

YouSendIt Seeks Wider Enterprise Adoption Through Prosumers

L. Frank Kenney

Moving files between users represents the most ad hoc, unmanaged and ungoverned aspect of file transfer. YouSendIt Tracker for iPhone could enhance IT governance by giving enterprises greater visibility into file traffic.

NEWS ANALYSIS

Event

On 2 June 2009, YouSendIt, which focuses on Internet-based, secure digital file delivery, launched the YouSendIt Tracker application, a mobile monitoring service that enables users to track the delivery status of files sent through YouSendIt on their iPhones. The application is available for free from iTunes and requires users to register for a free account on the YouSendIt Web site.

Analysis

Users mostly employ YouSendIt technology to move files to other users without having to introduce new applications to their desktops. The YouSendIt Outlook plug-in offers an easy, effective way to access managed file transfer (MFT) technology, and the YouSendIt Tracker application extends that capability, giving users visibility into when their files have been downloaded, by whom and how often their files have been accessed. Gartner research has found that the most ad hoc, unmanaged and ungoverned aspect of file transfer today is moving files between users; thus, applications like YouSendIt Tracker that give companies full visibility into file traffic represent a step in the right direction.

For several years, YouSendIt has been trying to make a name for itself within enterprises. More than 62% of YouSendIt users are registered with enterprise e-mails; many are likely to have employed its technology on company business. The YouSendIt Tracker application could help these "prosumers" (professional consumers) initiate a dialogue between the business and the IT organization regarding the frequency and amount of person-to-person file transfers within the enterprise, and whether adoption of this application or a competing technology could help monitor this activity.

By making YouSendIt Tracker available via iTunes as an iPhone download, the company seeks to provide mobile access to its users and capitalize on the iPhone phenomenon: Many iPhone owners seem unable to resist showing off the devices' many uses to everyone they encounter. With YouSendIt Tracker, users can demonstrate on their iPhones that their file transfers have been secured and are managed. Beyond the immediate value of visibility into guaranteed delivery, the application will demonstrate that this hosted solution can be useful to business workers.

By itself, YouSendIt Tracker will not be enough to gain the company enterprise market share. YouSendIt must continue to help its users communicate the value of its services to the IT community — specifically by, educating that community on the value of having an MFT solution on every desktop that isn't an IT application, but rather a simple, user-friendly plug-in that augments existing processes for "sending an e-mail."

RECOMMENDATIONS

- **Enterprise users of YouSendIt services:** Download YouSendIt Tracker to help justify the use of the YouSendIt service, which will enable the IT department to centralize governance activities.

RECOMMENDED READING

- "Key Issues for Managed File Transfer, 2009" — Gartner's MFT research agenda is expanding to reflect the growing importance of governance and the diversity of deployment models. **By L. Frank Kenney**
- "Moving Beyond MFT to File Services" — File services for MFT "level the field" by enabling users to exploit higher-level business capabilities and services. **By L. Frank Kenney**

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