

SIMPLIFYING AND AUTOMATING FILE TRANSFER

SOLVING THE HIGH VOLUME, LARGE FILE TRANSFER DILEMMA



Hermstedt StingRay for Publishers – The Hub of Your Digital Communications

Digital images and content are the cornerstone of any publishing house. Whether it's the mass submission of images from photojournalists, advertisements from design agencies or editorial content from freelance writers, publishers face the daily challenge of managing unusually high volumes of large digital files from multiple sources. However large or small the business, moving these files through the required departments and workflows, then collating them to produce a cohesive publication can be problematic.

Technologies such as FTP and email are often used for file transfer, however they were not designed to meet the demands of modern day business environments. Inefficient, disparate file transfer procedures lead to misplaced content, bottlenecks in production workflows and failure to meet mission critical deadlines. Centralisation of file transfer is key to driving out these inefficiencies and regaining control over your digital assets, alongside comprehensive tracking, auditing and automation.

So if you're struggling with inefficient file transfer procedures, then you need a centralised solution that can not only cope with high volumes of data, but provides you with full visibility, tracking and auditing features. Perhaps more importantly, it must deliver the levels of automation you need to streamline your production workflows.

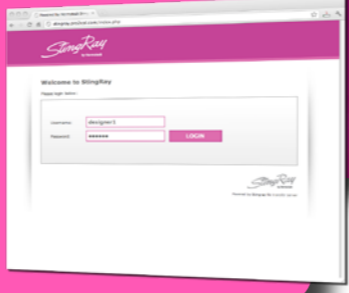
Introducing Hermstedt StingRay...



StingRay is a multifunctional file transfer solution, designed to simplify, centralise and secure large or high volume file transfers. Whether you're sending or receiving files, it's time saving and reliability enhancing features reduce the burden on internal resources and minimise error margins, giving you the extra time you need to meet mission critical deadlines.

QUICK & SIMPLE WEB BROWSER

StingRay's accessible web interface makes file transfer easy for contributors and facilitates workflow integration with XML Job Tickets. It's customisable web forms capture unique job details whilst providing another platform to promote your brand or publications.



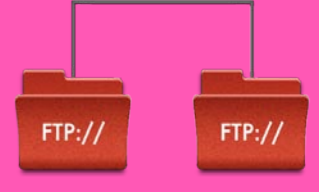
DRAG & DROP DESKTOP ICON

Photographers, agencies and writers can submit files by simply dragging and dropping them onto a customisable desktop icon. They're quick and easy to use and keep your brand in the forefront of their mind.



FTP

StingRay enables you to support photographers, agencies and writers that continue to use FTP to deliver their digital assets, invariably to various publications on mass. Files delivered via FTP can either be retrieved from StingRay securely partitioned datasever or auto-forwarded directly into your internal workflows.



STINGRAY IS THE HUB OF YOUR DIGITAL COMMUNICATIONS

With the potential to auto-forward files into multiple production workflows, StingRay can fully automate the movement of files between different systems and departments within your business. It's central management tools give you total control over the digital assets entering your business, whilst helping you to consolidate and streamline your business operations. Perhaps more importantly, StingRay will reduce your operational costs and breathe new life into your revenue streams.



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AUTO-FORWARDING

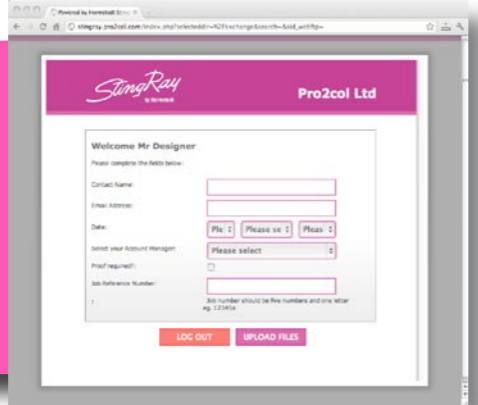
StingRay is hot-folder driven and can be configured to automatically forward files into the desired workflows. Once forwarded, StingRay will auto-delete files to maintain maximum space.

SECURITY

StingRay's secure file transfer options and auditing features can help your business to achieve PCI compliance and conform to the security criteria outlined in the Data Protection Act. It's numerous security provisions minimise the risk of a data breach, safeguarding your business from potential fines and penalties.

XML JOB TICKETS

Using customisable XML Job Tickets, StingRay will capture unique job details during web browser uploads, helping you to further automate the flow of files through your business. With the potential to integrate with any XML or JDF based system, StingRay uses regular expressions to qualify the details entered, protecting your internal systems.



CENTRALISED FILE TRANSFER

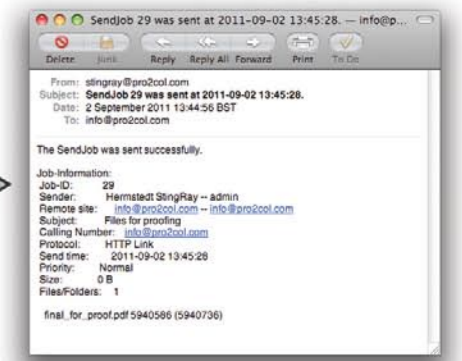
The great thing about StingRay is, however your contributors choose to submit files - they arrive into one central location!

Internal staff members can monitor all incoming jobs centrally using an intuitive desktop client application - available for both Mac and PC. When required, files can be previewed remotely at the click of a button and downloaded directly to their desktop. This means that staff don't have to waste valuable time monitoring and downloading files from multiple solutions.

More importantly, it's easy to centrally manage, administer and keep track of vital job information whilst maintaining a full audit trail. So you'll never have to worry about files going missing, and you're armed with the information you need to protect your business.



Job List									
HERMSTEDT FTS									
3 Outgoing Jobs - 5 Incoming Jobs									
Disc usage: [Progress Bar]									
Outgoing Jobs									
Job ID	Send Time	Status	Subject	Size	Objects	Remote Site	Retries	Receiver	State
29	02.09.11 13:45:28	Sent	Files for proofing	0	1/1	info@pro2col.com	0	info@pro2col.com	OK
30	02.09.11 14:13:45	Connecting	Final Brochure	4,549,141	1/1	Company 2	5	User 2	Warning
31	02.09.11 14:12:45	Sent	Amended Logo	0	1/1	Company 4	0	User 4	OK
Incoming Jobs									
Mailbox	Job ID	Receive Time	Status	Subject	Size	Objects	Remote Site	Sender	State
	53	17.08.11 15:30:25	Received	Pro2colJobTicket.xml	5,346,373	3/3	Company 1	User 1	OK
	63	17.08.11 15:43:38	Received	diagram_1.eps.zip	1,497,353	1/1	Company 2	User 2	OK
	69	17.08.11 15:44:40	Received	screenshot_a.png	266,720	5/5	Company 3	User 3	Warning
	75	17.08.11 15:47:29	Received	main_image.psd	1,395,519	1/1	Company 4	User 4	OK
	81	17.08.11 15:51:59	Received	printer.workflow.graffle	5,075,923	1/1	Company 5	User 5	Warning



DO YOU NEED TO SEND FILES TOO?

StingRay also offers a range of outgoing options, enabling you to send files to external partners. This process can be automated or, files can be sent manually on an ad hoc basis.

Recipients can opt to receive files directly into their existing FTP servers or download them via a dynamically created hyperlink within an email. However they choose to accept these files, StingRay's intuitive desktop client application helps your internal users to send jobs with the greatest of ease. It's global address book and QuickSend option mean that internal users can create and send jobs with minimal training, reducing the drain on IT's time and resources.

EMAIL NOTIFICATION AS STANDARD

StingRay provides both internal and external users with a range of task driven email notification options that inform you when a file is sent, received, uploaded or downloaded. These immediately flag up any deliverability issues, promoting reliable file transfer procedures and helping you to avoid costly production delays that arise when files go missing.

Does Your Current File Transfer Solution Offer You?...



EVALUATE YOUR SOLUTION	StingRay	Online File Sharing	FTP Server	Bespoke website	Workflow Web Portal
An out of the box solution, ready and running in minutes	✓				
Multiple file delivery options/protocols	✓				
Integration with internal systems/workflows using XML Job Tickets	✓				
Guaranteed security of files in transit or at rest	✓				
No file size limits	✓				
Range of email notification options (internal & external users)	✓				
Full tracking and logging of ALL files sent and received	✓				
Ability to push data to where its needed on the network	✓				
Files are local to you when you need them	✓				
Able to demonstrate clear return on investment	✓				
Readily accessible technical support team	✓				
Mac and PC desktop client applications	✓				

Automating your file transfer is invaluable if you're looking to sustain cost effective production processes. StingRay plays a key role in streamlining and consolidating your internal workflows. It will save you time and money that can in turn, be channeled into nurturing and evolving your revenue streams. As an affordable one time purchase, StingRay demonstrates clear return on investment.

The beauty of StingRay is it's ability to integrate seamlessly with any XML compliant solution, which means that it will compliment your existing technologies whilst enabling you to incrementally grow your systems at a pace that suits you.

USEFUL RESOURCES

Click on the following links:

VIDEO: Introduction to Hermstedt StingRay ROI CALCULATOR

For more information, please contact us on:

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www.hermstedtstingray.com



Solution Expert

Print and Publishing