



Denver Broncos Tackle Large File Transfer with WS_FTP® Server

Marketing an NFL football team like the Denver Broncos takes tremendous teamwork both within the organization and with external business partners. For the Broncos, the sheer volume of data – and size of the files – exchanged on a daily basis – from high definition video footage and high resolution graphics, to detailed football statistics – is staggering and growing exponentially.

KEY CHALLENGES

- › Replacing use of email for exchange of large files
- › Providing IT control of data and ability to customize
- › Exchanging HD video footage in time-efficient manner

SOLUTION

- › Ipswitch WS_FTP® Server with the Web Transfer module
- › Secure exchange of files to maintain data integrity
- › Ability to transfer very large file sizes
- › Easy to use by Broncos and partners

RESULTS

- › Daily use of WS_FTP has increased the efficiency of the Creative Services and Sponsorships departments, as wait times for time-sensitive, large video and graphics files are minimized
- › Proven results and inter-departmental demand now driving an organization-wide rollout

The Challenge

Because security and governance was so important, the Broncos needed to look beyond lightweight file sharing tools:

- › Size and volume of graphics and video files has increased exponentially
- › Physically exchanging files (burned onto a DVD) is time-consuming and inefficient
- › Email exchange of files is virtually impossible due to file size restrictions, and lack of delivery receipt
- › Using different consumer-oriented, cloud-based services poses significant usability and security concerns.

The Vision

The Denver Broncos needed to ensure that the exchange of information – and the method used – was reliable and consistent throughout their organization, and presented a unified, professional appearance to their external partners. They needed this system to be easy to use for employees and partners, but also one that would allow IT to maintain control of the data... all while reflecting their organization's nationally recognized brand. Keeping proprietary data secure and private – with only the intended recipients able to view data being exchanged – was critical.

The Solution

To meet their needs, the Broncos turned to WS_FTP Server and Web Transfer Module.

- › WS_FTP Server is a simple, secure, and compliant file transfer server that is easily installed in minutes
- › Web Transfer Module allows users to upload and download files with WS_FTP Server using their browser, with no additional software or training required
- › IT administration of server access and user permissions guarantees secure, confidential delivery of files



“The free trial was easy and we were given fantastic technical support” says Chris Newman, Information Technology Architect for the Denver Broncos. “The ability to enable end users to easily transfer files with their browser as well as the technical support provided by Ipswitch made choosing WS_FTP solution an easy decision.” Newman also liked that Ipswitch offers a portfolio of file transfer products: “Overall, Ipswitch provides exactly what we need now, with the ability to expand and grow our solution as it becomes more integrated in our daily workflow.”

Ease of Rollout and Customization

The variety of external partners and large number of files exchanged with clients on a daily basis made the Broncos’ Creative Services department the ideal candidate to pilot the implementation. “Since we work primarily with large video files, speed and space were always an issue,” notes Nick Young, Broncos’ Creative Services Manager. “With the implementation of Ipswitch technology, I have been able to easily and quickly push and pull large files, allowing me to access files and begin working on projects right away. The efficiencies are huge!”

“Our external partners are thrilled with this approach versus the traditional systems,” observes Broncos’ senior marketing manager Sandy Young. “Our partners expected the Broncos to have something, but they never expected the implementation to look as good as it does. It blows folks away.”

The Broncos’ Creative Services and Sponsorships departments are now using the system on a daily basis, with other departments clamoring for access. The solution’s ease of use was critical for adoption. “Just give your client a link, with a username and password, and the file is there,” says Young. “It doesn’t get much simpler than that!”

“Our partners expected the Broncos to have something, but they never expected the implementation to look as good as it does.

It blows folks away.”

SANDY YOUNG

Senior Marketing Manager for the Denver Broncos

About Ipswitch, Inc.

Ipswitch helps solve complex IT problems with simple solutions. The company’s software is trusted by millions of people worldwide to transfer files between systems, business partners and customers; and to monitor networks, applications and servers. Ipswitch was founded in 1991 and is based in Lexington, Massachusetts with offices throughout the U.S., Europe and Asia. For more information, visit www.ipswitch.com.

Request your free trial: www.ipswitch.com/free-trials/ws-ftp-server-evaluation