



# Secure File Sharing

Quick sales guide for partners providing secure file-sharing solutions to business clients.

## TARGET AUDIENCE AND USE CASES

Profile	What they look like	Typical trigger
Regulated SMBs (healthcare, finance, energy distribution, government, manufactory)	Need audit logs, device control, predictable storage	Compliance review, external audit, GDPR/NIS2 requirements
SMEs with remote or hybrid teams	Field staff, remote workers, multi-location operations	VPN performance concerns, slow access, sync inconsistencies
Businesses replacing aging file servers	On-prem file servers, NAS devices, VPN dependence	Server end-of-life, hardware issues, remote-access limitations
Microsoft 365 customers struggling with SharePoint	Complex permission structures, inconsistent sync behavior	Support tickets, external sharing issues

## UNIQUE CAPABILITIES TO HIGHLIGHT

Straightforward user experience using a clear folder-based structure.

Flexible access methods (web, mobile, desktop, virtual drive).

Administrative controls such as device approval, IP restrictions, and detailed logging.

Predictable permission management without complex inheritance logic.

Transparent data-location choices across cloud, hybrid, and on-premise infrastructure.

Offline access options for employees working in low-connectivity environments.

Efficient onboarding with support for Active Directory and existing folder hierarchies.

## WHY BASIC FILE SHARING IS NO LONGER ENOUGH: TALKING POINTS

- Generic cloud drives introduce operational inefficiencies — inconsistent permission behavior, sync delays, and file-access inconsistencies that interrupt normal workflows.
- Remote employees require dependable access performance without relying on VPNs or local sync mechanisms that can slow down distributed teams.
- Compliance requirements are increasing — many organizations must demonstrate controlled access, device validation, and clear audit trails.
- Most cloud services do not disclose precise data location, which is a concern for businesses subject to GDPR, data residency rules, or client contractual obligations.
- Endpoint-related incidents remain a major security risk — unrestricted device access can expose organizations to ransomware and data compromise.

## VALUE PROPOSITION & ELEVATOR PITCH

- RushFiles provides secure, consistent, and flexible access to company files, enabling employees to work efficiently from any location while maintaining full administrative control.
- It delivers a familiar folder-based environment with clear permission structures, predictable performance, and deployment options that meet compliance and data residency requirements.
- Secure access from office, home, or field locations
- Transparent control over user access and sharing
- Choice of data location (EU cloud, partner cloud, or on-premise)
- Low training overhead due to intuitive structure
- Reduced downtime from file-access issues or infrastructure limitation

## DISCOVERY QUESTIONS

- How do remote employees currently access shared files?
- Do you require clarity on where company data is stored?
- Are you experiencing challenges with permission management or external sharing?
- Do your compliance requirements include audit logs or device restrictions?
- Are you planning to retire existing file servers or reduce VPN dependency?
- Do you need a simpler way to manage file access across departments or locations?
- How do you handle access from personal or unmanaged devices?

## OBJECTION HANDLING

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

RushFiles provides a more focused and comprehensive file-access solution with predictable permissions, consistent performance, and clear control over data location – which aligns better with the operational needs of many SMB and SME environments.

### **“We prefer not to introduce new tools.”**

RushFiles is intuitive and follows a familiar folder-based model, minimizing training and adjustment time.

### **“We’re concerned about data loss or accidental changes.”**

RushFiles provides file versioning, audit logs, and data-recovery options, allowing administrators to restore content efficiently.

