

Nology Networks

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Brendon Liner, Cloud Integration Specialist, Nology Networks

Business Challenges

Obsolete cloud file sync product that had ceased development

Clients in a wide range of industries with unique environments, needs, and processes

Sales team that needed to share files securely with prospective clients

Results

Innovative business-grade file sync solution designed exclusively for IT service providers

Feature-rich file sync service that matches an array of client environments and use cases

Secure and easy sharing of large, sensitive files boosts sales team productivity and prospect engagement

Nology Networks is a Minnesota-based cloud services integrator with over 200 clients nationally and internationally. Deploying eFolder Anchor as a flexible and modular file sync solution has allowed Nology Networks to dramatically improve its clients' productivity.

For Nology Networks, physical hardware is a thing of the past.



Brendon Liner, Cloud Integration Specialist, Nology Networks

"The cloud has unlocked so many benefits, not just in terms of costs but also productivity," says Brendon Liner, Cloud Integration Specialist at Nology Networks. "Businesses clearly want to move to the cloud, and that's where we come in."

A major part of Nology's business is moving clients from outdated legacy servers to newer, cloud-based solutions. Nology's client

base includes financial service firms, health care companies, law firms, and educational institutions.

"Having a diverse set of clients means that we have to choose very flexible solutions to implement," says Liner. "This is especially true for cloud file sync, which every client wants."

Shortly after Nology adopted its first file sync product, the vendor company was acquired and development for the product ceased.

"We were waiting for roadmap features and enhancements — hoping for things to get better — but the problems only got worse," explains Liner. "It started to wear on client patience, especially those clients who were expecting a solution customized for their business."

Nology cites a poor web portal, lack of security features, and no mobile application as primary reasons to look elsewhere.

In May 2013, Nology Networks adopted eFolder Anchor, a business-grade file sync service designed to meet the needs of any small- or medium-sized business. Nology realized that Anchor could meet a wide variety of use cases, making it a perfect fit for Nology and its diverse clients.

"We really took the time to understand our clients' needs, and we showed them how to leverage all the capabilities Anchor has to offer," says Liner.

Nology used Anchor to transform the way one of their clients, a mortgage company with 20 employees, collected sensitive information from their customers. Using Anchor, the mortgage company has created over 200 password-protected guest accounts so that customers can upload sensitive financial documents, including bank statements, W2s, and credit reports, to share with mortgage brokers.

Nology is also using Anchor to help a small appraisal firm take advantage of existing hardware. The company has cloud-enabled its local file server, giving employees easy and secure access to the file server, without the need for VPN and FTP protocols. By syncing the file server with the cloud and employee's devices, Nology has improved client productivity and satisfaction.

Other use cases include a sign design company, which has used Anchor to create a custom-branded web portal that third parties can use to download and upload documents, and a construction client that is using Anchor to mitigate risk by tracking file modifications and performing remote wipes on temporary workers' devices.



Nology needed a file sync solution that could meet a variety of different client needs

"With Anchor, we are able to streamline a number of processes for various clients in entirely different industries," says Liner.

Finally, Nology is using Anchor for their own sales efforts. The sales team sends documents using the Outlook plug-in, which allows them to send large files with a link and be notified when a prospect downloads. By doing this, the sales team is able to follow up quickly and measure client engagement.

Nology has deployed Anchor to 60 clients and 350 users.

"Anchor is so much more than a file sync solution," says Liner. "Anchor is a feature-rich platform that helps us build a custom solution for any client. The only limitation is creativity."



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