



**RapidScale gains competitive advantage
with secure, easy-to-manage Citrix ShareFile**



“ShareFile has matured over the last five years into one of the market-leading file-sharing systems. It’s the best of the best.”

Randy Jeter | CEO | [RapidScale](#)

Introduction

RapidScale is a managed cloud services provider, headquartered in the USA and with customers around the world. It works closely with large telecom companies and service providers, helping them to provide cloud-based solutions.

RapidScale aims to personalise the service it offers each customer. It delivers a broad range of secure, innovative and reliable cloud computing solutions, including CloudDesktop, its managed Desktop as a Service (DaaS) platform.

To provide these services, RapidScale works with multiple IT vendors, including acting as a Citrix Service Provider (CSP).

Challenges

Providing robust file-sharing application to customers

To meet the needs of its customers, RapidScale identified that it required a robust file-sharing application that it could provide as part of its cloud service.

“Our job is to bring the best solutions to market and get the highest margin, and then win by providing that application or solution to our clients,” says Randy Jeter, CEO at RapidScale. “We needed to find a simple to use business portal, or business file-sharing system.”

“For the majority of small and medium businesses, their file-sharing system is core to their success,” says Jeter. “In order to be compliant, to put protections in place and to run your business intelligently so there’s no concerns with people getting into HR files and everything else, you have to have an advanced, secure file-sharing system.”

Solution

Competitive advantage from best-of-breed solution

To provide the secure file syncing and sharing application its customers needed, RapidScale chose Citrix ShareFile.

“ShareFile was the most mature small to medium business file-sharing system that we had seen, and it keeps maturing – Citrix is ahead of the game,” says Jeter. “When we look at who’s going to simplify the delivery of applications, we believe Citrix is going to have a big play in that long-term.”

“ShareFile is a best-of-breed solution,” says Jeter. “We’re winning because our customers are analysing what we recommend, and telling us that choosing ShareFile was a great decision.”

According to Jeter, having ShareFile in RapidScale’s portfolio gives it a competitive advantage, and helps it to deploy applications that then enable it to increase revenue from its cloud computing platform.

Benefits

Secure sharing of files and data

Compliance and security are important considerations for RapidScale’s customers, with most vertical markets having some form of compliance requirement. This is a key area where a file-sharing application must provide the security required to protect an organisation’s data.

Jeter comments: “When we use ShareFile, we encrypt the data at rest, which a lot of companies don’t do – it’s a big difference, and helps us be compliant with PCI and other regulations.”

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Randy Jeter | CEO | [RapidScale](#)

Easy management across multi-tenant environment

ShareFile also enables RapidScale to set up different storage zones, and choose in which zone a user's data is stored. Jeter describes this as a huge benefit that helps RapidScale to manage its cloud platform across its multiple data centres.

“To mass produce cloud, you have to build in a multi-tenant environment,” says Jeter. “We have multi-tenant platforms built throughout the globe, and ShareFile and the integration with Citrix CloudPortal Services Manager allow us to deploy compute and storage easier and manage and support users.”

Quick and simple delivery of applications saves money

According to Jeter, all that end-users really care about are their applications. This means that a key question for RapidScale is how it can simplify deploying and managing these end-user applications.

“Citrix has built a stack of core business applications, with their core delivery system built into CloudPortal Services Manager,” says Jeter. “We did an analysis of several solutions and we realised that Citrix has the best position to mass provision applications based on their user interface.

“CloudPortal Services Manager gives us a delivery system with a single interface, including allowing us to deliver ShareFile,” says Jeter. “We can add ShareFile as an application in an application store that we're building and that becomes an easy to deliver system.”

“The simpler the ability to deliver the application is in a virtual desktop world, the better it is for us as a service provider,” says Jeter. “CloudPortal Services Manager lets my engineers click a button and deploy an application within two minutes, compared to 30 minutes minimum otherwise – so my cost over the year is reduced, because I'm not adding people to take on the delivery of applications customer-by-customer.”

Simple and cost-effective

“We give people a proof of concept environment for ShareFile, and they say ‘This is amazing, I would love to do this,’” says Jeter.

“Let's simplify it: the biggest factor for us is cost and simplicity to deploy,” concludes Jeter. “ShareFile keeps costs down, and it's easier to deploy.”

The solution

- **Industry:** Technology Solutions & Consultants
- **Citrix Products:** ShareFile



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