

12 Key File Sync and Share Advantages of Transporter Over Box for Enterprise

Cloud storage companies invented a better way to manage information that allows files to be automatically synced across devices, accessed from anywhere and shared with anyone. Hundreds of millions of users have adopted these services, putting pressure on IT departments to find solutions that meet these new user expectations while offering adequate levels of security, privacy and control.

Many people equate this new way of managing files with the cloud when in reality they are two completely separate things. Transporter offers the same sync, access and share experience of public cloud services, but does this on private appliances companies can own and control.

Here are twelve key advantages of Transporter over Box for enterprise file sync and share.

1. Transporter is built on a financially sustainable architecture.

Public cloud services like Box have the same business model of Internet telephony companies from the mid-90s that tried to capitalize on the rising popularity of VoIP. These companies built expensive data centers and routed all calls through them. Not only did they have large capital expenses for infrastructure, but they also incurred costs with every single call.

Skype launched in late 2003 and completely transformed the industry. Their approach used a lightweight management service that facilitated direct connections between users to provide the calls that users wanted with minimal cost to the service provider. The Internet telephony companies simply couldn't compete and were all out of business within a few years.

Box and other public cloud storage providers have the same business model as these Internet telephony companies. They build or rent expensive infrastructure and pay for massive amounts of bandwidth to transfer all user data. This cost is clearly apparent from Box's recent S-1 filing that highlighted a staggering \$168 million loss on \$124 million in revenue. Aggressive price wars between Amazon, Google and Microsoft will continue to put pricing pressure on Box, and this level of extraordinary losses is simply not sustainable in the long term.

“ I wish @BoxHQ the best but I would combust if 8 years in I was responsible for **\$169mm in losses** against less revs. ”

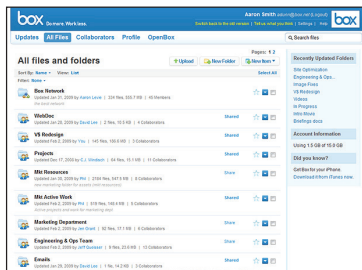
— Former Box investor Mark Cuban

Transporter in contrast was built on a similar model to Skype that leverages the infrastructure businesses already have in place. Not only does this avoid costly and unnecessary infrastructure, it also avoids inefficient use of limited bandwidth. Just like Skype it uses a secure management service to establish encrypted connections directly between authorized devices. The end result is a viable business model that has manageable costs right from the start.

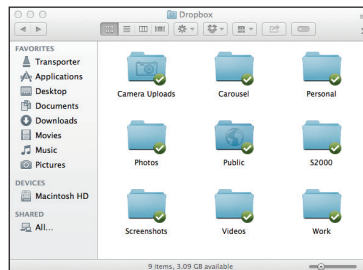
2. Transporter delivers the Dropbox experience users want.

Box focused on a custom, browser-based user interface where Dropbox focused on a native file system experience that is much more intuitive for users. All you have to do is look at the numbers to see which one is preferred: Dropbox has over 10x the number of users when compared to Box.

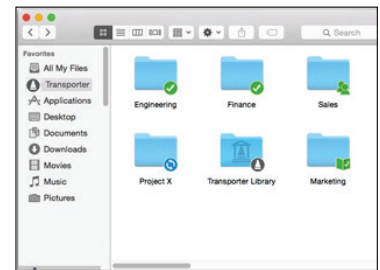
Transporter does not require users to learn an unintuitive browser-based interface while Box does. The Transporter desktop application simply installs a native folder directly into the Mac or Windows file system – just like Dropbox. This ensures your users will get the experience they want.



Custom Box Interface



Dropbox Interface



Transporter Interface

3. Transporter offers complete data privacy.

Box and other public cloud providers employ encryption technology, but that is meaningless if they have access to the private encryption keys. Box, Dropbox and many other public cloud storage companies maintain the private encryption keys meaning they can access your data at any time.

“We obviously have to manage the encryption key, because as a collaborative application we have to broker that exchange between multiple users. To make it a seamless experience, it requires us to have those keys.”

– Box CEO Aaron Levie

Transporter generates and stores the private encryption keys directly on the appliances. This means Connected Data has no way to ever access your files and allows Transporter to meet all the privacy requirements for sensitive medical, financial and legal information.



Transporter stores private encryption keys. All data encrypted during transit with military-grade AES256 encryption.

4. Transporter delivers complete control over the location of data.

Box stores information on servers all over the world and provides no way for companies to control where data is located. This makes Box risky to use for regulated industries and a legal liability to use in countries with cloud legislation including Canada, China, Germany, Japan, Norway and Switzerland.

Transporter only stores files on authorized appliances, computers and mobile devices. Data is transferred over an encrypted connection and is never stored in the cloud. Administrators have complete visibility and control over who has access to the data and where it is stored.



Box decides where your data is stored.



Transporter lets you decide where your data is stored.

5. Transporter delivers complete control over the redundancy of data.

In addition to not knowing where your data is stored with Box and other public cloud services, there is also no way to know how many copies of your data may exist. This means you have no way to make sure your most critical information is protected or stored in multiple locations.

Transporter not only gives full control over data location, but also delivers complete control over redundancy of data through automated replication technology built into every Transporter appliance. The administrator has complete visibility of all Transporters, including what data is replicated on each appliance and can easily change this to increase or decrease the redundancy based on business requirements.



Box also decides how many copies of your data should exist.



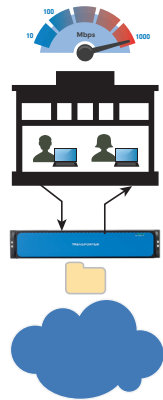
Transporter lets you choose the level of redundancy based on business requirements.

6. Transporter offers significantly faster performance.

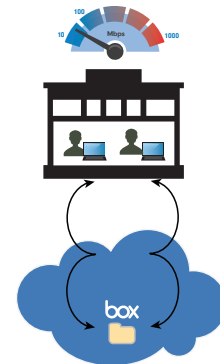
With Box, all file requests are routed to and from the cloud, even if the employees sharing these files are sitting right next to each other. This means every single operation is limited to Internet upload and download speeds and there is no way to take advantage of the local network performance that is orders of magnitude faster than the Internet.

Transporter appliances come in different sizes for datacenters, remote offices and even home office environments allowing administrators to have copies of data exactly where they're needed. Transporters

intelligently distinguish between local and remote operations to ensure employees always benefit from the fastest possible performance.



Transporter is smart and keeps these transfers on your fast local network.

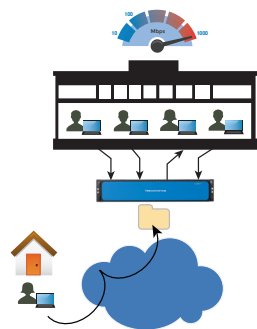


Box transfers everything at Internet speed even when users are right next to each other.

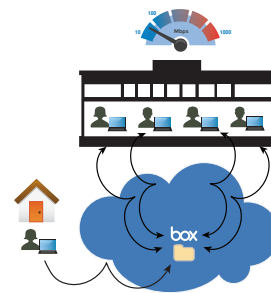
7. Transporter automatically minimizes WAN traffic.

Because Box requires every request to be routed through their servers, not only do employees see slow local performance, but it also results in poor bandwidth utilization that can slow down all Internet requests. This can be especially challenging at remote locations that need to share information with other locations but are not able to secure fast Internet connections.

In addition to offering local performance benefits, Transporter also minimizes wide area network (WAN) traffic when compared to public cloud services like Box. With Transporter, built-in intelligence completes all local sync requests on the local area network (LAN) and minimizes requests over the WAN to ensure maximum bandwidth is available for other users and applications.



Transporter intelligently transfers the minimum amount over the Internet.

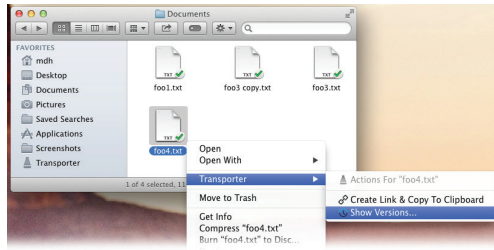


Box transfers everything over the Internet clogging up the Internet.

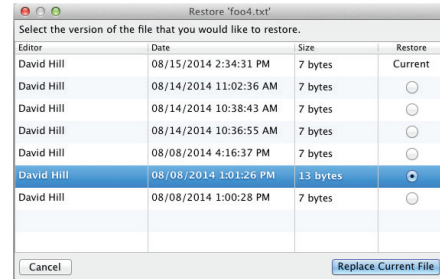
8. Transporter offers unlimited versioning and undelete capabilities.

Depending on the Box subscription, users are limited to 25, 50 or 100 versions of a file. Additionally, Box's default setting for recovering deleted files and folders is only 30 days. After that, the files are purged and cannot be recovered.

Transporter will preserve an unlimited amount of versions as long as there is capacity available. Transporter also has no limits on recovering deleted files and folders. Best of all, recovery on Transporter is a simple right click operation right from Finder on Mac or Explorer on Windows.



Versioning integrated right into Transporter desktop.



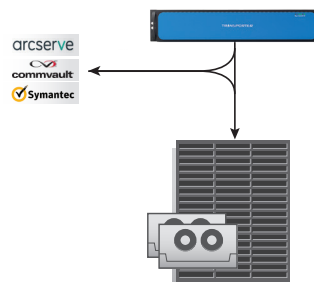
Unlimited versioning.

9. Transporter is compatible with your backup infrastructure.

A major challenge for IT departments with public cloud storage services like Box is that there is no easy way to back up the data for disaster recovery purposes. These services assume their sync capabilities are “good enough” when in reality it’s not sufficient for meeting disaster recovery best practices.



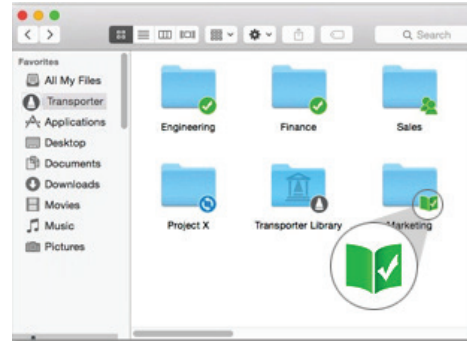
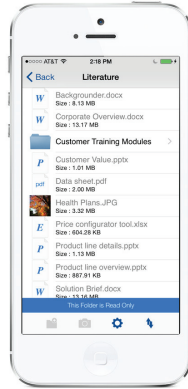
In addition to offering automated offsite replication, Transporter appliances are also simple to backup using your existing backup application and infrastructure. Transporter does this by allowing the administrator to set up a global SMB / CIFS share that can easily interface with any popular backup application.



10. Transporter offers a better read-only folder experience.

Box has been promising read-only access on the desktop via Box Sync for years, but the recently released Box Sync 4 still does not include this key feature. Their product has been out for almost 10 years and users still need to use the browser interface to access read-only files.

Transporter has a superior read-only implementation that extends not just to desktop, but also to mobile. With Transporter, users can access files from anywhere in the world, on any device regardless of their access level.



11. Transporter has no file size limitations.

Box limits file sizes to 2GB on their Starter product and 5GB on both their Business and Enterprise products. This makes sharing large video, graphic and design files impossible.

Transporter has no file size limitations. Sharing large video and design files is a breeze on Transporter.

Box Help > Managing Your Files > Uploading and Downloading Files box

What's The Maximum File Size I Can Upload?

September 22, 2014 16:36 · [Get Training](#)

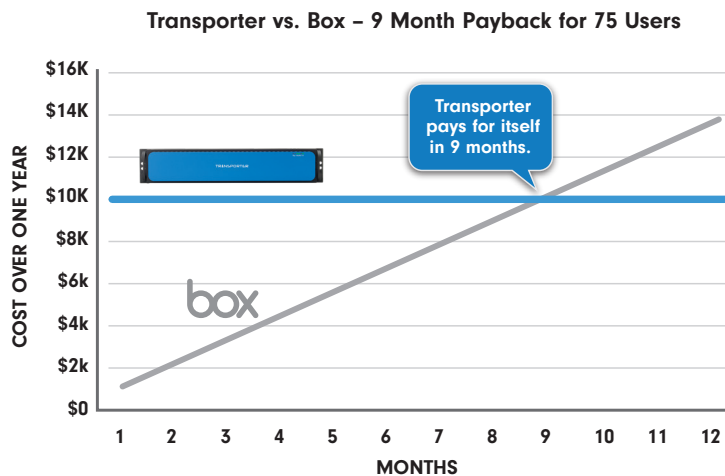
The maximum file size limit for uploads to Box will vary depending on which account type you are subscribed to. The limits for all account types are:

- Free personal: 250MB
- Starter: 2GB
- Business: 5GB
- Enterprise: 5GB

12. Transporter has no recurring monthly fees.

Box charges between \$180 and \$420 per user every year for their business and enterprise offerings. For a company with 75 employees, this translates into recurring annual fees between \$13,500 and \$31,500 every single year.

The Transporter Genesis 75 that supports up to 75 organizational users and includes 10TB of usable capacity for a one-time cost of \$9,999 with no recurring monthly fees. A company with 75 employees using Box today would recover the investment of Transporter in months.



Conclusion

Early cloud storage companies invented a better way to manage information that allowed users to sync, access and share files from anywhere in the world on any device. This new way of managing files is often associated with storing files in the cloud but that no longer has to be the case.

Transporter private cloud appliances deliver the same file management benefits of the cloud without the financial risk, privacy concerns, data protection limitations or performance challenges of public cloud solutions like Box.

About Transporter Genesis

Transporter Genesis is a private cloud storage solution that delivers the cloud experience employees want on hardware appliances that companies own and control. By offering the same file sync and share convenience of popular cloud services, it eliminates the risk of employees using unauthorized public cloud solutions that could expose sensitive information to privacy concerns. The hardware deployment model gives corporate IT full control over the physical location and redundancy of data without having to pay recurring monthly fees. For more information on Transporter Genesis, please contact sales@filetransporter.com or visit www.filetransporter.com.