

The logo for eSHARE, featuring the word "eSHARE" in a white, sans-serif font. The letter "e" is lowercase and has a horizontal line through its middle. The letters "S", "H", "A", "R", and "E" are all uppercase. The background of the slide is dark with a pattern of thin, curved lines in shades of purple and blue, and a large, abstract graphic on the left side composed of overlapping blue and purple shapes.

## CASE STUDIES

# In the Retail Industry

How a leading multi-brand international retailer securely and reliably shares sensitive data with suppliers, consumers, and partners internationally

Collaboration, Reimagined.

[www.eshare.com](http://www.eshare.com)

## How a leading multi-brand international retailer securely and reliably shares sensitive data with suppliers, consumers, and partners internationally

**As a multi-billion-dollar apparel-based specialty retailer with more than 3,000 company-owned stores, over 80,000 employees and a significant online presence,**

this company needed a secure, reliable and brand-safe means to share information across its geographically dispersed business, exchange sensitive data with suppliers, and comply with the requirements of GDPR.

### **The organization was confronted with several challenges and opportunities:**

- The organization's upcoming fashion show required the transfer of a large volume of media files in a short period of time (e.g. 2TB in 24 hours) out of China, a region well known to block file sharing services such as Box, Dropbox, Google Drive and Microsoft OneDrive.
- The company needed to accelerate its' cloud-first IT strategy, especially with regard to its' Office 365 license that had not been fully utilized, including 20 Petabyte of OneDrive storage (with a replacement value of \$200,000 per month).
- GDPR required the organization to find a secure way to respond to consumer requests for their personal information (i.e. a subject access request, or SAR), without triggering further GDPR exposure.

The organization had several options available. One was to expand its current use of Box, which was in use by 1500 users within one of its divisions. Though the use of Box was successful when viewed from a distance, there were several issues raised upon a closer examination.

- 57% of the files shared externally were shared on an anonymous basis, with no logging of how the shared data was being used. Despite the obvious security concerns, anonymous sharing was done for the convenience of the recipients, as no login/password would be required of them.
- While the company had 20 Petabyte of essentially free file storage in the form of OneDrive for its 10,000 users, it was paying \$400,000 per year for Box for 1,500 users, for functionality no different from that of OneDrive.
- Attempts to use Box to share files in and out of China failed, the Great Firewall of China was routinely blocking the URL links to the shared files.
- The Box system offered no opportunity for the organization to leverage and build upon its well known brand when sharing data with external parties.

Microsoft OneDrive was an obvious candidate to meet the organization's requirements, given the ready and ample storage it made available for file sharing...

## But it too had challenges.

- OneDrive was no more reliable than Box with respect to sharing data in and out of China.
- OneDrive was also unable to support the organization's branding needs.
- OneDrive had not yet been approved for storing the organization's most sensitive data. The security team would require file-based encryption that users could selectively apply, something OneDrive did not natively supply.

## The path chosen by the organization was to deploy eShare in conjunction with Microsoft OneDrive. Why?

- Internal data sharing occurs natively through OneDrive, though a "secure folder" has been set up for all users, where highly sensitive files (e.g. non-public financial data) can be placed and automatically encrypted with keys that the organization alone controls (i.e. neither Microsoft or eShare can access un-encrypted data).
- All external sharing is done via eShare, with all aspects of this sharing performed using the organization's branding. All web pages and emails have their logo and colors and the links to all shared files use a sub-domain of the organization, not one belonging to Microsoft, Google, Box or Dropbox.
- The fashion show media files made their way out of China easily without any problems, enabling social media promotion concurrent with the event and the timely post-production of video for international television broadcast a week later.
- Requests for personal information from consumers pursuant to GDPR are satisfied by sending the consumer links to their information, encrypted within OneDrive, using passcodes. This eliminates the need for the consumer to provision themselves an account to access a secure email, which could bring about yet another GDPR subject access request.

The organization is in the process of polling its business units to identify additional use cases for eShare and OneDrive. These are likely to exist around sharing sensitive data with the organization's supply chain and with external parties such as auditors, regulators and lawyers.



# About eShare:

## Helping companies share files & collaborate securely between customers, partners, and supply chain with Microsoft 365 and Google Workplace productivity suites.

eShare was founded in 2012 as nCrypted Cloud to provide highly-secure external file sharing solutions built upon already existing cloud file sharing services. Though the company initially focused on the consumer market, it quickly became clear that Microsoft, Box, Dropbox and Google were not fully meeting the needs of enterprises who wanted to use their cloud file storage and sharing services to share regulated and proprietary data with clients, partners, suppliers and other outside parties. Re-branded as eShare in 2017, we are solely focused on meeting the external file sharing and content collaboration needs of medium to large sized enterprises.

Our super angel investors are former executives of Webex, Cisco, Microsoft, Broadcom and SpaceX. In addition to eShare, these investors were among the angel investors in Zoom Video, SentinelOne and Palantir. Our angel investors include Eric Yuan, the founder of Zoom, Dan Scheinman and Sameet Mehta. Prior to serving as eShare's President and Chief Product Officer until 2022, Ken Venner was a founding angel investor in eShare while the CIO of Broadcom. Ken later spent 6 years with SpaceX as their CIO and now serves as the CIO of Sierra Space. eShare's venture capital investors include Granite Hill Capital Partners, which specializes in global information technology companies.



**Leverage Microsoft 365 for external file sharing and content collaboration**

Many organizations already use Microsoft 365 for data sharing and storage. However, some find that the native controls available for secure external data sharing are insufficient. To compensate, they disable guest access to Teams and external file sharing from OneDrive and SharePoint Online, leading to the use of expensive and complicated point solutions for external file sharing. eShare offers the necessary rights management, authentication integration, and user-friendly branding to enable external file sharing and modern collaboration within Microsoft 365, without relying on guest access or external file sharing.



**Significantly reduce data security risk by 93% without changing user behavior**

Email remains the most popular file sharing tool, with 3.9 billion users. Attempting to block or encrypt attachments is often counterproductive, reducing productivity without effectively mitigating risk. eShare offers a seamless solution that automatically converts attachments into links, eliminating the need for users to change their behavior. Our usage statistics show that even with the right permissions, 90+% of recipients do not download attachments from your Microsoft 365 tenant, but prefer to use modern collaboration methods with the eShare platform. By using eShare's link-based sharing, organizations can meet business needs without permanently sharing their files.



**Extend Zero Trust policies to include external collaborations**

Zero Trust security strategies that prioritize least privilege access are now standard for many organizations. However, extending these policies to external collaborators has been a challenge. eShare offers a solution by applying Zero Trust policies that grant external recipients the minimum rights necessary to meet business needs, based on Microsoft Purview sensitivity labels where available, when files are shared externally. This approach ensures that external access is always limited and in compliance with organizational security policies.





# Getting started with eShare is easy:

1

## Connect:

[Click here](#) to schedule a brief discovery call to see how we can help you balance your data governance and business needs.

2

## Comprehensive demo:

After your discovery call, we'll schedule a brief but comprehensive demo that is tailored to your specific business outcomes.

3

## Get started:

Once all of your questions are answered, getting started with eShare is quick and easy. You'll have a dedicated success team assigned to your account to support your teams on-boarding and implementation process.

Get Started