but even more importantly, it makes sure outside parties don't accidentally gain access to their latest designs, videos, or other important files.

Leveraging Egnyte's open ecosystem, they connected their sales and field teams' suite of iPad applications to the Egnyte API. Those teams can now work seamlessly from their iPads, performing field audits and accessing in-store display design PDFs or upload pictures from events directly into Egnyte to be shared with those who need access.

COMPANY

Red Bull invented the energy drink, and today has over 10,000 employees working out of 167 countries around the world. As one of the most recognizable brands on the planet, Red Bull prides itself on being an innovator in every aspect of its operation. In addition, the company puts on more than 1,800 events around the globe, sponsors more than 35 teams, and endorse over 650 athletes in 65 different sports including air racing, cliff diving, enduro racing, festivals, and snow Sports.

LOCATION

Global company with main offices in Europe (Fuschl, Austria) and the U.S. (Santa Monica, CA)

INDUSTRY

Food & Beverage

CHALLENGES

In addition to being the best-selling energy drink in the world, Red Bull has built a reputation for putting on over-the-top events as part of its marketing strategy. But with employees in 167 countries and more than 1,800 events annually, there was a huge strain on its file-services infrastructure to achieve efficient collaboration and maintain data privacy compliance across so many jurisdictions. After using Box, Red Bull found the cloud-only solution served its purpose from a local standpoint but lacked the flexibility and scalability to meet Red Bull's global requirements.

Result

With Egnyte, Red Bull can confidently continue to provide the world with cutting-edge products and events by leveraging Egnyte for all of its file-sharing, collaboration and governance needs.

IT can monitor and control access to all of their files through centralized management and administrative controls, ensuring security and privacy of their critical and sensitive content. They can also maintain data residency compliance, keep centralized control of content, and securely collaborate from anywhere in the world from any device.