

Not Remotely Creative:

4 Challenges Creative Industries
Face as a Result of Remote Working
And here's how to overcome them



4 Challenges That Come with Remote Working

Have you analysed how your business has been managing with employees working from home? Have you managed to keep the workflow in check? For the creative industry, working remotely comes with a few challenges, especially if you don't have the right tools and technologies at hand.

Creative industries need to have the most effective applications and processes to allow simple communication and collaboration between teams. With an ineffective solution hindering or delaying the ability to exchange creative input, productivity can be impacted, client work delayed, and reputations marred.

In this guide, we look at the 4 main challenges creative industries face when working from home, and how they can be addressed.



1. Response Time & File Downloads

In the creative sector businesses work with huge multimedia files every single day, but productivity can easily be impacted by slow and unreliable connections and erratic download speeds. With Covid19 instigating a huge move to remote working, the ability to be effective and collaborative has been exacerbated by the move to remote working.

We've discovered that in this climate, creative businesses have been reliant on WeTransfer, Dropbox or similar file sharing applications. Unfortunately, these solutions are inefficient for files of the size seen within the creative sector, and somewhat insecure. The Dropbox privacy policy clearly states that it can access your personal information and share it with its third-party affiliates. WeTransfer has a 'good behaviour' policy, where it can scan your files if it thinks you may be breaking the rules. These solutions are not fit for the file sharing requirements of a creative organisation.

Remotely accessing files that are stored on on-premise servers from remote locations isn't easy either. The connection can be slow, unreliable, and cause lags, impacting the entire process. Sufficed to say, Covid and the decentralisation of your workforce has made working effectively a massive challenge.





2. File Security & Data Governance

Another business-critical issue impacted heavily by remote working is file security and data governance.

In our new 'remote' world, how do you ensure that sensitive data is only accessed and shared by the stakeholders who need it? One of the main worries for businesses is data sprawl, and the control of their growing data volume. Having transparency of data access rights to documents and files, and determining what data is classified as sensitive, is crucial.

What's more, without an effective file sharing system and comprehensive protocols, sensitive or critical data could be saved and accessed from personal and unprotected devices, it could even be shared via unsecured WiFi networks which could lead to data breaches, and potential data protection or GDPR infringements.

If your files and data end up falling into the wrong hands, it can have severe consequences for your business, projects, clients, and reputation.

3. Business Continuity & Disaster Recovery

As mentioned previously, remote working has put data security high on the agenda for all industries. With more and more people working from home, each employee's device is a 'mini data centre' that could, if not protected, fall victim to ransomware, phishing emails, or other cyber-attacks.

Top 5 Data Security Risks As Ranked by CIOs



Unfortunately, most businesses aren't equipped with a disaster recovery plan, and often have insufficient backup tools. The plans they do have, are not practical for the new way of working remotely.

If something were to go wrong and your business did fall victim to a cyber-attack, it could lead to serious implications by way of fines, damage to reputation, business downtime and the cost to retrieve and recreate the data. Unless you've addressed the security of the current working practices and put effective cybersecurity policies and procedures in place, there are undoubtedly more vulnerabilities in your infrastructure than ever before.



4. Effective Collaboration & Version Control

Another challenge that comes with remote working is ensuring effective communication and collaboration.

Staying in touch and working together digitally isn't always easy and often requires some training and the right tools. SharePoint, Zoom and Teams have seen an enormous boom in take up, but for creatives, these platforms need to be managed and secured.

To maintain a productive workflow, employees don't only need to be able to access and share files easily and securely—regardless of their location—they also need to be able to work on the same projects at the same time. Not being able to access files easily, or working on files that aren't updated continuously, can be a real productivity destroyer.

Although applications like Microsoft 365 and Google Workspace make collaboration on documents, spreadsheets, and presentations simple, what about InDesign, Photoshop, and Premiere Pro files? Without the right remote, and secure solution, working simultaneously on these files is next to impossible.

Rubicon recommend the EgnYTE Cloud solutions for creative industries – we'll explain why...

How Egnyte helps your business overcome these challenges

Access files smoothly – from anywhere

Without a clear file management solution, working remotely slows down work processes and reduces productivity.

Egnyte makes locating and accessing your files incredibly easy and even bypasses/negates the step of connecting to your VPN. It combines on-premise file storage with cloud-based storage, meaning that, regardless of your location, whether you're working in the office or are on the go, you can easily access and share your files. There is no need to connect to a VPN and put up with a poor connection or slow response time.





Work smarter, better, faster

Egnyte allows colleagues to edit, access, and share files without issues - even when offline - seamlessly and effortlessly. Thanks to the tool's Intelligent File Cache, files that are used regularly are cached automatically where there is less connectivity. And with the platform's file synchronisation function, the editing process is fast no matter where you are, as only the edited parts of your files are synchronized.

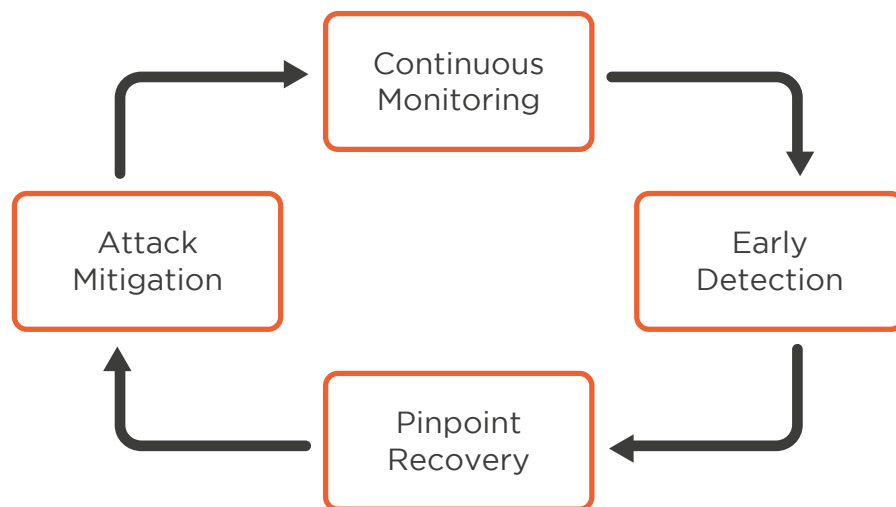
This means that your whole team can work seamlessly on the same projects, at the same time.

Keep your data safe

Egnyte uses advanced security controls and ransomware detection to help your business to protect itself from cyber threats and to keep a secure work environment.

It offers a user-friendly risk dashboard providing visibility on how exposed to internal threats, ransomware and data breaches you are. It will help you to identify, respond to and recover from attacks with ransomware detection and rapid file recovery. It will protect you from internal threats with uncharacteristic user access detection, ie downloading large files and help you to stay compliant with data privacy requirements through automated compliance tools.

Egnyte Keeps You Protected With



- ✓ Two-factor authentication
- ✓ Unusual behaviour detection
- ✓ Breach reporting
- ✓ Geo-IP controls
- ✓ Presence of ransom-notes
- ✓ Data classification
(contracts and regulations)
- ✓ Minimize data exposure
- ✓ Zero-day Monitoring
- ✓ Data-driven access
- ✓ Ransomware signatures
- ✓ Metadata descriptions

Easily locate sensitive data & share it safely

Egnyte uses content intelligence to locate sensitive data to ensure its stored in the correct location and the right stakeholders have access to it. It helps you to find the right data—and to make sure that your business is compliant—and it also makes locating data much quicker, which saves you time and helps you boost productivity.

Sharing files with co-workers and clients, or third parties, needs to happen in a safe environment. With the Egnyte integration of advanced machine learning, password requirements and various security levels and authentication, features can be set up to manage access to only those who need it.





Use all your favourite tools

Egnyte makes it possible to use all your favourite Cloud based tools in one single place, and it can incorporate all platforms needed to keep your workflow moving.

Seamlessly integrate third-party applications into the Egnyte platform; Microsoft 365, Teams, Slack, Google Workspace and more. Ensure access to work processes that you are used to and maximise productivity by seamlessly utilising these tools together delivering a much more concise, complete, and effective workflow.



Rubicon has been the go-to managed IT support provider for creative industries since 2003, serving clients throughout the UK.

Our team of experts will offer you the support you need for your IT, offering exceptional support solutions to help empower, strengthen, grow and future-proof your business.

We've only got one goal – to make IT simple for you.

Let us make your IT simple

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