

# IPSWITCH WS\_FTP SERVER POSITIVE SOLUTION FOR PRINT COMPANY

## COMPANY BACKGROUND

Based in Mitcham Surrey, Positive Images UK was established in 1989 and offers a comprehensive and total print service, from direct mail to lithographical. Employing 20 of the most skilled individuals in their respective fields, it combines the right people with new technology and equipment to provide clients with a one-stop option for their communications needs. Its operations are controlled centrally and carried out in-house to ensure the most competitive prices and optimised service.

## CUSTOMER ISSUE

“We are continually looking to develop areas of the business to keep up with technological advances to improve customer service and relations,” explains Positive Images UK Studio Manager, Kevin Davis. “We see a particular potential into digital print and mobile marketing, utilising SMS technology and email, for which we required a stable file transfer mechanism.”

Previously, Positive Images was using ‘YouSendIt’ through the web, although was concerned by the lack of security within the solution. “Having to resort to burning sensitive files onto disk and couriering them to our clients was becoming expensive,” says Davis. “We needed to upgrade to a solution that would allow large files to be sent securely without our competitors or other clients knowing what jobs we were working on.”

## THE SOLUTION

Davis turned to Ipswitch’s WS\_FTP Server, used by administrators globally to support millions of end users and to transfer billions of files and petabytes of data. “Ipswitch WS\_FTP Server did exactly what we wanted,” enthuses Davis. “We can use WS\_FTP Server to transfer large zip files securely to our specialist suppliers and have set up accounts so that twenty of our key customers can now upload files to us simply and securely through WS\_FTP.”

Ipswitch’s WS\_FTP Server delivers powerful enterprise-level security, granular administrative control over server access and user permissions, event-driven automation, robust logging capabilities for auditing and compliance and best-in-class performance and reliability – all with an easy to use Web-based user interface. It scales to a virtually unlimited number of user accounts and concurrent user connections; and supports FTP, SSL and SSH protocol connections. Advanced features include strong password policies, guaranteed file integrity, clustering and load balancing architecture and more.

“I no longer spend my days burning sensitive client files to disk and using expensive couriers to guarantee their delivery.”

Positive Images UK Studio Manager  
Kevin Davis



**POSITIVE**  
Images uk  
Listen · Print · Deliver



**BENEFITS**

Securing the file transfer process of access databases and Excel Spreadsheets for the mailing department, the InDesign files for the studio, plus Photoshop, Illustrator, Quark and Acrobat files was of the utmost importance to Positive Images. WS\_FTP boasts 256-bit AES encryption that protects files from being compromised during transfer over SSL / FTPS, SSH / SFTP, and HTTPS protocol connections; the highest level of encryption found in any commercially available file transfer client. In addition, built-in industry-leading file integrity algorithms, including CRC32, MD5, SHA-1, SHA-256 and SHA-512, ensure that files have not been compromised during transport and that the source and destination files are exact matches.

Positive Images has enabled WS\_FTP Server's automatic email notifications to alert them when a large file has been transferred and to verify that it has been successful to give it complete piece of mind.

"My need for quick, secure file transfer has been instantly met by Ipswitch's solutions," enthuses Davis, who was quick to praise the time saving benefits enjoyed through installing WS\_FTP Server. "Through moving from YouSendIt to Ipswitch's WS\_FTP Server we no longer need to remember different user names and passwords, or keep a large list of various different FTP sites. Additionally, I no longer spend my days burning sensitive client files to disk and using expensive couriers to guarantee their delivery."

"WS\_FTP Server boasts the highest level of encryption and is the perfect solution for implementations such as Positive Images where sensitive information needs to be distributed in a highly secure manner," comments Ipswitch Regional Sales Manager, Chris Greaves. "It has enabled Positive Images to ensure that it maintains its competitive advantage and optimum customer service in one go."

**ABOUT IPSWITCH FILE TRANSFER DIVISION**

Ipswitch File Transfer division is a leading provider of file transfer solutions for the SMB, enterprise and SOHO markets. With full end-to-end solutions, Ipswitch File Transfer Division is able to meet customers' current needs and growth strategies. The company's products are used by millions of customers worldwide. Visit <http://www.wsftp.com> for more information on Ipswitch File Transfer and its products and services.

**ABOUT IPSWITCH, INC.**

Ipswitch develops and markets innovative IT software that is easy to learn and use. More than 100 million people worldwide use Ipswitch software to monitor their networks with Ipswitch WhatsUp®, transfer files over the Internet using the market leading Ipswitch WS\_FTP® Professional client and Ipswitch WS\_FTP Server and communicate via Ipswitch IMail™ Server. To view the Daily Network Monitor blog, visit [www.dailynetworkmonitor.com](http://www.dailynetworkmonitor.com). For more information on WhatsUp Gold, visit [www.whatsupgold.com](http://www.whatsupgold.com) or [www.ipswitch.com](http://www.ipswitch.com). Ipswitch values community involvement; visit <http://icare.ipswitch.com> to find out how to become involved.

**EDITORIAL CONTACTS**

Interviews, photography and further information are available from Martin Brindley or Claire McCowan at MCC International.

MCC International Ltd

Tel: 01962 888100

Email: [ipswitchpr@mccint.com](mailto:ipswitchpr@mccint.com)

Copyright 2008, Ipswitch, Inc. All rights reserved. WhatsUp and WS\_FTP are registered trademarks and Ipswitch IMail is a trademark of Ipswitch, Inc. Other products or company names are or may be trademarks or registered trademarks and are the property of their respective holders.