



## **Mariah Power Saves Green and Stays Green by Implementing FileWorks Online™ for Secure File Storage and Safe File Sharing**

### **THE CHALLENGE**

After three years of engineering, Mariah Power of Reno, Nevada, was gearing up to launch the company's first wind powered appliance, Windspire®. The growing company needed to secure and store company files and safely share information with dealers, suppliers, customers and installers.

### **THE SOLUTION**

FileWorks Online™ is a secure online file system for sharing files without the need for training or technical support. FileWorks Online™ also provides the security and protection the company needs for business-critical data.

### **RETURN ON INVESTMENT**

- Savings on IT staffing and computer equipment—at less than \$100 per month, FileWorks Online™ saves Mariah Power \$50,000 - \$60,000 in IT equipment and staffing.
- FileWorks Online™ grows as Mariah Power grows—as a result the company does not pay for equipment or services it doesn't need.
- Technology safeguards guard company documents and give company executives peace of mind.
- Minimal to no staff time is needed to introduce clients to the system.
- FileWorks Online™ is environmentally friendly—cutting down on the use of paper and eliminating printing and mailing costs.

### **CASE STUDY**

FileWorks, Inc.  
[www.FileWorks.com](http://www.FileWorks.com)

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# Mariah Power Saves Green and Stays Green by Implementing FileWorks Online™ for Secure File Storage and Safe File Sharing

*Simplicity and trackability attract Mariah Power to FileWorks Online™*

## EXECUTIVE SUMMARY

Mariah Power, a growing company producing wind powered alternatives for generating electric energy, was ready to launch its first product. The company needed accessible, secure file storage and online file sharing capabilities. With FileWorks Online™, Mariah Power found a flexible, inexpensive tool that gives them Internet access to their files and a simple method for securely sharing files with people outside the company.

## COMPANY PROFILE

Based in Reno, Nevada, Mariah Power designs and manufactures wind powered energy-generating products. In a long over-looked but now emerging industry, the company concentrates its efforts on creating low-cost, low-noise, attractive wind power appliances for use with residential, business, and commercial buildings.

Mariah Power is one of the first companies to maximize energy conversion from wind into electric power, regardless of changing wind speed and direction. After three years of engineering, testing and refinement, the company's first vertical axis wind power appliance, Windspire®, was launched in June 2008. Later that year, Windspire® was named "Best of What's New" in the green technology category by *Popular Science*.

## THE BUSINESS CHALLENGE

In early 2008, Mariah Power received government ETL certification for product safety in the United States and Canada and was anticipating the move to manufacturing and sale of the product to consumers. The company was beginning to shift primary focus to sales. With an expanding network of dealers, Mike Hess, a serial entrepreneur and the CEO of Mariah Power, was contemplating how to set up a system to share and store company files. The system would need to evolve as Mariah Power grows.

## THE FILEWORKS ONLINE™ SOLUTION

Hess considered running an in-house server but felt the related time requirements and expenses were too costly. While pondering his options, he attended a business tradeshow where he discovered FileWorks Online™. A short time later, he viewed an online product demonstration, signed up for a trial account and implemented FileWorks Online™.

### Accessibility

Mariah Power needed a system that would be accessible both to employees within the company as well as to a dispersed group of suppliers, dealers and customers in the United States and abroad. The wide range of users with varying computer abilities led Hess to search for a straightforward solution the user could rapidly learn. He found the simple FileWorks Online™ interface—with its colorful, easily-recognizable tabs—fulfilled this requirement.

### Security

Security is essential to Hess, who is opening the system to clients, dealers, potential customers and installers. “Security is part and parcel because we are using the system to register people and to share installation manuals, warranties and other, more private, information,” said Hess.

Secure online access gives all users flexibility to retrieve information from any location with an Internet connection. Each user is granted access using a unique user name and private password. Transferring of documents in or out of the account is protected by 128-bit SSL, an industry standard for file transfer protection. In addition, Hess does not have to worry about running backups on materials stored in FileWorks Online™. Each file is immediately replicated from the main FileWorks Online™ center to an off-site, file backup center.

### Digital Distribution is Green

As a participant in the effort to conserve resources and move toward renewable energy, Mariah Power is dedicated to wise use of resources. The company’s marketing materials, installation instructions, and collateral materials have been developed for digital distribution, avoiding the use of paper whenever possible. FileWorks Online™ is fully-digital and allows easy transfer of a digital file into and out of the system. Using this method of distributing saves printing and mailing costs—and a many trees.

### Trackability

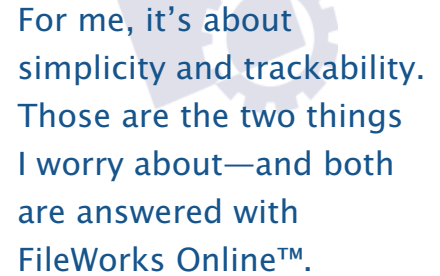
The company uses the Notifications feature as a sales tool to alert sales staff when a client, potential customer or installer has looked at a document. When a notification has been applied to a folder, the sales person receives an email or a text message when a document in that folder is opened, uploaded or signed. Knowing a document has been retrieved helps to gauge client interest and when to schedule the appropriate time for follow-up contact.

In addition, FileWorks Online™ maintains an audit trail that records access to each document. To review who has seen a document, the sales person clicks on the document history, which is linked to each document. The document history lists the name of the person who viewed the document and catalogs the date and time the document was viewed.

## BENEFITS

Hess sees multiple benefits from his decision to use FileWorks Online.

- **Savings on IT Staffing and Computer Equipment**  
Hess estimates costs of \$10,000 to \$20,000 for computer hardware and \$50,000 to \$60,000 a year for an IT professional. With the monthly billing from FileWorks Online™ running under \$100 per month, Mariah Power pays a fraction of the cost the company would incur with an in-house server system.
- **Pay-As-You-Go Service Grows as the Business Grows**  
As sales of Windspire® units are ramping up, Mariah Power is poised to expand its product line and its reach. FileWorks Online™ will grow with the company and provide the IT structure needed for continued communication and secure storage.
- **Security**  
FileWorks Online™ uses the latest technology safeguards to provide access and authentication controls, transmission security, data integrity, document encryption, auditing features and data replication. Using FileWorks Online™ eliminates unsecured files on office computers and laptops. For Hess, it provides peace of mind knowing company documents are safe.



For me, it’s about  
simplicity and trackability.  
Those are the two things  
I worry about—and both  
are answered with  
FileWorks Online™.

Mike Hess  
Chief Executive Officer  
Mariah Power

- **Ease of Use**  
With FileWorks Online™, Mariah Power minimizes the need for technical support assistance for their dealers and clients. An easy-to-use and quick-to-learn system means that most Users or Guests do not require assistance to use the system. In addition, FileWorks™ provides online *Quick Start Guides* and Help documentation, and offers free, North America-based, live-person support for all who use the system.
- **Sales Tool that Keeps Mariah Power Green**  
As a sales tool, FileWorks Online™ facilitates the distribution and tracking of materials and keeps the sales staff on top of their client accounts. FileWorks Online™ is an environmentally friendly alternative to printing and mailing documents.

For Mariah Power, implementing FileWorks Online™ is about more than just cost savings. “For me, it’s about simplicity and trackability,” said Hess. “Those are the two things I worry about—and both are answered with FileWorks Online™.”

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#### ABOUT FILEWORKS ONLINE

FileWorks Online™ is an affordable virtual file cabinet for centralized storage and safe sharing of files with anyone, anywhere at any time. Extensive rights controls allow account owners to give others access to the account at varying levels and with varying individual rights. Access to files is tracked and may be reviewed for eDiscovery and audits.

Delivered online as Software-as-a-Service (SaaS), FileWorks Online™ relieves companies and IT departments of the time and expense burdens associated with running a complex filesharing server.

Data is protected by state-of-the-art security. FileWorks Online™ is Intel® Certified, which ensures that it is enabled for Intel® technologies, free of all known significant security vulnerabilities, and monitored for security issues. Extended site validation through Network Solutions’ SiteSafe ensures 128-bit encryption during transmission and a \$1 million relying party guarantee. With FileWorks Online, all files are encrypted while stored on the server—a security feature rarely offered by other online document storage services.

FileWorks Online™ increases a business’s effectiveness and efficiency with its unique built-in features, including

- file sharing inside or outside of the company
- email links to direct other users to specific files and folders
- the ability to custom brand the account with a company logo and offer branded login options
- email and text notifications when activities occur in the account
- electronic signatures for legal or internal sign-off on documents
- integrated scanning that takes documents from the scanner directly to specific folders
- online faxing from and into the account
- document notes for making notations with a document

Pricing starts at \$29.99 per month, which includes real-person, North America-based customer support. FileWorks Online™ has no long term commitment.