

# Welcome to Sterling Showcase

## Managed File Transfer in Telecommunications, Media & Entertainment

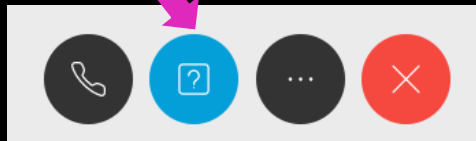
Tuesday, October 13, 2020

1pm – 2pm (Eastern Standard time, US &  
Canada)

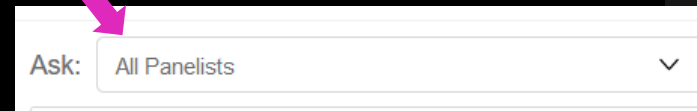
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To Submit a Question

1. Open Q&A Window



2. Select the option: To All Panelists



**IBM Sterling**

# Managed File Transfer in Telco, Media, & Entertainment

—

Dirk Maney  
Worldwide Sales Leader

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# Innovation within Telco, Media & Entertainment Create Data Monoliths

New technologies, such as 5G, Cloud, AI and IoT will drive huge increases in data volumes and, in turn, file-centric processes that must be secured, orchestrated, automated and scale-able

Due to the COVID-19 pandemic, M&E and Telco companies are facing an extraordinarily unpredictable year that will require adaptation to changing consumer behavior

Retiring technical debt, rationalizing processes and creating an MFT “Center of Excellence” reduces TCO while increasing function, capability, security and flexibility.

One example - A study found that having a remote workforce increases the average total cost of a data breach to \$4 million per breach.\*

Increased complexity in the face of shrinking budgets and resources requires modernization and digitization

A recent IBM C-Suite Study found that M&E CxOs see Cloud Computing and services as more important to their future than in other industries.



# Coupled with the realities facing IT organizations in 2020

**Speed** Customers are demanding shorter cycle / process timeframes

**Complexity** Technology challenged partners, increased volumes of B2B transactions

**Governance** Audits, regulations and pressure to provide better security

**Standards** Industry standards continuously changing

**Cost** Reduced IT budgets and rationalization of multiple B2B/MFT solutions



Over the last 5 years, the volume of B2B data exchanged has increased as much as **50%** per year — and shows no signs of slowing down

And what remains the most common method for integrating applications?

55%

% of integrations between applications accomplished through the movement of files – Managed File Transfer



**COVID-19 has accelerated the need for both** rationalization, thus saving costs and resources, and modernization, allowing adaption to a fast-changing market environment with constraints on people and supplies.

- IDC Perspective: *Creating an IT Modernization and Rationalization Plan to Support Digital Transformation*, 2020



# A different MFT approach that...

## **Increases efficiency**

Taking advantage of templates, pre-built connectors, and automation to reduce cost and increase speed

## **Provides flexibility**

Using a range of integration patterns that include APIs, secure mailboxing, and file transfer built on open standards

## **Enables elasticity & growth**

Embedding cloud-native characteristics to accommodate the pace and volume demands from rapidly changing digital transformation use cases

## **Optimizes your investment**

Integrating multiple clouds and on-prem with an architecture built on an ideal mix of cloud services from different vendors and technologies

# IBM is Delivering on this Vision

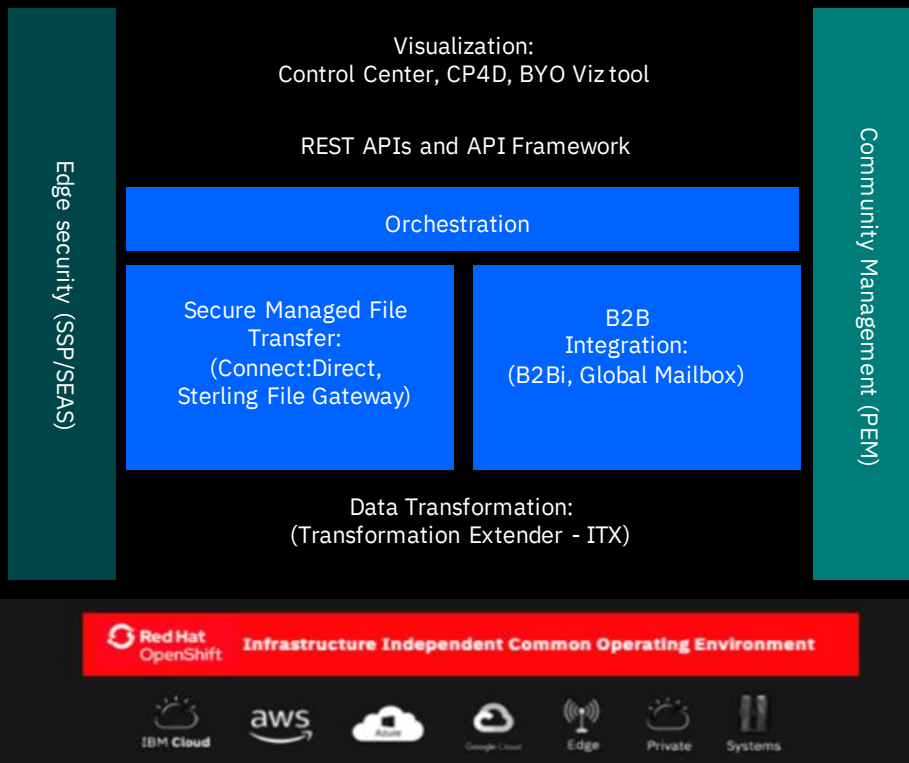
## Solutions designed for end-to-end MFT and B2B Integration flow:

- Secure File Transfer
- B2B Integration Gateway
- Data Transformation Platform
- Community/Partner Management
- API integration & management

Note that some solutions work individually, but even better when used together

## 2019-20 launched modernized portfolio:

- Major release refreshes across all portfolio modules over last 12 months
- Move from on-premise to hybrid cloud
- Exploration to infuse AI through BTI integration and “works with” Cloud Pak for Data strategy



**IBM is the  
Market Leader**

**#1** Managed File  
Transfer Software: IDC

**Thousands of  
Customers**

**80 of Top 100  
Banks**

**#2** B2B Integration  
Software : IDC



# Hybrid Deployment Models

IBM certified containers in the hybrid cloud which deliver increased security and greater cost-effectiveness

Integration across a mix of on-premises, local or public cloud infrastructures

Leverage the investments you have already made in MFT (rationalize without shedding)

APIs that offer a bridge to cloud-based applications

Flexibility on where to store sensitive customer or partner on-boarding data



# Key drivers for a Hybrid Cloud approach to integration



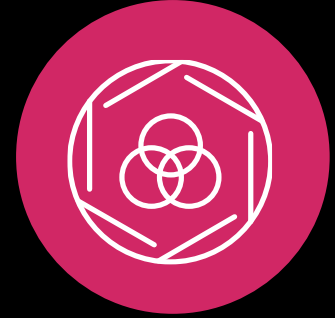
## **Build once, deploy anywhere**

For optimized data and workload placement, and cost efficiency



## **An open and integrated approach**

For visibility, governance, and secure data access



## **Culture and skills transformation**

For best practices, proven methods, and tools

# Operational Efficiency with Visibility and Analytics

Track end-to-end processes, documents, files and messages

Monitor and report on SLA compliance

Monitor all components of the MFT infrastructure

Leverage the data being processed to drive cognitive analytics-based process insight

Receive proactive alerts to manage by exception rather than wait for the problem to occur





# Brand Reputation, Advanced Security, and Governance

## Embrace best practices for Enterprise Security

- SSL Session Termination
- Strong Encryption with supp. for broad range of Ciphers
- No data Ever stored in DMZ

## Advanced Authentication

- Multi-Factor and Multi-Channel Auth. Support
- SSO support for External Identity Providers – SAML 2.0

## In-flight Virus Scanning

- Virus Scans in DMZ sub-network
- Choice of scanning Engine–ICAP



# Accelerated Onboarding and Partner Management

Centralize on-boarding across multiple applications

Offer self-service to partners, customers, suppliers and LOB users

Proactively manage client and partner relationships

Easily manage security certificates and keys with customers and suppliers

Leverage a scalable architecture to accommodate growth in partners

Ease of integration with systems of record leveraging flexible RESTful APIs



# Major Media Customer

## Business problem



Media and telecommunications conglomerate. The company is primarily involved with satellite television and broadband services.

Client was using disparate systems to transfer files in their advertising technology division. They had unmanaged point to point FTP servers, multiple vendor solutions and legacy homegrown solutions that they had built over time. They had issues surrounding 'Where is my file?'. This was causing security, governance and reliability problems around sending and receiving files.

## Solution

The project involves:

- IBM Sterling File Gateway
- IBM Sterling Secure Proxy
- IBM Sterling Control Center

## Results

This project was **critical** for the client's **central governance, visibility and security of sending and receiving files** from its many B2B partners worldwide. It will help to avoid potential punitive file transfer security breaches and external threats along with the reputational brand damage and loss of confidence in the market.

Once live, the system will provide the client with one gateway, consolidating the previous systems, where the orchestration and scheduling of the critical mass of files will be extremely secure. They will have full visibility and monitoring in and out of the enterprise.

# Where are you on your MFT modernization journey?

## **MFT Modernization Checklist:**

Rationalization of Current Capabilities

Containerization and Hybrid Cloud

Visibility & Governance for IT and LoB

Risk Mitigation and Enterprise Security

Simplified and Accelerated Onboarding





## Next Step

Start the MFT Modernization Journey with IBM  
and our IBM Business Partners

<https://www.ibm.com/supply-chain/managed-file-transfer>

# Thank you

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# IBM Sterling

# THANK YOU VERY MUCH for Attending

- Please fill out the survey when you exit
- We will send out the replay and Slides within 48 hours
- Also, if you are interested in the IBM Academy new live sessions start tomorrow, please check it out:
  - Customer Stories, Keynotes and B2B focused sessions
    - 10-2pm EST Wednesday
    - 12-3pm EST Thursday

<https://www.ibm.com/business-operations/academy>

# Sterling Tracks

	Hybrid Cloud Track	Secure File Transfer Track	B2B Integration & Visibility Track
11:15 AM EST	<a href="#">AMA: The top 5 questions you always wanted answered about Containers for Sterling B2B Collaboration</a>	<a href="#">Optimizing your Managed File Transfer (MFT) strategy: Lessons from USAA and Western Union</a>	<a href="#">Managing supply chain disruptions with IBM Sterling Partner Engagement Manager Standard edition</a>
11:50 AM EST	<a href="#">How to successfully migrate to Cloud: Dialogue with Capital One</a>	<a href="#">Secure multi-enterprise data exchange with edge security for your trusted B2B transactions and file exchanges</a>	<a href="#">Demo: AI enabled visibility tool Business Transaction Intelligence for Sterling B2B Integrator</a>
12:25 PM EST	<a href="#">Demo: IBM Certified Container for Sterling B2B Collaboration on RedHat OpenShift</a>	<a href="#">Improved visibility and management of your MFT environment with IBM Sterling Control Center 6.2</a>	<a href="#">How Alcon is enabling visibility and driving efficiency in B2B integration process</a>
1:00 PM EST	<a href="#">On-demand webcast: Generate higher business value using Container technology for EDI and File Transfer</a>	<a href="#">On-demand webcast: How Equifax Modernized Its Managed File Transfer Platform to Achieve Digital Transformation</a>	<a href="#">On-demand webcast: CommScope: Strategizing Integration</a>

# Survey Questions

Thank you for attending our web seminar.  
Please take a moment to let us know how we did!

**Did you find today's session useful?**

- ☐ Yes
- ☐ No
- ☐ Somewhat

**What other B2B topics are you interested in?**