



**Anchor**<sup>©</sup>  
*An eFolder Brand*

# The “Dropbox” Problem

Bring-your-own-device (BYOD) policies and an increasingly mobile workforce are changing how workers want (and need) to access corporate data...

But if employees are using Dropbox, Google Drive, Microsoft OneDrive, or other consumer-grade file sync services your company faces data leakage risks



# Take 5: Do you know...

...which company files are in employees' "Dropbox" folders?

...what to do when an employee's "Dropbox" folder is compromised?

...what to do when employees suddenly leave with company files in their "Dropbox" folder?

...how long "Dropbox" retains files and versions of files?

...what "Dropbox" is doing to guarantee the integrity of your data?

# Risks of “Dropbox”

Data leaks

No visibility

No IT control

Data theft

Data loss

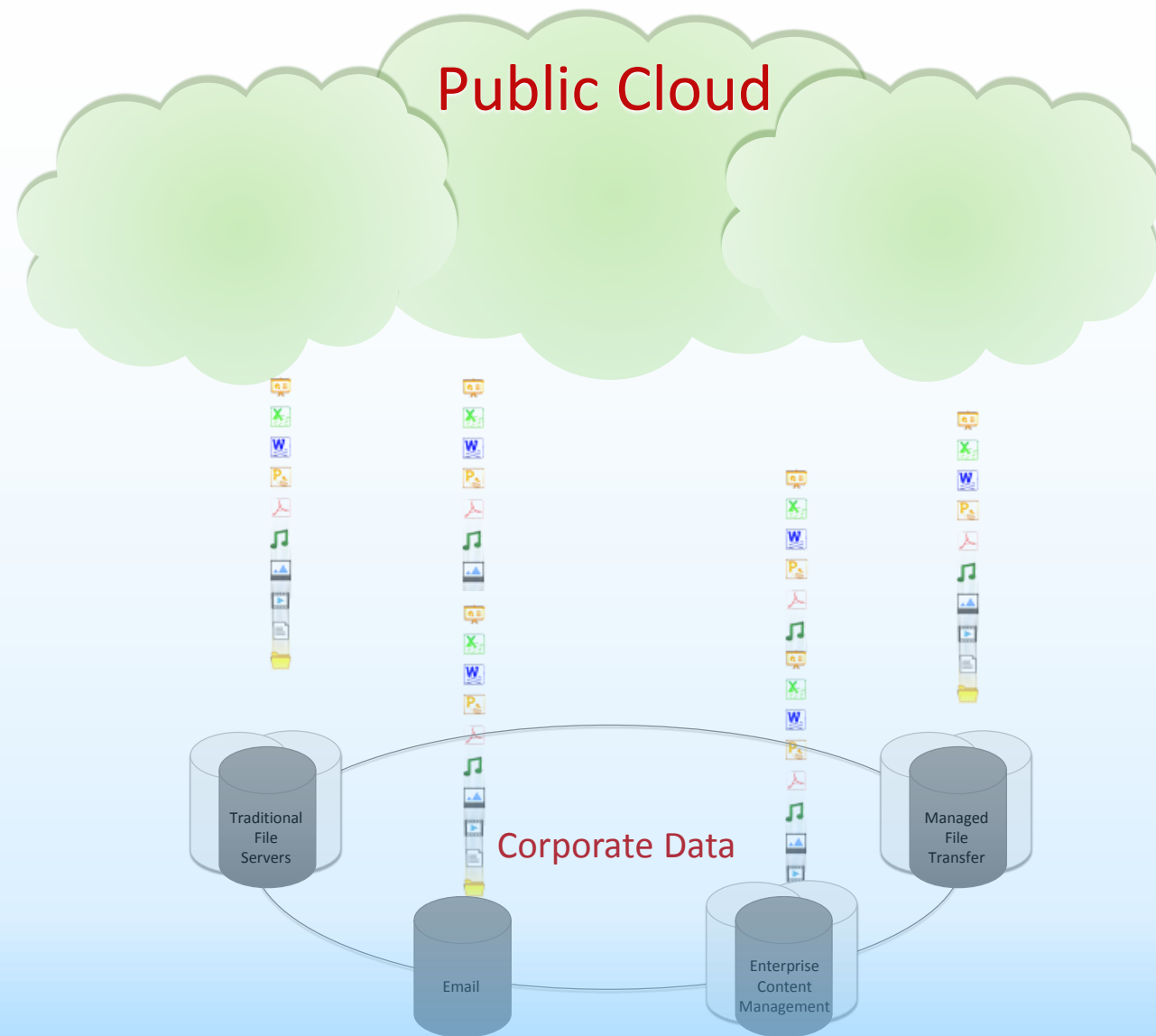
Corrupted data

Law suits

Compliance violations

Loss of accountability

Loss of file access\*



\*All marketing claims refer to Dropbox Basic version 2.6.30 as of April 18, 2014

# Review

Enabling employees is important, but minimizing file anarchy is more important

With “Dropbox,” you have minimal administrative controls and oversight

We do not recommend “Dropbox”



# Our promise

As your trusted IT service provider, we promise to work with you to minimize these risks and support your file access needs

We understand that your employees need a file sync solution

Anchor is the only cloud file sync service that we stand behind and guarantee



# Introducing Anchor

# Work anywhere...



...across any device



...with anyone



...with any content

# ...without compromising security and control

# What is Anchor?

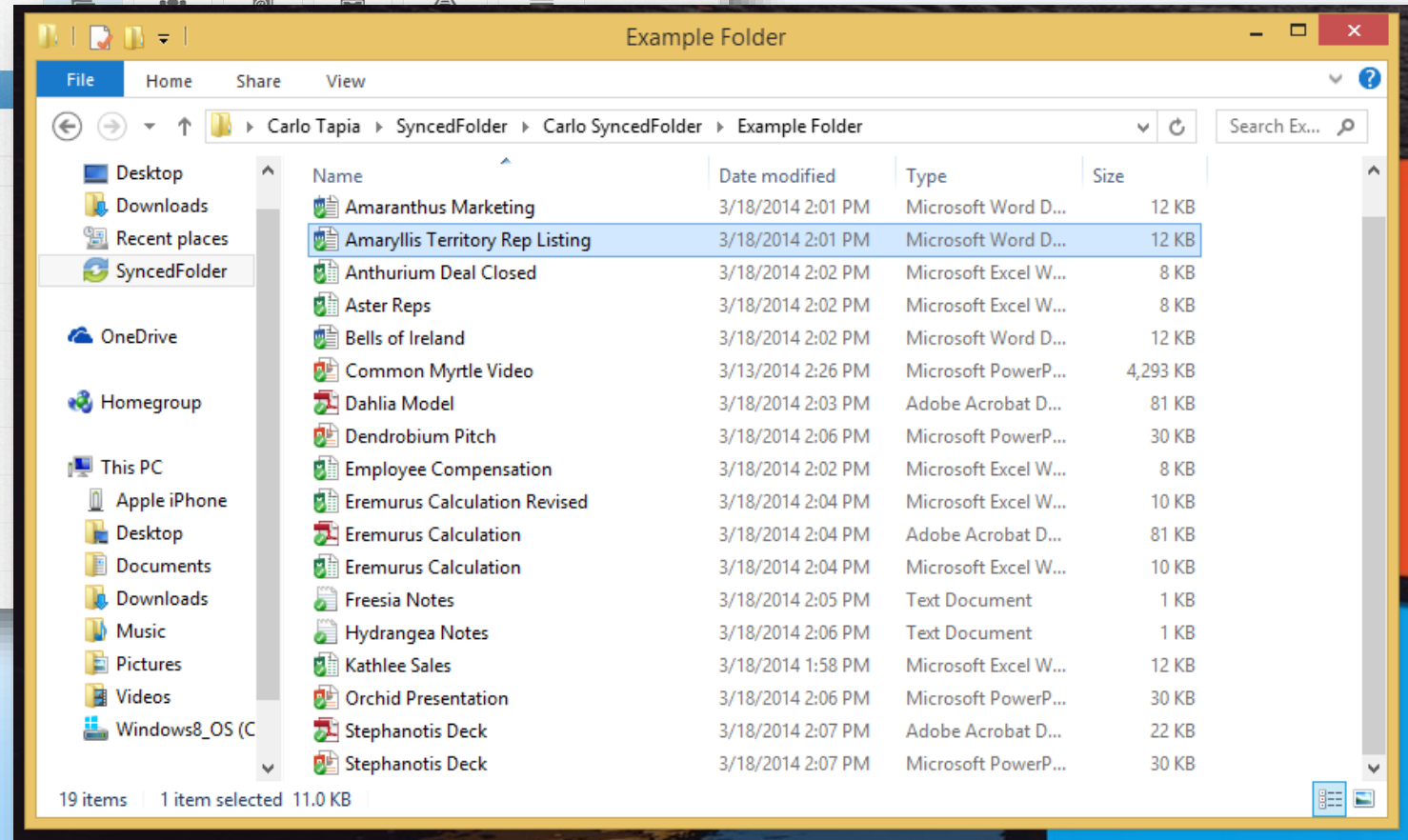
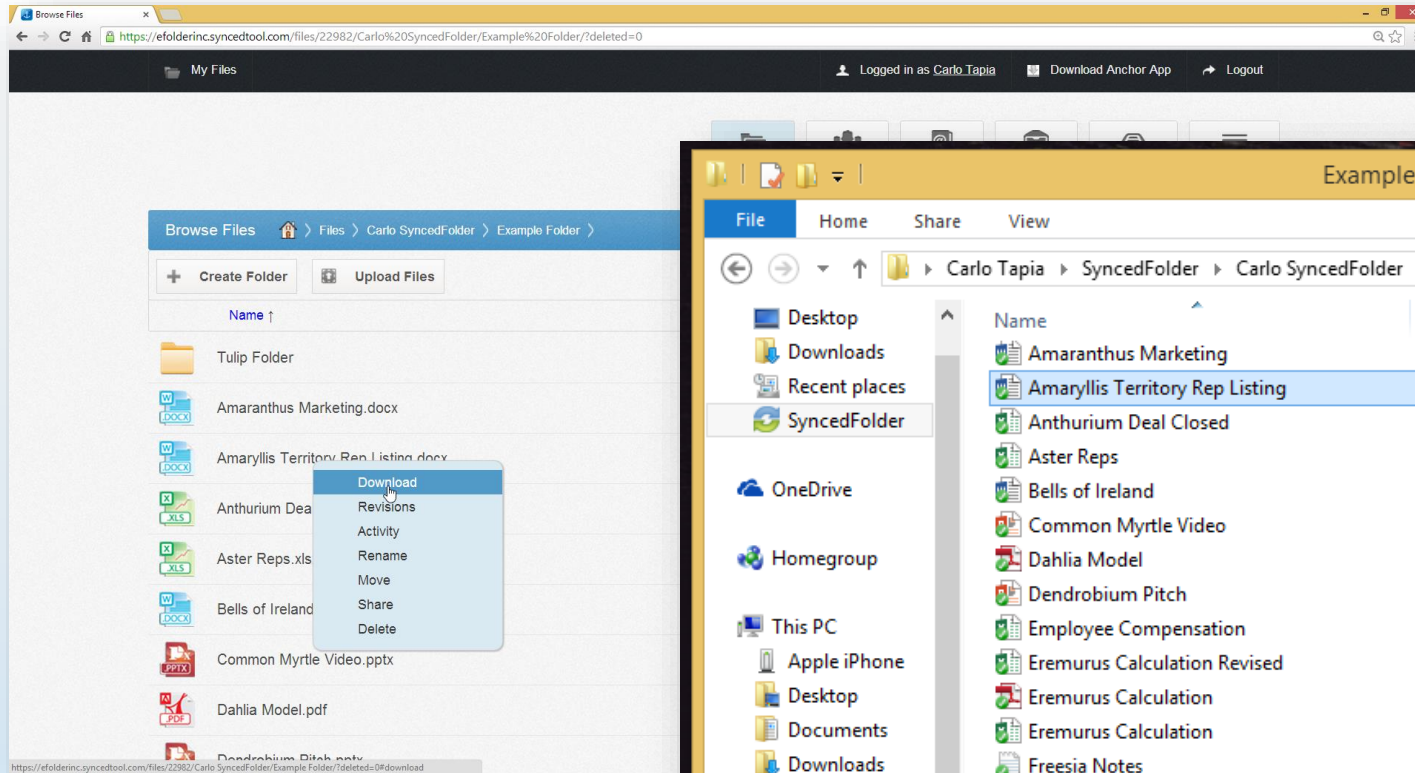
Anchor provides file sync between PCs and mobile devices

Anchor is the only secure cloud file sync service that we stand behind and guarantee





# What is Anchor?



# Access files from anywhere

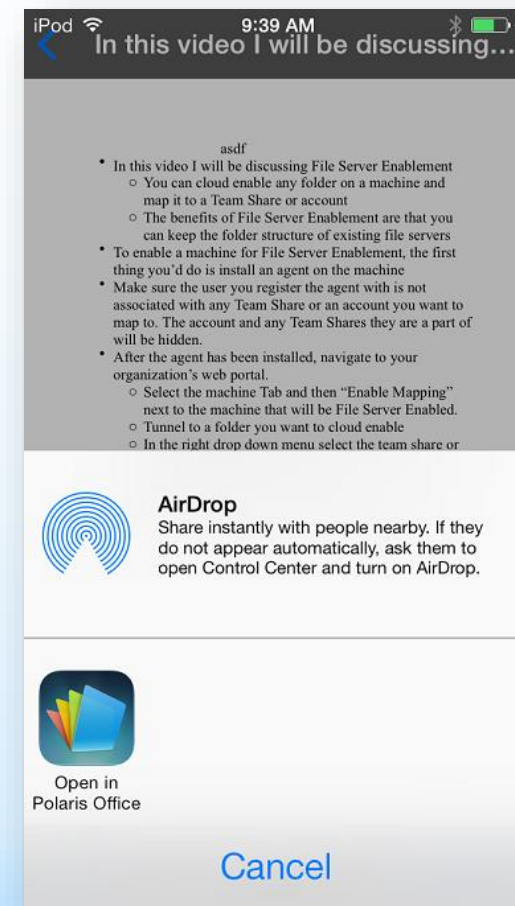
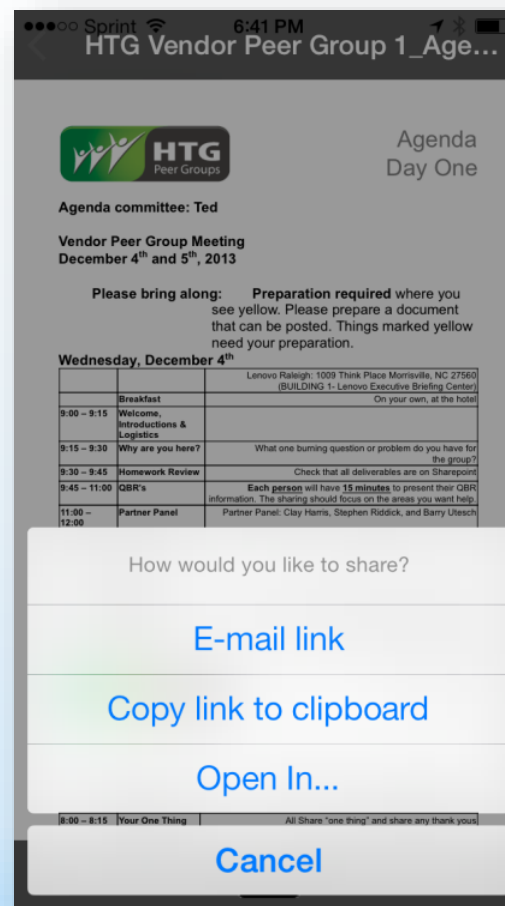
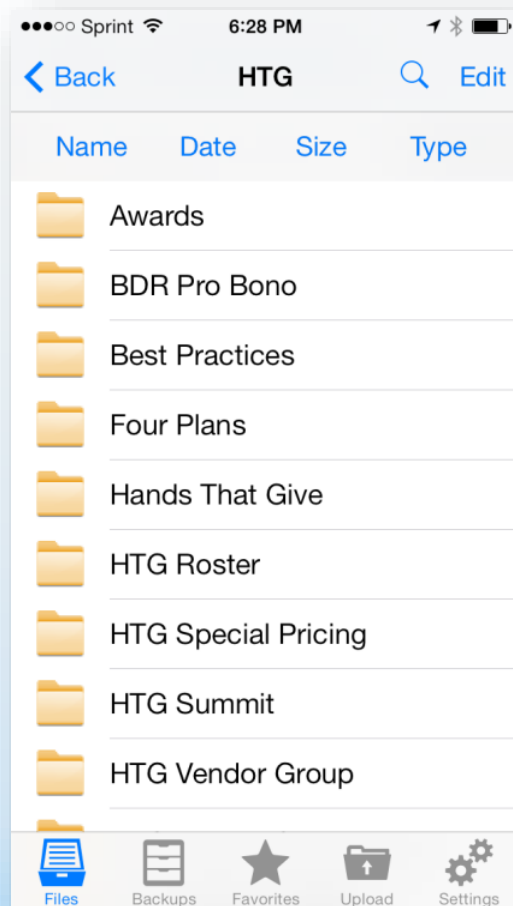
Keep all of your files with you wherever you go

Anchor updates and protects your work

Users can access their files from their laptops, tablets, and phones



# Access files from anywhere



# Collaborate with ease

Anchor empowers users to collaborate on files using Team Shares

Anytime a file changes on a Team Share, users will have access to the most recent version



# Collaborate with ease

The image displays a web interface on the left and a Windows File Explorer window on the right, illustrating file synchronization.

**Web Interface (My Files):**

- Logged in as Carlo Tapia
- Download Anchor App
- Logout
- Shares
- Items Shared With Me
- File or Folder
- Prospect Marketing
- doc-eFolder-BDR-3rdParty-Adaptation.pdf
- BDR-Install-Detailed-Checklist.rtf
- eFolder-ShadowProtect-Howto.pdf
- BDR-Install-Review-Checklist.rtf
- eFolder Partner Success Story\_LANAIR.pdf
- eFolder Partner Success Story\_Guidant Partners.p
- eFolder Partner Success Story\_boxIT.pdf
- eFolder Partner Success Story\_SNC Squared.pdf

**Windows File Explorer (SyncedFolder):**

- File Home Share View
- Carlo Tapia > SyncedFolder
- Search Sy...
- 3 items
- Marketing-Published (1/6/2014 11:14 AM, File folder)
- Marketing-Private (4/9/2014 12:48 PM, File folder)
- Carlo SyncedFolder (4/9/2014 3:05 PM, File folder)

Name	Date modified	Type
Marketing-Published	1/6/2014 11:14 AM	File folder
Marketing-Private	4/9/2014 12:48 PM	File folder
Carlo SyncedFolder	4/9/2014 3:05 PM	File folder

# Share files securely

With one click of the mouse users can share files, set expiration dates, track downloads, receive notifications, and send messages



# Share files securely

Example Folder

File Home Share View

Carlo Tapia > SyncedFolder > Carlo SyncedFolder > Example Folder

Name	Date modified	Type	Size
Amaranthus Marketing	3/18/2014 2:01 PM	Microsoft Word D...	12 KB
Amaryllis Territory Rep Listina	3/18/2014 2:01 PM	Microsoft Word D...	12 KB
Anthur		Microsoft Excel W...	8 KB
Aster R		Microsoft Excel W...	8 KB
Bells of		Microsoft Word D...	12 KB
Comm		Microsoft PowerP...	4,293 KB
Dahlia		Adobe Acrobat D...	81 KB
Dendro		Microsoft PowerP...	30 KB
Employ		Microsoft Excel W...	8 KB
Eremur		Microsoft Excel W...	10 KB
Eremur		Adobe Acrobat D...	81 KB
Eremur		Microsoft Excel W...	10 KB
Freesia		Text Document	1 KB
Hydran		Text Document	1 KB
Kathlee		Microsoft Excel W...	12 KB
Orchid		Microsoft PowerP...	30 KB
Stepha		Microsoft PowerP...	22 KB
Stepha		Microsoft PowerP...	30 KB

Context Menu:

- Open
- Edit
- New
- Print
- SkyDrive Pro
- Convert to Adobe PDF
- Convert to Adobe PDF and EMail
- Combine files in Acrobat...
- Convert to PDF
- Combine supported files in Nitro Pro...
- Open with...
- Share with
- Norton Internet Security
- SyncedTool
- Send to
- Cut
- Copy
- Create shortcut
- Delete
- Rename
- Properties

Share link

Share Access

Secure Share ?

Public Share URL

<https://efolderinc.syncedtool.com/shares/file> COPY

Share Options

Expiration Date

Download Limit

Notify on Download?

Share With

Recipients

Notify  New Recipients  Everyone  None

Message

Name	Can Upload	Can Delete	Remove
------	------------	------------	--------

CLOSE SAVE

# Control your data

Anchor tracks all user activity, including adds, deletes, and changes, making it easy to download and restore any deleted files and previous versions





# Control your data

The screenshot displays the eFolder Synced Tool interface, which is used for managing data and monitoring activity. The interface is divided into several sections:

- Activity Log:** A table showing recent file and folder operations. A dropdown menu for "Any activity type" is open, listing actions such as "created file", "updated file", "renamed file", "moved file", "deleted file", "created folder", "renamed folder", "moved folder", and "deleted folder".
- Dashboard - Break:** A central dashboard for the organization "Break". It includes:
  - Overview:** A pie chart showing 92% Unused space and 8% Used space.
  - Counts:** A table summarizing key metrics.
  - Recent Activity:** A list of recent actions performed by users like David Sutton and Mitch Connor.
  - Space Usage By Organization:** A table showing space usage for "Example Organization".
- Navigation:** A top navigation bar with icons for Dashboard, Accounts, Guests, Machines, Shares, Backups, Activity, Reports, and Settings.

Show Activity In:	with activity type of:	filename contains:
Files	Any activity type	
Anyone		

Category	Count
Accounts	7
Admins	5
Machines	6
Roots	13
Files / Deleted Files	1839 / 255
Revisions	7703

Organization	Space Used / Quota	% Used
Example Organization	9.92M / 100.00G	0.0%

# Eliminate FTP and VPN

Anchor allows businesses to cloud enable their file server, minimizing dependence on FTP and VPN

No more cumbersome technologies



# Eliminate FTP and VPN

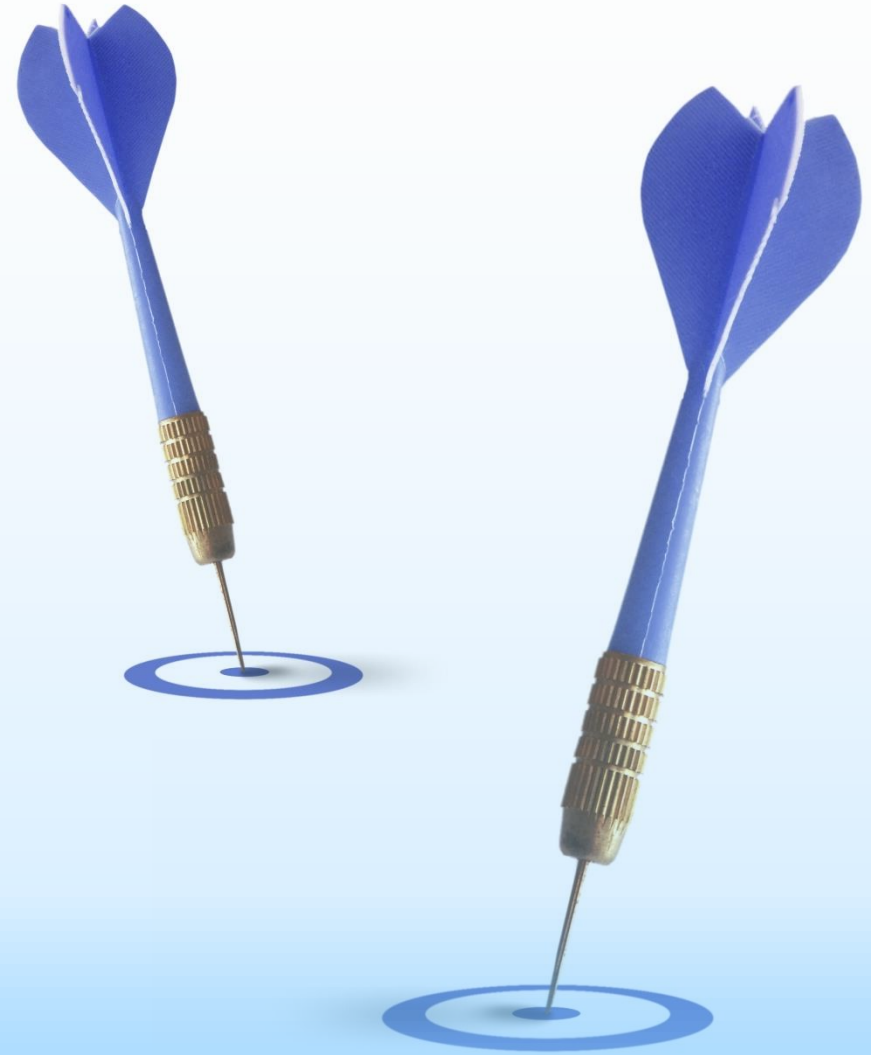
The image displays two overlapping browser windows of the eFolder Synced Tool web interface. The top window shows the 'Download Anchor App' page, with a navigation bar indicating the user is logged in as 'Carlo Tapia' and provides links for 'Download Anchor App' and 'Logout'. The bottom window shows the 'File Server Enablement' configuration page for an organization named 'ANCHOR-SALES'. The interface includes a sidebar with navigation options like 'Organization', 'Service Plans', and 'My Files'. A central panel shows a tree view of folders under 'C:\', with 'dell' selected. A right-hand panel titled 'Map Folders Below' contains a note and a dropdown menu for selecting an account or team share, with 'Account, Dummy' highlighted. The bottom window also features a top navigation bar with icons for Dashboard, Accounts, Guests, Machines, Shares, Backups, Activity, Reports, and Settings.

# Review

Anchor gives you the ability to work anywhere, across any device, with anyone, with any content, without compromising security and control

Anchor allows you to:

- Access files from anywhere
- Collaborate with ease
- Share files securely
- Control your data
- Eliminate FTP and VPN



# Features

File syncing access and syncing across all devices

Cloud-enable existing file servers

Team shares

Third-party file sharing and uploads

Comprehensive usage reports

448-bit Blowfish encryption, on-device and in-transit

2-factor authentication

Remote wipes of desktops and devices

Custom retention period for deleted files and file revisions

Granular user-access and security controls

Revised file backup

Managed file sharing for internal and external parties

Multiple folder backup (Documents, Desktop, Pictures, etc.)

Continuous real-time backup

Bandwidth throttling