



RushFiles

# Secure File Sharing

For internal sales teams and distributors when presenting to Service Providers.

## TARGET AUDIENCE AND USE CASES

Profile	What they look like	Typical trigger
MSPs serving regulated or data-sensitive clients	Need clear data location, auditing, controlled access	Client requires in-country hosting or GDPR/NIS2 alignment
MSPs replacing customer file servers	Managing legacy Windows servers, NAS, VPNs	Server renewal, migration project, remote access issues
Microsoft 365-focused partners	Offering M365 but aware of SharePoint support burden	Customer dissatisfaction with SharePoint/OneDrive performance
Cloud/hosting providers	Operate their own infrastructure	Need to offer a file-sharing service fully under their brand

## WHY SERVICE PROVIDERS NEED A FILE-SHARING SOLUTION BUILT FOR THEM: TALKING POINTS

- Mainstream cloud drives are not designed for MSP operations – they lack multi-tenant administration, predictable permission structures, and partner-level control.
- Managing SharePoint/OneDrive across many SMEs increases support load due to inconsistent behavior, sync dependencies, and complex permission inheritance.
- Data residency and sovereignty requirements affect partner portfolios, especially when serving regulated industries or customers with contractual location constraints.
- MSPs need solutions where they retain customer ownership, control deployment models, and define pricing – which hyperscalers do not allow.
- On-premise or hybrid deployment options remain necessary for sectors requiring local storage, private infrastructure, or non-cloud environments.
- A straightforward, stable file-sharing layer reduces ticket volume, shortens onboarding time, and improves customer satisfaction across multiple tenants.

## VALUE PROPOSITION & ELEVATOR PITCH

RushFiles enables Service Providers to offer secure, predictable, and flexible file-sharing services under their own brand with full control over deployment, data location, and customer management.

It is designed for MSP/CSP operational workflows and scales efficiently across multiple tenants.

- Multi-tenant architecture for clean separation and simplified administration
- Full white-label experience across web, clients, and communication emails
- Choice of hosting model: RushFiles cloud, partner-hosted, or full on-premise
- Consistent user and permission model that reduces support tickets
- Direct customer ownership (account, pricing, billing, branding)
- No hidden infrastructure or compliance gaps – transparent environment, predictable behavior

## UNIQUE CAPABILITIES TO HIGHLIGHT

Purpose-built multi-tenancy allowing SPs to manage many customers from one console.

Full white-labeling so partners control branding and customer-facing identity.

Flexible hosting options (cloud, hybrid, on-prem) enabling differentiated service offerings.

Stable, predictable permission model that minimizes configuration complexity.

AD/LDAP integration for straightforward onboarding and consistent identity management.

Device and IP access controls natively available (no enterprise add-ons needed).

Virtual drive technology for seamless user access with optional offline support.

Detailed logging and auditing supporting compliance-driven clients.

Simple licensing structure with clear margins for SPs and distributors.



## DISCOVERY QUESTIONS

- How many tenants/customers are you currently managing for file sharing?
- What challenges do you face supporting SharePoint/OneDrive across multiple SMEs?
- Do any of your clients require specific data residency or on-prem deployment?
- How important is full branding and service ownership for your business model?
- Are you looking for a file-sharing solution with lower support overhead?
- Do your customers frequently request external file sharing with stronger controls?
- How do you currently manage onboarding and permission setup across your customers?
- Are you looking to expand or differentiate your cloud offering portfolio?

## OBJECTION HANDLING

### **“We already offer SharePoint/OneDrive.”**

These services work, but require significant support for SMEs. RushFiles offers predictable behavior, simpler permission structures, and lower operational effort across multiple tenants.

### **“We don’t want additional platforms to manage.”**

RushFiles’ multi-tenant console centralizes all customers in one interface, significantly reducing overhead compared to managing separate Microsoft tenants.

### **“Is it competitive against major cloud providers?”**

RushFiles serves a different need: predictable file access, compliance clarity, and partner ownership. It complements Microsoft 365 without duplicating enterprise workflows.

