



# H&M SOFTWARE PICTURES WS\_FTP FOR SECURE PHOTO SHARING AND MESSAGING

Case Study

## CASE STUDY

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### Company

H&M Systems Software, Inc.

### Industry

Technology Software

### Business Challenge

H&M Software wanted to offer users of their StudioLine® photo editing, management and sharing software a controlled amount of complimentary disk space. They needed a secure file transfer server to tie into their SQL based registration and billing systems, and extend the communication between their builtin file transfer client and a standardsbased server.

*“We will be able to leverage our know-how in database programming and integrate WS\_FTP’s database into our billing application”*

**Andy Schmidt**

Director of Technology  
H&M Systems Software, Inc.

### Outcome

H&M Software chose WS\_FTP Server 6 with SSH to host their 250,000 complimentary accounts for registered users of its StudioLine software to promote the broad adoption of web galleries for photo sharing, and to launch their new “DigitalXpress™” addon, which enables sending photos and other large files without traditional email limitations.

### Company Background

H&M Software was founded in 1974 near Frankfurt Germany. A privately held company, H&M offers Internet and digital imaging solutions to business and home users worldwide. Its most popular product line StudioLine (www.StudioLine.biz) helps 250,000 photo enthusiasts and professionals to catalog, edit, manage and publish their evergrowing image collections. “One problem with media files is the explosive growth in resolution, leading to incredibly large file sizes,” says Andy Schmidt, Director of Technology at H&M Systems Software Inc. in New Jersey. “Professionals need to be able to send high-resolution images that often exceed attachment sizes and mailbox allowances of traditional email. StudioLine’s new DigitalXpress feature reliably sends print-quality images and other large documents—regardless of size.”

H&M Software needed a secure file transfer solution for online photo sharing and messaging to tie into its SQL database of registered software users. The ability to control quotas programmatically and communicate with its integrated FTP

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www.b client was a must. “We started with an FTP server running Microsoft® IIS which did not offer easy integration with our SQL database. The other challenge was the volume of registered users which made the IIS user/quota model inefficient. We’d been using IMail™ by Ipswitch for more than eight years and were very happy to find that WS\_FTP® Server 6 with SSH offered similar ODBC integration and has been reviewed favorably as an Enterprise strength solution—it was an obvious choice to purchase.

File transferring wasn’t the only purpose behind purchasing WS\_FTP, “we also needed an easy way to tie active FTP accounts to our billing system, enabling a usage-based fee model for professional users with additional space demands. Because WS\_FTP is based on an ODBC compatible SQL database, we will be able to leverage our know-how in database programming and integrate WS\_FTP’s database into our billing application,” Schmidt explains.

WS\_FTP Server 6 with SSH incorporates best-in-class security features including 256-bit AES transport encryption, SHA-512 file integrity, new web administration, login authentication encryption, digital certificate management and strong password policies. Schmidt emphasizes “When you’re dealing with the digital assets of photo professionals, they expect you to secure it with state-of-the-art technology.”

H&M Software had been adding a number of photo sharing capabilities into StudioLine, including ready-made, customizable web-galleries. “This feature is ideal for showing off a large series of photos where email would prevent an attractive presentation. WS\_FTP allows us to more tightly integrate this feature into StudioLine’s GUI so that end-users are shielded from technical details.”

“IIS FTP lacked the ability to check logon information against our registration database on SQL Server and automatically create the necessary home folders ‘just in time’ at the first login—that ability is crucial to us. Without the ‘just in time’ option, we would have to unnecessarily create 250,000 Microsoft® Windows® accounts, with 250,000 disk quota entries and 250,000 subfolders in the FTP server’s root.”

H&M Software chose WS\_FTP for the ODBC integration, ability to automate account and quota management, scalability, and customization. “We implemented custom SITE commands that report allocated/used space to our own client software as well as folder rules that enforce per folder quotas,” Schmidt says.

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“We recently completed DigitalXpress, a media exchange facility that integrates online storage with the desktop interface and allows photographers to send print resolution images,” continues Schmidt. “WS\_FTP increases acceptance of the new product feature because users can use our preconfigured FTP space, instead of having to figure out their own FTP connection settings.”

H&M Software plans to use WS\_FTP to host complimentary accounts for registered users to promote broad adoption of DigitalXpress, and will open the ability to market for-charge upgrades to higher space allocations. Schmidt says in the future, they plan to tie WS\_FTP to their online store, so that paid accounts and quota upgrades are automatically enabled in WS\_FTP.

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