

eSHARE



CASE STUDIES

In the Tech Industry

File sharing with customers from Teams & Sharepoint online by an enterprise software solution provider.

Collaboration, Reimagined.

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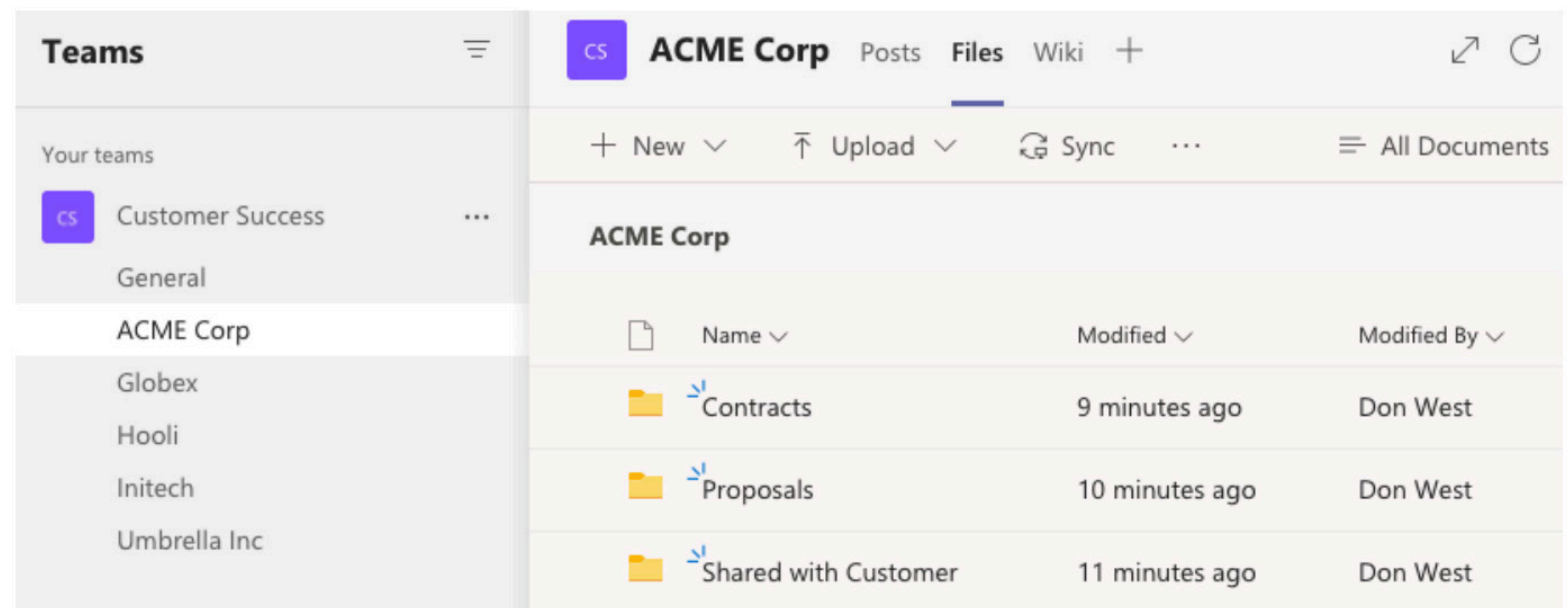
Like many organizations, this provider of enterprise software solutions has deployed Microsoft Teams to improve its ability to collaborate internally and engage customers through video conferencing. Not having had a team-based collaboration or messaging system already in place (e.g., Skype), the results have been transformative, especially given the workforce dislocation brought about by the COVID-19 pandemic.

Despite these gains, the company knew it was under-utilizing Teams and that more productivity improvement could be realized, especially with regard to collaboration with outside parties, principally the company's customers. After an investigation into its existing customer collaboration workflows, the company determined that file sharing was a ripe area for productivity gains.

In considering how best to enable file sharing with customers using Teams, the company quickly confronted the all-or-nothing nature of Guest Access to Teams. More specifically, the fact that Guests would have access to the entire Team they were invited to join, not a specific channel. Because the company had already set up individual Teams channels to support internal communications and file sharing specific to each

customer, it was not possible using Guest Access to limit the sharing of existing files/folders to a specific customer.

Re-structuring their implementation of Teams to accommodate this limitation of Guest Access was considered (e.g., a Private Channel or a Team site per customer), but it was rejected due to high change management cost. And consideration was given to waiting on Microsoft's upcoming Shared Channel capability, but this would also require re-structuring and, more disqualifying, would require the customer to have a federated O365 tenant.



The company found a solution in eShare, which allows specific folders within existing Teams channels to be shared with its customers.

Their practice is to create within each customer-specific Teams channel a folder called “Shared with Customer”. It is this folder and its contents that is shared with the customer. Though anyone that is able to access the Teams channel can initiate this “Trusted Sharing” with the customer using eShare, the responsibility typically falls upon the Customer Success Manager (CSM). Within the eShare web portal (see the provided screenshot), the CSM navigates to the SharePoint site associated with the relevant Teams channel and creates the Trusted Share. The customer email address is input and a sharing policy selected.

While the customer accesses shared files through an easy-to-use and company-branded web portal provisioned by eShare, the company’s internal users continue to create content and access files shared with the customer using the native Teams interface. This includes accessing files uploaded by the customer into the Trusted Share, which the internal user sees as files within the “Shared with Customer” within the Teams.

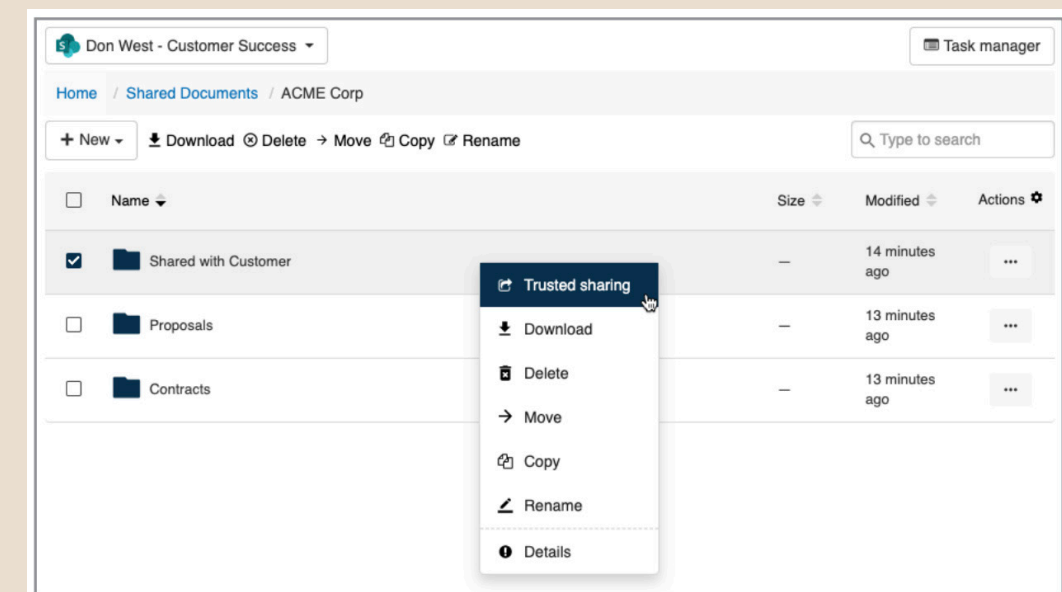
Allowing internal users to stay within Teams when sharing files with customers was a key factor in deciding to deploy eShare.

Other deciding factors were:

- No new teams or channels needed to be created to compartmentalize files to be shared with customers.
- No Guest accounts or Microsoft accounts of any kind are required of the customer.
- There is only one copy of the shared files, simplifying version management and avoiding confusion.

- Modern collaboration with customers is now possible, including the co-authoring and redlining of documents.
- Email notifications are sent to both internal and external participants when the contents of the Trusted Share have changed, keeping team members on task and always informed.
- Customers are always able to access the shared files, even when their organization would otherwise block access to SharePoint Online links, as highly regulated businesses, government organizations, and the Great Firewall of China often do.
- A company branded UX is presented to customers, instilling trust and building the company’s brand. eShare was deployed and configured by the company’s IT team within 2 hours, including SSO integration and custom branding. The amount of change management required was minimal, especially in light of the productivity benefits obtained.

The company reports that both its internal users and customers are very satisfied with the productivity improvements made possible by eShare.





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 e-Share 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.

Humana



GE Aerospace

Morgan Stanley

VICTORIA'S SECRET



London Stock Exchange Group



BROWN

Bath & Body Works



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