

## Vivid Impact competes by giving clients WS\_FTP Pro

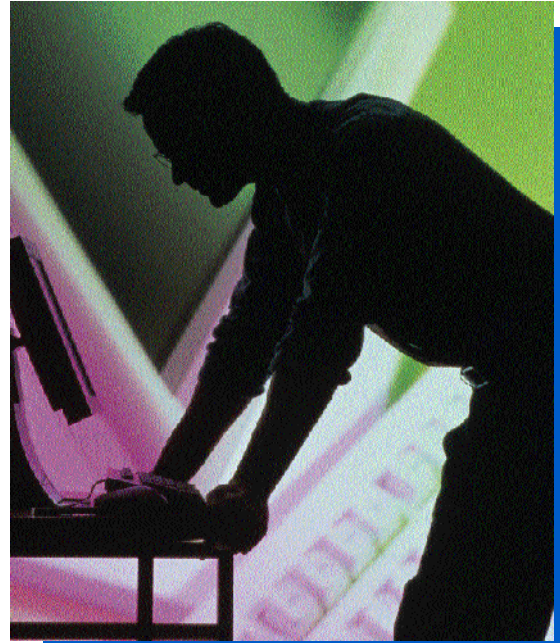
**K**entucky-based Vivid Impact Corporation has earned a solid reputation for producing top quality, high-definition graphic printing jobs—from give-away coupons for national fast-food chains such as, Taco Bell and Pizza Hut to technical manuals for heavy-machinery manufacturers. Seeking an advantage in an increasingly competitive business, Vivid looked for a more convenient and cost-effective way to transfer materials such as logos, advertisement slicks, and high-definition graphics to and from customers as opposed to using overnight mail, UPS, or couriers. WS\_FTP Server and WS\_FTP Pro proved to be the answer.

Vivid had been using WS\_FTP Pro since 1997 to efficiently transfer large files involving manufacturing, production, and accounting tasks among in-house servers. But its competitive breakthrough was to use WS\_FTP Server to receive large graphics files from clients via the Internet. Recognizing that transferring files via FTP is fast becoming a market expectation, Vivid went the next step and provided customers free use of WS\_FTP Pro software that was licensed to Vivid. In return, Vivid eliminated hassles, added deadline time for customers, and overall saved themselves and their customers time, headaches, and money.

“When reviewing FTP products, we found Ipswitch’s WS\_FTP Pro by far the easiest to manage from our perspective,” says Steve Mattingly, MIS Manager at Vivid. “With WS\_FTP Server and Pro, customers can send the print job while on the phone with a Vivid account executive. Often, the file is on our system before the account executive and customer have finished their conversation. We now save a great deal in time and delivery costs and the customers love it because it makes life so much easier,” says Mattingly.

Vivid had been using WS\_FTP Pro internally for quite some time to move files from its UNIX server to PCs and vice versa. When Mattingly went to Ipswitch’s Web site to get information on a new version of the client software, he noticed a reference to the server software. It looked easy to use, so he downloaded a trial version and discovered that it was in fact very easy to use. He then realized that if he could make the client available to customers, it would be a tremendous boost to productivity and efficiency.

Prior to using WS\_FTP, Vivid was utilizing Microsoft Windows NT FTP server. “People found it very difficult to use,” points out Mattingly. “The biggest problem was that in providing a customer access to the FTP site, Vivid would have to make that person a user on its Windows NT system. This created problems with getting permissions on



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Vivid's end as well as maintenance issues." Now, all customers have to do is open up WS\_FTP, select the file or files they wish to transfer, drag it, and then drop it from their system onto Vivid's system. The FTP transfer is essentially an instantaneous process and can be done at any time of the day.

The Vivid server is set up so that each customer with WS\_FTP Pro has his own area that no one else can access. And if there is more than one contact at an organization accessing the server, each individual is provided separate areas to access for even greater security. Each customer has one gigabyte of disk space. This is important since files are often high-definition graphics and are so large that even a 100-meg Zip disk isn't big enough to hold them. Vivid's pre-press department has access to all areas and is able to access the necessary files for a specific job.

Reflecting on his decision to implement WS\_FTP at Vivid, Mattingly says he didn't have to get a sales pitch to be convinced to purchase WS\_FTP from Ipswitch. "Knowing the type of solution I was looking for, I conducted research on FTP software. My focus was on price and ease-of-use and that's why I decided on WS\_FTP—it was extremely easy to use and continues to be for us and our customers."

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