



米国SPAR本部から発行
取扱いデータサイズは増々巨大に、
従来のファイル転送システムは、高速性、
安全性、利便性などで制約が多い。
Media Shuttle はこうした問題を解決する
もので、デファクトスタンダードになるこ
とをねらっている。

2019-08-20 SPARJ 河村

eGuide



BIG FILES, BIG CHALLENGES:

**Why Dropbox, FTP and Shipping Hard
Drives are No Longer Viable**



Introduction

インターネットで世界中がつながるようになった。取り扱いデータが爆発的に増える中、今後の企業の競争力を支える重要なひとつが業務スピードであろう。

Most disruptive innovations are driven by conditions of the time. Born at the intersection of change and frustration, new solutions emerge when an industry has evolved beyond existing tools and businesses struggle to remain efficient and competitive. We are in such a time when it comes to moving files within modern businesses that have locations, employees, and business partners spread across the globe. Traditional file movement technologies like FTP and shipping hard drives, as well as generic file sharing solutions like Dropbox, are no longer viable.

Just as most businesses today can't operate without the Internet, many data-intensive companies are realizing an essential need for large file transfer solutions — advanced technology that makes it easy to transfer any size file with speed and security over standard IP networks, no matter how far across the globe they need to go. If you're looking to overcome these challenges, it's important to understand the market drivers that have created the need, the available options for moving large files and data sets, and some key requirements to look for when choosing large file transfer software.

- **Market Drivers**
- **File Movement Options**
- **Key Requirements**
- **Media Shuttle is the De Facto Standard**



➤ Market Drivers

There are a few market drivers behind the fairly new need for large file transfer software. These three elements have come from different aspects of the industry, but together they create something of a perfect storm:

1. Growing File Sizes 増え続けるファイルサイズ

Around the turn of the millennium, when formats transitioned from tape to file-based, file sizes began an upward march with a recent sharp rise. Higher image resolution and immersive technologies like HD, 4K, 3D, AR/VR, and other new file formats mean that companies are moving much larger files.

2. Complex, Global Workflows グローバルな業務遂行体制

Globally, we are more connected than ever, and that is good for most businesses. But it has also made collaboration across teams and partners far more complex. Today's businesses need to regularly move large files long distances over irregular network conditions, often using a mix of on-premises and cloud storage. And the whole system needs to be secure.

3. New Security Concerns セキュリティ問題に強い関心と懸念

Keeping data and proprietary business assets secure has become a top priority for every business. After all, a company's data are often its most valuable assets. Not only do IT managers need to ensure that any file movement technology in use is secure, they need to track and control who has access, and when, for every file. All of this is raising new and more challenging security concerns.



➤ File Movement Options ファイル転送のさまざまな手法

There are various file movement options in use today, from old technology like FTP to newer cloud-based solutions like Dropbox. Here's a breakdown of commonly used options, and their risks and benefits:

1. **FTP** フリーソフトであるが、大容量には対応していない

One of the original Internet protocols, FTP (file transfer protocol) has long been a standard for transferring files. As a protocol, it is technically “free” to use and there are many software products built to support FTP. But they tend to be out dated and difficult to use. At its core, FTP's design isn't adequate for today's large files.

- **Difficult to Use:** FTP tools are notoriously difficult to use, causing frustration and waiting time.
- **Slow:** FTP lacks file acceleration and doesn't automatically pick up interrupted transfers. Large file transfers take much longer with FTP, leaving room for Internet failures and other disruptions, requiring files to be manually restarted from the beginning.
- **Bandwidth Immune:** No matter how much [bandwidth you purchase](#), FTP will still be too slow to practically move anything over about 500MB.
- **IT Managed:** FTP tools require IT to deploy, manage and administer, increasing resource investment and often causing delays.
- **Not Secure:** FTP poses known security risks and has been the culprit behind some of the [biggest security breaches](#) in the industry over the last few years.

2. **Shipping Hard Drives** ディスクなどのハードで渡せるが、日ごろのビジネスの流れには難しい（特に遠隔地） コスト大

The old standby. When FTP can't handle the job, many people turn to hard drives, shipping them or even having employees transport them. Hard drives can hold an enormous amount of data, and if you have a very simple operation, they can work well. However, scaled to the size of most modern businesses, they are impractical for daily operations.

- **Expensive:** Hard drives costs can accumulate if they aren't returned and re-used.
- **Difficult to Track:** It's impossible to keep track of who has access to your data on a hard drive. Should you really trust a courier service with the next release of a feature film?
- **Delays:** When shipping hard drives over distance or internationally, delays can be insurmountable. [Stories](#) of hard drives being held up in customs and other delays abound in the industry.



さまざまファイル転送サービスが普及しているが、実務で使う大量データの日々の利用には適さない。

3. Standard Online File Sharing Tools

There are many great file sharing solutions out there like Dropbox, Box and Google Drive. Most of us probably use at least one of them in some capacity. As useful as they are, they weren't developed with professional large file workflows in mind.

- **No Acceleration:** Like FTP, standard online file sharing solutions rely on basic IP technology and do not have [acceleration technology](#) built in.
- **Controlled Storage:** Standard online file sharing tools do not connect to the array of storage types used by most companies, including on-premises and cloud, and often do not pass IT department's security requirements. In fact, with these tools, cloud [storage is bundled](#) with the software so you may not have any idea where your files are and who can access them.
- **File Size Limits:** Without acceleration and because storage is bundled, the size of files that these solutions move is limited, making them unusable for large file workflows.
- **Workflow Support:** Companies with more advanced workflows need file sharing software that can integrate with other systems, handle metadata, provide relevant analytics, and more.

4. Online File Sending Utilities

アクセラレータ（スピードアップ）の機能がな
い。サイズの制限、適用ケース限られている。

Online utilities like Hightail and WeTransfer are also great for some situations, especially if you're sending relatively small files on an irregular basis without time constraints. However, for modern operations, these utilities lack some core capabilities.

- **No Acceleration:** Like FTP and standard online file sharing solutions, file sending utilities are not built using acceleration technology designed to move large files.
- **File Size Limits:** While some file sending utilities have enterprise packages with relatively large file size limits (upwards of 100GB), 25GB is standard. Today, companies of all sizes work with large files, so using tools with file size limits of any kind becomes a barrier.
- **Narrow Use Case:** File sending utilities cover only a fraction of modern workflows. A single solution designed to cover every file transfer use case — including sending, sharing and submitting content — ensures that all transfers can be securely accomplished, tracked and managed.

5. Large File Transfer Software

SigniantのMedia Shuttle が解決法提供

Large file transfer software was developed by companies like Signiant specifically to address the needs of the media industry. Today, other data intensive industries are adopting these solutions, especially those moving large files with distributed workflows.

Built on a core acceleration protocol that moves data over public and private IP networks, these solutions improve on standard FTP/TCP and are increasingly impactful with longer distances, higher bandwidth and more congested networks. If large file transfer software seems like a necessity for your business, there are several key requirements you should look for.



➤ Key Requirements

1. Speed, Without Limits

When people complain about file transfer, they are most often complaining about speed. If a solution isn't fast enough to move your files — no matter how large they are or how far they need to go — then operations tend to fall apart.

2. Ease of Use

Today, ease of use is a key requirement. A file transfer solution should require no training and have a simple browser-based interface that anyone with a laptop can access and use. This allows your freelancers, contractors, partners and anyone else that needs access to files to do so without having to worry about operating a complex file transfer system.

3. Ease of Deployment & Management

Similar to ease of use, your solution should be very easy to deploy and manage. Purchasing [SaaS file acceleration software](#) allows the best experience in this regard. You won't have to worry about managing or maintaining the software with SaaS. But make sure the SaaS vendor you choose is committed to the services aspect of SaaS, not just selling you software. Since you are entering into an ongoing relationship with the vendor, they should have a reputation for excellent customer support.



4. Security

万全なセキュリティ確保

Your file transfer vendor of choice should be a leader in security. Your vendors should follow defense-in-depth security practices, and get regular third-party audits of their software and services. Look for industry recognition such as the DPP's '[Committed to Security Mark](#)'.

5. Storage Independence

データ貯蔵の独立性

Ideally, your solution should be [storage independent](#), meaning it is compatible with an array of storage types, both on-premises and cloud. This allows you control over your assets, not only for security reasons but also for workflow strategy reasons. You know the best place to store your files for different projects, teams and at different stages of the content life cycle.

6. Customization

Your file acceleration solution should be [easily customizable](#) to meet your unique use cases. Look for a tool that allows administrators to set up an unlimited number of browser-based portals that can be customized for different teams, clients, projects, partners and freelancers.

7. Reporting

Insight into your company's file transfer traffic is one of the most valuable business analytics you can have. Make sure that your file acceleration solution provides robust reporting capabilities that are useful for your business.

Media Shuttle was developed to address the need that many companies have to quickly, easily and securely transfer any size file, anywhere in the world. Compared to other file movement options, Media Shuttle checks all the boxes and brings specialized customization and reporting features as well.

	Fast, Reliable Transfer of Large Files	Enterprise Class Security	Ease of Deployment & Management	Storage Independence	End User Experience
 Media Shuttle	✓	✓	✓	✓	✓
FTP	✗	✗	✗	✗	✗
Shipping Hard Drives	✗	✗	✗	✓	✓
Online File Sharing	✗	✓	✓	✗	✓
Online File Sending Utilities	✗	✓	✓	✗	✓



Media Shuttle is the De Facto Standard

Signiant's [Media Shuttle](#), the first SaaS file acceleration solution on the market, has become the de facto standard across many data-intensive industries. With over 400,000 users, in over 25,000 businesses in nearly every country, Media Shuttle is the fastest way to send any size file anywhere in the world.

Media Shuttle is backed by Signiant's long-standing commitment to security and customer service. Additionally, Media Shuttle allows customers to set up an unlimited number of send, share or submit portals, and to customize those portals with language, branding, storage and more.

Because Media Shuttle portals can be backed by your storage of choice, including cloud storage (Amazon S3 or Microsoft Azure), it has also become an essential tool for cloud ingest.

[Contact us](#) to learn more about Media Shuttle for your business.

THE EASIEST WAY TO SEND AND SHARE FILES ANYWHERE FAST

Media Shuttle is a SaaS solution that allows anyone to quickly and securely transfer any size file anywhere in the world.

Learn more:
www.signiant.com/mediashuttle

ABOUT SIGNIANT



Signiant's enterprise software provides the world's top content creators and distributors with fast, reliable, secure access to large media files, regardless of physical storage type or location. By enabling authorized people and processes to seamlessly exchange valuable content – within and between enterprises – Signiant connects the global media supply chain. **Find out more at www.signiant.com.**

