



A Leading Footwear & Apparel Company Case Study

Tumbleweed SecureTransport™ helps a leading footwear and apparel manufacturer enhance business efficiency with secure Internet file delivery between designers, retailers, and partners.

PROFILE

One of the best-known global apparel companies selling athletic footwear and other sportswear in about 140 countries around the world executes the first and last steps of the value chain – design & sales/service – in house while outsourcing the remainder. This leads to a geographic separation between the design teams and their manufacturing, marketing, and distribution partners around the world.

BUSINESS VALUE

On average, three new designs are initiated per month. Traditionally, the large design files were written to tape and shipped to the production centers. Any changes required a few days to allow updated tapes to be shipped to various locations around the world, thereby delaying production. Sometimes the tapes got lost or didn't load properly, causing even greater delays. Security of the designs in this very competitive industry was also a concern - designs that could be read in transit risked being stolen and copied by many brand imitators.

THE CHALLENGES

The company relies on traditional EDI and Value Added Networks for much of its purchasing transactions with distributors and retailers. However, EDI does not address the requirements of designers, marketers and their business partners to exchange unstructured data files. The files that need to be exchanged with business partners include:

- » CAD files during the design phase of product development
- » Marketing materials such as images, advertisement layouts, and video clips
- » Product release schedules, databases and logistics planning documents

Additionally, business partners in the Far East and Europe wished to transfer their EDI files over the Internet instead of using very expensive cross-border EDI networks.

This customer's challenge was to find a software solution allowing remote offices and business partners to connect over the Internet and exchange business-critical business files in a secure and reliable manner. Many of these files are very large, ranging from 80 megabytes in size for a CAD file to a one-gigabyte file for a video clip or database synchronization. Furthermore, the solution was required to support the delivery and sharing of files on an interactive as well as an automated basis. Internet e-mail was simply not a viable solution, and our customer determined that a secure file transfer infrastructure was required.

INDUSTRY

Manufacturer

GEOGRAPHY

US

CHALLENGES

Finding a solution allowing remote offices and business partners to securely and reliably exchange large business-critical files between multiple parties affordably over the Internet.

TUMBLEWEED SOLUTION

Tumbleweed SecureTransport™

RESULTS

By replacing physical delivery of tape media with a secure file transfer software system, this company was able to:

- Speed the delivery of new products to market
- Significantly reduce the costs of communicating with its vendors and other partners by using the Internet
- Improve the security and reliability of data exchange

TUMBLEWEED INDUSTRIES

BANKING & FINANCE

ABN AMRO Bank
ADP
Alliance Data Systems
AXA Financial
Bear Stearns
Deutsche Bank
JPMorgan Chase
MasterCard
NASD Production Services
Wells Fargo Bank

GOVERNMENT ORGANIZATIONS

California Health and Human Services
Connecticut Dept. of Labor
LA Department of Mental Health
State of Washington
Singapore Central
Providence Fund
US Navy Surface Warfare Center

HEALTHCARE & INSURANCE

AdvancePCS
AON
Blue Cross Blue Shield of Florida
Group Health Cooperative
New York Life Insurance
WebMD Envoy

ENTERPRISES

General Motors
Johnson & Johnson
Sears Roebuck and Company
Symantec
Verizon

Tumbleweed's SecureTransport was selected and implemented to solve these business problems. The solution provides both a Web-based interactive file delivery platform, as well as the ability to use client software on Windows and Unix for interactive and/or automated push and pull of files to/from the central servers.

Email notifications are configured on the SecureTransport server to alert users that new files have been uploaded for them from a business partner, so that they can pick up the file.

Very large files are uploaded and downloaded reliably, using the SecureTransport client software, or via an Internet Explorer Web browser using the SecureTransport ActiveX control – both of which provide guaranteed delivery and data integrity as well as checkpoint/restart capability. The latter helps to optimize delivery times and preserve the bandwidth even with unstable Internet connections.

The ability to delegate user management capabilities was also very important to avoid a large burden on the IT staff. The SecureTransport User Manager is used to provide this role-based permission that can be delegated to individual managers and business partner administrators. The customer has hundreds of employees and partners in various business functions that need to use the secure file delivery solution and these user management features are critical to provide as much self-service capability as possible to the user community.

In conclusion, Tumbleweed's SecureTransport has proven itself to be a critical part of how this major footwear and apparel company designs and creates their products, manages marketing programs, and communicates with business partners globally.

TUMBLEWEED PRODUCT LINES

Email Security

Protect your email network by blocking spam and viruses, encrypting and routing traffic, and filtering content with Tumbleweed MailGate™.

Managed File Transfer

Send and receive large files securely and efficiently, without the need for proprietary software or networks with Tumbleweed SecureTransport™.

Identity Validation

Ensure the validity and integrity of highly valuable and trusted transactions in real-time with Tumbleweed Validation Authority™.



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