

Powerful Unstructured Data Management for SaaS Applications

white paper

Most enterprises have now adopted SaaS to resolve problems related to geographically dispersed teams, remote and hybrid working, and demanding software maintenance requirements. Despite their many advantages, SaaS platforms can create major security and compliance challenges related to unstructured data. The need to switch to third-party file-sharing solutions to collaborate, for example, is time-consuming, expensive, and a security risk. Through its powerful integration capabilities and APIs, FileCloud lets end users share and collaborate on content directly from within any SaaS platform. This retains all unstructured data safely in one location and enables enterprises to avail of the powerful security and compliance features offered by FileCloud.

Introduction: Current State of SaaS

Over the last decade, the Software-as-a-Service (SaaS) market has been steadily increasing. In 2020, this trend accelerated, driven by the need for business continuity, as remote work was required by law globally and in many sectors. Hybrid working is now about four-five times more common than prior to the COVID-19 pandemic.

SaaS now comprises more than half of the global software market and the largest share of the cloud market. Between 2015 and 2021, there was a 1,275% increase in SaaS adoption overall. At tech companies, 79% of leaders now estimate that over a quarter of their business operations occur on SaaS solutions.

As time goes on, more enterprises are seeing the benefits of dispensing with at least some of the cumbersome maintenance requirements of on-premises software platforms. Due to the cost-effectiveness, scalability, and versatility of SaaS solutions, most established companies have now enthusiastically opted into SaaS to help them fulfill multiple operational needs.

The Challenge for Enterprises: Lack of Control Over Unstructured Data

The widespread buy-in to SaaS, however, has come at a cost to businesses. The amount of data in existence globally has been estimated at 59 zettabytes (59 000 000 000 terabytes). Unstructured data accounts for around 80% of this volume.

Unstructured data is generally valuable to enterprises, often consisting of assets such as customer information and intellectual property. However, its storage is often disorganized and lacking in transparency, even to company insiders themselves. This leaves enterprises deeply vulnerable to security breaches.

The challenges associated with combining robust data governance and compliance practices with SaaS adoption can include too much data, lack of a single point of access to multiple repositories, and visibility problems. A third of companies have not implemented real-time alerts for security events consisting of unauthorized access to unstructured data.



Common SaaS Pain Points

Despite the many advantages of using SaaS solutions, there are some frustrations commonly cited by businesses. For example:



57% of tech leaders are concerned about the [security practices](#) and [compliance challenges](#) associated with using SaaS solutions.



62% find that these and other concerns adversely affect the running of their enterprise's day-to-day operations.



45% find it difficult to track the various SaaS solutions used across their enterprise.

These interrelated challenges are compounded by the fact that users are often switching apps for file-sharing purposes. For example, if collaborating on a project, often an external file-sharing solution is required when dealing with unstructured data. This means users are downloading files to local devices, then uploading them to their file-sharing solution, prior to sharing for collaboration purposes.

This requirement to switch between apps, as well as download and upload activity, is cumbersome and time-consuming in the extreme for end users. From an enterprise perspective, it's a drain on productivity and time and therefore, ultimately, also a drain on revenue.

More importantly, this clunky approach to data management and collaboration in many industries is also deeply lacking in the multiple areas of compliance, including data privacy and security regulations globally. This particularly applies to companies whose workforces are dispersed and often working from home offices in hybrid or fully remote roles.

Where enterprise networks no longer have a clearly defined perimeter, a highly granular approach to [data governance](#) is required. Switching from an industry platform to another app to do something as fundamental as sharing files is clearly not an optimum scenario.





Future Evolution of SaaS

Market analysts agree that over the next few years, the mainstreaming of SaaS is set to continue apace, with some suggesting the market will triple in the next five years. B2B SaaS companies have the potential to increase subscription-based sales five-fold by 2027.

Additionally, SaaS providers will have ample opportunities to refine their services, as new technological innovations become more widespread, and even more business leaders realize the distinct advantages of SaaS adoption.

These benefits come with some caveats, however, as companies continue to expand their threat surfaces, creating additional attack vectors. Sensitive information is often stored within SaaS apps, and combined with ambiguous access permissions, organizations can easily become vulnerable to malicious activity and breaches. This, in turn, can result in hefty penalties from regulatory authorities. Indeed, 40% of SaaS users admit that they have lost data that is stored in their enterprise SaaS solutions.



SaaS Industry Trends Point to Solutions for Compliance Challenges

Some growing trends that have been observed by experts in the SaaS space have the potential to help address some of these compliance challenges. They include:

Artificial Intelligence (AI) and Machine Learning (ML)



These interdependent technologies will enable SaaS companies to create more efficiencies through automation. The potential for security improvements is also great, with the ability of ML systems to recognize patterns and vulnerabilities and resolve them quickly.

API Connections



The growth in the availability of APIs is driven largely by the desire to avoid a wholesale migration to the cloud. One of FileCloud's many advantages as an integrated file-sharing solution is the ability to manage all file-sharing functions via the [FileCloud APIs](#).

Specialization



The growth of the vertical SaaS market is a strong trend, due to the superior customization and versatility. The increasing popularity of these solutions is attributable to the fact that each business sector has its own specific pain points and compliance requirements. Cookie-cutter SaaS solutions are not as efficient or cost-effective as more specialized solutions. They do not fulfill data analytics and regulatory requirements effectively. Vertical SaaS also tends to provide better, more targeted support to customers.

White Labeling Capabilities



Enterprises like to focus on what they do best, whether that's construction, financial services provision, or retail. White labeling allows them to buy fully developed software services capable of being integrated with other platforms. For example, [FileCloud can easily integrate](#) with most sector-specific SaaS platforms to ensure secure and compliant content collaboration.



Hyper-Secure File-Sharing as a Microservice

Given the rapid, ongoing growth of SaaS, with the accompanying need for security and compliance, FileCloud provides an invaluable [addition to the SaaS space](#). With its flexible APIs that are compatible with most platforms and cover all UI functionality, it can be integrated into most SaaS platforms for hyper-secure, compliant file-sharing purposes. Integration is possible regardless of the complexity of the platform.

Unlike competing solutions such as Dropbox, Box, and Egnyte, FileCloud enables you to retain all your valuable data in one location. This leads to more efficient and satisfying user experiences, as the need to constantly switch applications to collaborate on files is eliminated. It also makes FileCloud extremely cost-effective by comparison to its main competitors. In addition, the access to unstructured data remains within the SaaS application's domain; FileCloud helps SaaS providers to protect their branding.

File-sharing activity is a ubiquitous part of daily reality for all present-day enterprises. It should not be necessary for SaaS providers or their customers to lose revenue because users must switch applications in order to perform a function that is standard to all industries. With its flexible APIs and powerful customization capabilities, you can integrate FileCloud fully into your SaaS solution and brand identity, reinforcing users' affinity with your brand and solution.

Integration via FileCloud API for Total Control

FileCloud provides APIs built on PHP and Apache and compatible with most platforms. It is currently used daily by various enterprises as an integrated part of other SaaS offerings in sectors such as financial services, construction, and media and entertainment.

Our pliable APIs offer several advantages, including the ability to:

Perform all the same file-sharing activities that can be done via the UI, including tasks such as setting access restrictions.

Manage storages, whether they are network shares, on-premises, or cloud (S3, Azure Files, or Azure Blob).

Integrate seamlessly with even the most complex of industry-specific SaaS platforms.



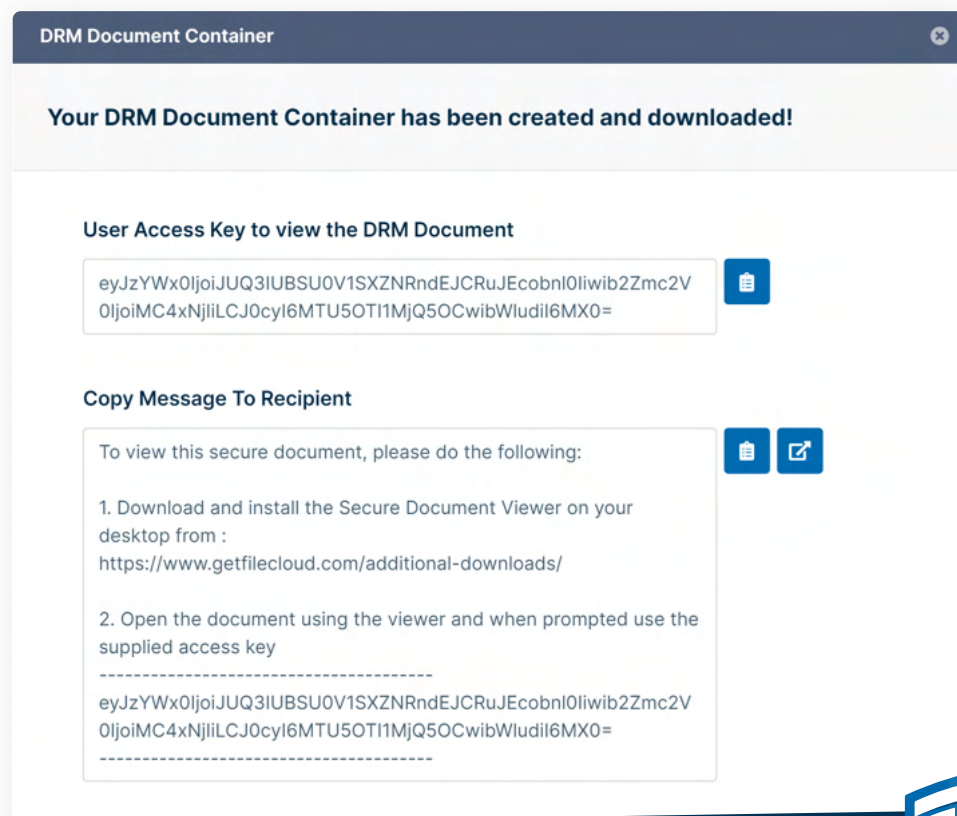
Addressing Security Pain Points

We have established that many leaders have concerns about security practices, compliance challenges, and data tracking. These concerns are unsurprising in the face of the complex use of multiple SaaS solutions in large enterprises.

The increased use of SaaS has resulted in a parallel increase in attack surfaces, making enterprises more easily compromised by threats such as hacking and malicious insiders. Vulnerability management concerns can also include human error, data corruption, and sync issues. Ransomware remains a significant threat, with around 304 million attacks annually, with the largest ransom paid a record \$40 million in 2021. SaaS providers often have SLAs with clauses stipulating that their clients are fully responsible for protecting their own data.

Integrating FileCloud with an existing SaaS solution comprehensively addresses these concerns, providing a major security buttress, due to its comprehensive suite of hyper-secure features such as:

- **Zero Trust File SharingSM** to protect highly confidential data.
- **Heuristic file content scanning** engine to detect and block ransomware.
- **Digital Rights Management** to safeguard PII other sensitive information.
- **Out-of-the-box multi-tenant capabilities** to seamlessly segregate data for compliance purposes and meet data residency requirements.
- **Simple automation of privacy regulations** through metadata management, Data Leak Prevention (DLP), automated file retention policies, and granular access control.
- **Content classification**, version control, and granular audit and logs.
- **Customization capabilities** to protect the branding of SaaS applications. With FileCloud competitors such as Box and Dropbox, the opportunity to integrate content collaboration into the SaaS brand is, by definition, lost.



FileCloud Integration with SaaS: A Stronghold for Enterprise Data

In our world of increased financially motivated cyber-crime and geopolitical cyber-warfare, combined with the ever-accelerating growth of SaaS and the erosion of the network edge, maintaining control over your enterprise data is crucial.

For millions of users worldwide, FileCloud provides a bastion of security to protect valuable enterprise data assets and create revenue. With white labeling and API versatility, as well as world-class support, FileCloud seamlessly integrates into your SaaS platform of choice, contributing strongly to overall enterprise stability and operational efficacy.



About Us

A privately held software company, headquartered in Austin, Texas, USA, FileCloud is helping organizations thrive by providing hyper-secure content collaboration and processes solutions. FileCloud is used by millions of customers around the world, ranging from individuals to Global 1000 enterprises, educational institutions, government organizations, manufacturing companies, managed service providers and more.



1M+
USERS



3000+
ENTERPRISES



100+
RESELLERS



90+
COUNTRIES



13785 Research Blvd, Suite 125
Austin TX 78750, USA

Phone: U.S: +1 (888) 571-6480

Fax: +1 (866) 824-9584

CONTACT US



**US Army Corps
of Engineers**



Deloitte.

Copyright Notice

© 2023 FileCloud. All rights reserved.
No reproduction without written permission.

While all reasonable care has been taken in the preparation of this document, no liability is accepted by the authors, FileCloud, for any errors, omissions or misstatements it may contain, or for any loss or damage, howsoever occasioned, to any person relying on any statement or omission in this document.

