



“We enable marketers to easily and securely send files up to 10GB.”

– Sarah Gould  
Customer Support Associate

**Customer Name**  
AKQURACY

**Industry**  
Marketing

**Location**  
Minneapolis, MN

**Number of Employees**  
14

#### **Business Challenge**

- Lack of security with previous methods of file sharing
- File size limitations
- Connectivity issues
- Unreliability of other products

#### **Business Results**

- Security features improved compliance with legal regulations
- Streamlined data sharing process
- Easy to use system

### **How AKQURACY Streamlined Data Sharing and Increased Security with ShareFile**

AKQURACY is a full-service, data-driven marketing communications agency. Utilizing its covertly obtained research, the agency develops top-notch strategies and creative for its clients, resulting in effective and impactful campaigns.

#### **Business Challenge**

Before ShareFile, the agency used email and an FTP client for file sharing, which proved to be “complicated and restrictive,” says Scott Petinga, President of AKQURACY. The agency needed a more streamlined approach to working with clients and vendors.

“Security was also a major issue, since we handled a lot of confidential information with our clients,” says Scott. The agency was not satisfied with the lack of security prior methods of data sharing offered.

It was also challenged with file size limitations and a general sense of unreliability with other products.

#### **Business Results**

Currently, the agency uses ShareFile on a daily basis to send and receive a massive amount of data files and transfer extremely large 256-bit encrypted creative files to its vendors.

“Security is the biggest benefit. We work with a plethora of teams within any given client and not everyone needs the same level of access to project files. With ShareFile’s granular folder-level permissions we’re able to customize security settings, enabling specific users to have access to specific files,” says Scott.