

RushFiles Product Positioning Guide

Positioning guidelines for partners serving SMB and SME clients

What RushFiles Is

RushFiles is a secure file share and sync platform that allows companies to store files in their chosen location and access them through a structured folder system on desktop, mobile, and web.

It replaces legacy file servers and simplifies controlled file access for teams that rely on shared folders, internal collaboration, and strict data governance.

RushFiles fits in the category of **Enterprise File Sync & Share (EFSS)** platforms.

Core job-to-be-done:

Provide employees and external users with controlled access to company files while maintaining structure, data ownership, and security.

The Problems RushFiles Solves

Operational Problems

- Aging file servers and VPN slowdowns.
- Remote and multi-site teams lacking consistent file access.
- Large files syncing poorly in existing tools.
- Need for reliable offline access.

Security Problems

- Employees using personal cloud apps for convenience.
- Limited control over external user access and downloads.
- Insufficient visibility into file activity.

Compliance / Governance Problems

- Data must stay on-premise or within a specific region.
- Need for audit trails and documented access.
- Restrictions on using public cloud storage.

Management Problems

- Frequent permission changes and access issues.
- Users misplacing files due to unclear structure.
- High support load related to file access.
- Complex migrations from legacy systems.

Where RushFiles Makes Sense

RushFiles fits best when:

- The company is replacing file servers or network drives and wants a modern solution without changing user workflows.
- Current cloud drives or productivity suites cause structure, permission, or sync issues.
- Distributed or remote teams need reliable access without VPN dependency.
- Users require offline access and stable syncing for large or frequently updated files.
- The business must store data locally or on-premise to meet policy or regulatory requirements.
- External parties need controlled, limited folder access.
- The organization wants a clear folder hierarchy and minimal training.
- IT needs simple, predictable permission management.

Triggers That Indicate Strong Fit

"We're replacing or phasing out our file server."

"Our current cloud drive setup is creating permission or structure issues."

"Sync conflicts or missing files are slowing down our teams."



"We need to keep data in our own infrastructure or country."

"Remote staff need stable access without VPN problems."

"We work with contractors and need clean, controlled access."

"We need something simple and reliable for everyday file operations."

Customer Profiles Where RushFiles Commonly Fits

Regulated organizations (healthcare, finance, public sector)



These customers need strict control over where data is stored and how it is accessed. They require predictable folder permissions, clear audit trails, and secure access for external specialists. They avoid tools where data location or permission behavior isn't fully transparent.

Operational and field-based businesses (construction, engineering, manufacturing)



They work with large or frequently updated files and need reliable sync and offline access. Field teams use mobile or remote devices, so stable, simple access to shared folders is important. They also collaborate with contractors and need an easy way to limit access to only specific folders.

Multi-location or distributed SMBs



These organizations need consistent access across offices and remote teams without relying on VPNs. They prefer a familiar, structured folder system that works across desktop, web, and mobile with minimal training. They often manage both internal and external users and need predictable, easy-to-maintain permissions.

Key Value Messages



Structured folder access that stays consistent:

Files remain organized in a clear hierarchy similar to a traditional network drive, which helps users find and store documents without confusion.



Sync built for daily work, including offline use:

Users can work without a connection and save changes normally; RushFiles syncs updates reliably once they're back online.



Permissions that are straightforward to manage:

Access is assigned at the folder level, avoiding the complexity of managing multiple sites, libraries, or workspace structures.



Controlled access for external collaborators:

Contractors and clients receive access only to the folders they need, reducing exposure of internal data.



Clear audit trails and administrative visibility:

Admins can review file activity, access events, and changes, supporting audits, internal oversight, and compliance documentation.



Minimal disruption to existing workflows:

Teams continue working in a familiar folder-based environment, which reduces training needs and helps avoid workflow changes.

If You Need Support

If you need help positioning RushFiles for a specific customer case, you can contact our Sales team at sales@rushfiles.com or Marketing team at marketing@rushfiles.com. We can review the scenario together and help align the messaging.

Additional sales and marketing materials can be requested through the form available at www.rushfiles.com/partner-resource-hub

[Contact us](#)



RushFiles

www.rushfiles.com