Increase profitability supplying the demand for secure file share and sync

Enterprise file share and sync business opportunity overview

In a mobile, work anywhere world, people want convenient access to their files from any device. While many employees turn to personal online file sharing accounts, what businesses really need is a secure solution for sharing data that meets compliance regulations and protects intellectual property – while providing IT control over data storage.

With Citrix ShareFile® you can meet customer demand with the same enterprise file share and sync (EFSS) solution that is used by **99 percent of Fortune 500 companies**, while creating new recurring revenue streams. You'll be the hero when you solve these security problems for businesses of any size:

Why do customers want it?

- Maintain compliance and regulatory control
- Protect intellectual property and sensitive data
- IT control over data sharing, storage, and remote wipe
- Access and auto-sync files on any device
- Easy sharing of large files from Outlook or the web
- Integrates with existing systems including network shares, SharePoint, and OneDrive

70% of Employees

- Use personal file sharing solutions without IT oversight or approval.
- Rely on Windows explorer and network shares as their primary means of storing files.

Supply the demand for secure data storage and sharing

Personal file sharing solutions lack the required security features to meet regulation, compliance, and privacy concerns for intellectual property and sensitive information. As a Citrix Service Provider Partner, you will deliver an enterprise-class solution to your SMB customers that easily integrates with their existing infrastructure and workflows, making it easy for your customers to adopt.
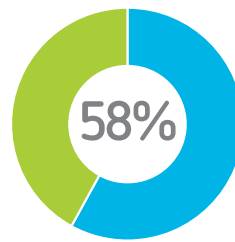
Why do businesses choose ShareFile over the competition?

50%
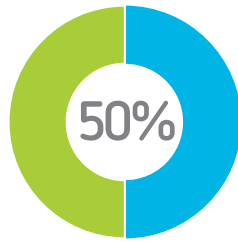
**Choose ShareFile
over Dropbox:**
For ease of emailing large files

58%

**Choose ShareFile
over Box:**
For improved collaboration

59%
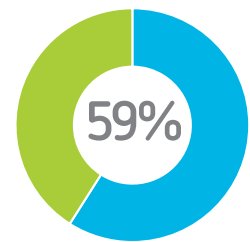
**Choose ShareFile over
Microsoft OneDrive:**
For a hybrid solution

**Estimated
55%
gross margin
(typical scenario)**

Higher profits with an expanded portfolio

When you add ShareFile to your portfolio, you create new sources of **recurring revenue** in the $2.4 billion market for business file share and sync solutions. If you're also planning to deliver hosted workspaces, you'll **achieve significant storage cost savings** by using the only EFSS solution optimized to work inside a hosted desktop or application. The Citrix Service Provider Partner Program helps you increase operating efficiencies and scalability while reducing infrastructure costs, with a multi-tenant storage zone architecture that increases your average revenue per user.

How to get started

You can deploy ShareFile in your data center or on Microsoft Azure®, making it easy to get started. Citrix provides everything you need to launch your ShareFile service, from technical guidance to go-to-market resources, including turn-key sales presentations, infographics, videos, and tele-guides.

Are you ready to supply the demand? Differentiate your business while increasing revenue and margins by giving your customers what they want.

CITRIX®

Partner
Service
Provider

Contact CSP@citrix.com to learn more about secure file share and sync and to become a Citrix Service Provider partner, today.
Citrix.com/ShareFile