



## **Red Bull North America Replaces Box with EgnYTE to Provide Users with Secure File Sharing, Adopting EgnYTE Adaptive Enterprise File Services**

**MOUNTAIN VIEW, Calif.** - March 10, 2015 – EgnYTE, the market leader in Adaptive Enterprise File Services, today announced that Red Bull North America has chosen EgnYTE as its organization-wide enterprise file services solution to replace its incumbent solution. Red Bull, the leading global energy drink brand, leverages EgnYTE Adaptive Enterprise File Services to securely store, access and manage files between its North American operations and the rest of its globally dispersed and mobile employee base working in over 167 countries worldwide.

As a rapidly expanding organization that manages multiple terabytes of data, Red Bull requires a comprehensive and scalable file sharing and management solution that can streamline operations and provide seamless, secure access to its business data. The company is now using and deploying EgnYTE's solution to manage a variety of file types across multiple teams around the globe. EgnYTE's advanced auditing and reporting features allow both IT and end users to monitor their sharing activity and create a safe environment for sharing files outside of the corporate network, such as with partners, customers, vendors and retailers.

As part of the deployment, EgnYTE's professional services team worked alongside Red Bull's IT team to customize the comprehensive platform and facilitate data migration to ensure a smooth transition. Taking advantage of EgnYTE's open ecosystem, Red Bull leveraged the EgnYTE API to connect to their sales team's suite of iPad applications. This allows Red Bull's field team to work seamlessly within the iPad application – performing field audits, etc. while at the same time leveraging EgnYTE for backend storage of critical file and data elements.

"We're thrilled that Red Bull has chosen to standardize on EgnYTE as its enterprise file services solution," said Rajesh Ram, co-founder and VP of Product Management at EgnYTE. "A marquee customer of this caliber and size is a strong validation of our award-winning solution that integrates with any storage, cloud, device and business app to provide large, global customers like Red Bull with the services they need for all of their file sharing and management needs."

### **About EgnYTE**

EgnYTE is the market leader in Adaptive Enterprise File Services that uniquely anticipate IT and end users' needs to securely, easily and intelligently share files on premises and in the cloud. EgnYTE's award-winning platform integrates with any cloud, storage, device and business application to enable customers to optimize their collaboration environments through secure access, centralized control and unified visibility. EgnYTE enables IT to make informed decisions on infrastructure utilization and workflows and end users to access unique content intelligence to proactively adapt their content sharing, management and protection strategies.

EgnYTE was founded in 2007 and is a privately held company headquartered in Mountain View, CA. It is backed by venture capital firms, including Google Ventures and Kleiner Perkins Caufield & Byers, as well as technology partners, such as CenturyLink and Seagate Technology. Please visit [www.egnyte.com](http://www.egnyte.com) or call 1-877-7EGNYTE for more information.

**About Red Bull**

Please visit [www.redbull.com](http://www.redbull.com).

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**Additional Resources**

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**Global Press & Media Contact**

Colin Jordan

Egnyte

Phone: 1-650-743-6471

Email: [cjordan@egnyte.com](mailto:cjordan@egnyte.com)

Patrice Radden

Red Bull N.A.

Phone: 1-310-460-5344

Email: [Patrice.radden@us.redbull.com](mailto:Patrice.radden@us.redbull.com)