

Online media services and publisher adopts WS_FTP Pro

British-based M2 Communications Ltd. is an international publishing and media services company, responsible for expanding the boundaries of electronic publishing through the provision of timely news reports and information around the world. M2's dedicated team of regular and freelance staff also provide consulting, publishing, and ancillary support services to a global client base, with much of its information being delivered by FTP using WS_FTP Pro, from Ipswitch, Inc.

"All our clients rely on us for certain information, so we have to be accountable," explains Managing Director of M2 Communications Ltd., Darren Ingram. "IT is central to M2's activities and in recent times we have invested heavily to retain a competitive edge in this fast-moving market. Due to our reliance on IT, it is essential to have reliable products and services in place. We use FTP to deliver syndicated news materials to our many data partners for use within their own online systems and services. Multiple FTP sessions can be active transferring high-volume, time-sensitive material to services around the world. WS_FTP Pro provides us with a dependable system that we can use to service our clients effectively."

Issues that arose when delivering syndicated data to many publishing partners led the company to upgrade M2's previous distribution system. "Our IT consultant and also our directors had been aware of Ipswitch's products for a number of years. We knew enough about WS_FTP Pro to make this product a priority in our evaluation process. Once we had completed the necessary steps and assessed that Ipswitch's software matched our requirements, we felt there was no need to look elsewhere, as WS_FTP Pro matched our requirements."

M2 has made significant cost savings with the implementation of WS_FTP Pro. "When you are transferring data files to and from both contributors and syndication partners, perhaps as often as every five minutes during the busy periods, our delivery system is central to the application," explains Ingram. "Any facility which helps us maximize the use of our transmission network and reduce downtime due to system failures or inefficient behavior can affect the bottom line. Without FTP we could not run our online operations site or supply our services in such an efficient, hands-off manner. With WS_FTP Pro, we not only do this effectively, but also we can rely on the solution to cope with the demands of our business."

