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AKQURACY

## AKQURACY

### Company

AKQURACY

### Industry

Marketing

### Location

Minneapolis | Madison | Singapore

### Number of Employees

14

### Business Challenge

- + Email had file-size limitations.
- + Employees had connectivity issues.
- + Other services were unreliable or not secure.

### Business Results

- + Security features protect confidential research data.
- + Data-sharing process is streamlined.
- + New system is easy to use.

## How AKQURACY streamlined data sharing and increased security with Citrix ShareFile

AKQURACY is a full-service, data-driven marketing communications agency. Utilizing its confidentially-obtained research, the agency develops high-level strategies and creative materials for its clients, resulting in effective, high-impact campaigns. Working efficiently and quickly requires the agency to send large and confidential files on a daily basis.

Before using ShareFile, the agency tried email and an FTP client for file sharing, which were complicated and restrictive. Email attachments had file-size limits, and the FTP interface was difficult to use, resulting in the agency looking for 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 Petinga, worldwide chairman and CEO of AKQURACY.

Frustrated with email and FTP, AKQURACY turned to ShareFile. Currently, the agency uses ShareFile on a daily basis to securely send and receive hundreds of large data and creative files, including Adobe InDesign, Photoshop, Illustrator, PDF, text and Excel files, to clients and 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," says Petinga. "With ShareFile's granular folder-level permissions, we're able to customize security settings, enabling specific users to have access to specific files."