

# Serv-U Solves the Media Challenges of Washington TV Station KSPS

SolarWinds® Serv-U® has transformed the way regional Washington public television station KSPS exchanges advertisements and video with its sponsors and content partners. Serv-U has also become a valuable component in their annual pledge drives and other fundraising activities that require a reliable secure file transfer method.

## The Customer

KSPS is a U.S. public television station that serves two million households in Washington, Idaho, Montana, British Columbia, and Alberta from its headquarters in Spokane.

## IT Management Challenge

Like most regional public television stations, KSPS works with a wide variety of corporate sponsors and content producers in the United States and Canada. The technical expertise at KSPS ranges from assistants with a conversant-level of experience with Web browsers to dedicated media IT professionals with decades of experience in advertising and broadcasting.

The challenge was to find an easy-to-deploy and easy-to-maintain FTP server that anyone could use to upload or download files—regardless of expertise. The solution also had to be affordable enough to acquire and support on a public television budget.

## Solution

KSPS looked at several FTP server software packages before selecting Serv-U MFT Server. Glen Martin was the IT administrator who performed the evaluation and ultimately made the recommendation to acquire the server package that best handled the MP3 audio clips and digital video files he needed to exchange with station partners.

“The best feature was the ease and ability to use the software,” said Martin. Serv-U let novice users upload and download files with a Web browser, while experienced and power users could use an FTP client to transfer files and automate file transfers.

“It was also a simple process to create and manage users from Serv-U’s intuitive interface,” noted Martin.

“KSPS [has continued] to use Serv-U over the years because it is so easy to use, configure, and understand.”

- Glen Martin, IT Administrator, KSPS

## Results

Once KSPS partners were able to start successfully exchanging audio and video files through Serv-U's intuitive interfaces, they began to explore more of the security features of Serv-U. They quickly found a need to securely handle pledge information from KSPS's "On the Air" fundraising drive and turned to Serv-U to store and control access to these critical files.

The result was a Web-based process that pushes PGP-encrypted files containing pledge contact and payment information to Serv-U. Then the staff responsible for processing the pledges can securely authenticate to Serv-U and download the necessary files. All authentication, directory information, and data is secured with HTTPS, FTPS or SFTP to keep the data secure during transit.

Martin said that "KSPS [has continued] to use Serv-U over the years because it is so easy to use, configure, and understand." He also notes that SolarWinds' Free FTP client (FTP Voyager) "integrates so well with Serv-U Server that we continued to use Serv-U as our only FTP Server software. Most of our staff members use FTP Voyager and Serv-U weekly, if not daily."

Today, the files handled by Serv-U at KSPS range from small text files and MP3 audio clips to huge HD video files measured in gigabytes. A single Serv-U system handles all file transfers. This gives Martin extra time to locate and remedy issues. "Serv-U just sits quietly in the corner helping everyone do their job and I'm thankful for that," says Martin.

## IT Management Inspired by You.

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