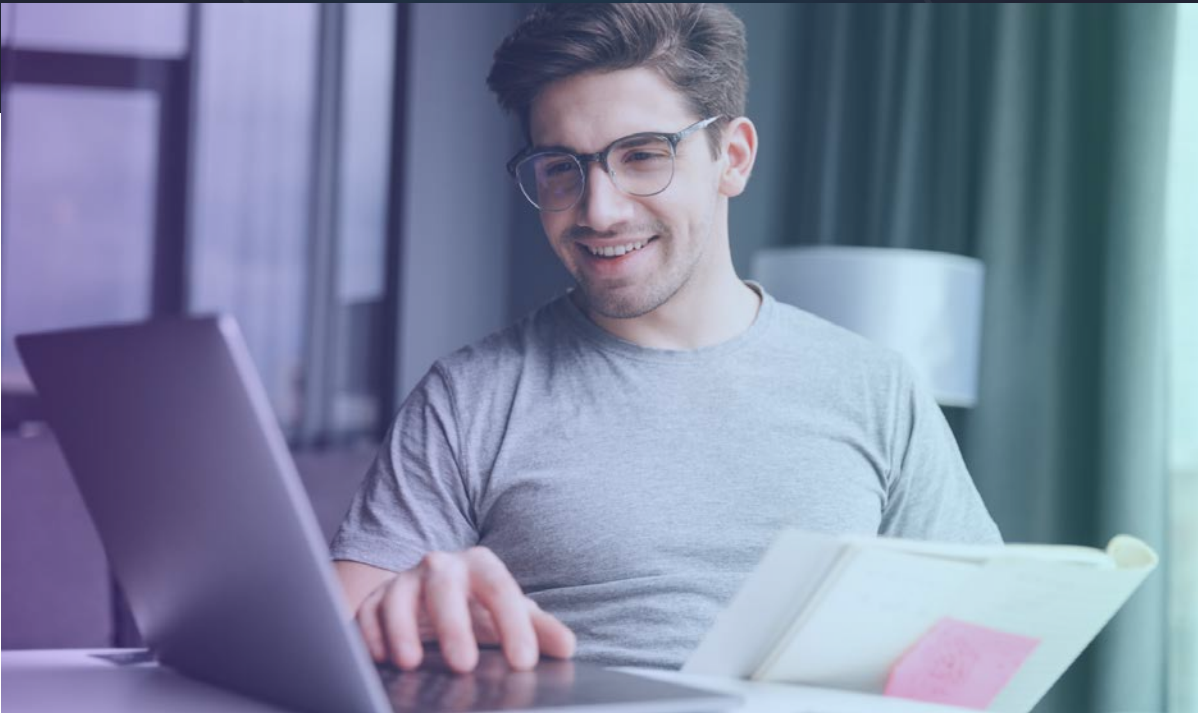


HOW TO MIGRATE FROM ASPERA TO MASV



INTRODUCTION



MASV IS A MODERN SOLUTION THAT JUST WORKS.

If you are reading this guide, you have either come to the conclusion that you need to move away from Aspera or you're considering it, and you need to know whether [MASV](#) can support your team's existing file transfer workflow.

To help you with your decision, we have compiled an in-depth breakdown of various workflow tools and processes which Aspera is known for and how MASV compares.

And to reflect modern workflows that rely on remote teams and cloud infrastructure, we will be comparing MASV against Aspera on Cloud – Aspera's cloud-based offering.

M A S V

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IS MASV RIGHT FOR YOU?

MASV



FIRST OF ALL, IS MASV RIGHT FOR YOU?

To answer that question, you need to consider that Aspera on Cloud is a big solution for enterprises that need to transfer large files. But big solutions come with big costs in time and resources to set up, administer, and use.

MASV solves the same problems as Aspera on Cloud, only it's more convenient, faster, and less expensive. MASV just works. It's a modern solution for when you need to **move large files but you don't have a large IT team to support you.**

Furthermore, if you answer yes to any of the questions on the following page, you are likely to benefit from MASV as opposed to sticking with Aspera on Cloud.

Next page: Checklist

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CHECKLIST

- Collaborating:** Do you share files with remote teammates or vendors who don't use Aspera on Cloud?
- Notifications:** Would you prefer notifications of completed transfers through chat tools like Slack?
- Storage:** Do you keep your files in Aspera on Cloud Storage for only a few days before deleting or transferring to other storage?
- Integration:** Are you considering using cloud services besides those from IBM?
 - Desktop storage like Dropbox or Google Drive?
 - Enterprise storage like Backblaze or DigitalOcean?
 - Asset management like iconik or Frame.io?
 - Productivity tools like Microsoft Teams?
- Support:** Do you have to use Aspera HTTP Gateway to support users who can't install Aspera Connect?
- Administration:** Do you need to create an IT support ticket or do you need permission for any of these tasks:
 - Update the branding or information in a workspace?
 - Set up or modify watch folders?
 - Manage licenses and entitlements
- Network connections:** Do you sometimes transfer files at locations with slow or unreliable connections? Or do you have a 10 Gbps connection you'd like to take advantage of?

FEATURE COMPARISON



To show how a modern, flexible transfer tool like MASV compares to Aspera on Cloud, we summarized the features for the most popular plans.

MASV

MASV (Professional)

- ✓ 6 TB of transfer volume/year
- ✓ No limits on package sizes
- ✓ 10 TB storage/month included
- ✓ Configure roles & permissions Send files via email or link Custom metadata forms
- ✓ SSO
- ✓ Password-protected downloads
- ✓ Security: TPN verified, ISO 27001 certified, SOC 2 compliant Transfer to and from cloud storage
- ✓ Unlimited workspaces
- ✓ Overage fee: \$0.22/GB or less with custom pricing
- ✓ Optional: Desktop app for even faster transfers
- ✓ Recipients don't need an account
- ✓ File transfer automations
- ✓ 100 Custom URLs and branding Live chat, 24/7 email support
- ✓ No IT supported required
- ✓ Internet bonding
- ✓ 10Gbps optimization, included

Aspera on Cloud (Advanced)

- ✓ 6 TB of transfer volume/year
- ✓ No limits on package sizes
- ✓ 10 TB storage/month included
- ✓ Configure roles & permissions
- ✓ Send files via email or link
- ✓ Custom metadata forms
- ✓ SSO
- ✓ Password-protected downloads
- ✓ Security: TPN verified, ISO 27001 certified, SOC 2 compliant
- ✓ Transfer to and from cloud storage
- ✓ Unlimited workspaces
- ✗ Overage fee: \$1.87/GB
- ✗ Required: Desktop app and browser extension
- ✗ Everyone must install the Aspera Desktop app
- ✗ Only 5 concurrent automations
- ✗ Limit of one custom URL
- ✗ No chat or phone support
- ✗ Requires IT to configure
- ✗ No support for internet bonding
- ✗ 10Gbps support at extra cost

*Prices are in US dollars.

**Storage can be extended for a GB/month fee.

CONSIDERATIONS



M A S V



KEY CONSIDERATIONS

The above feature comparison table is a snapshot of MASV vs Aspera on Cloud. Below, you will find key considerations that influence file transfer workflows. Hopefully, by the end of this section, you are able to validate your existing experience with Aspera on Cloud and discover how MASV can support – and in many cases – improve your current workflow.

1. Performance

2. Operating Costs

3. Compatibility

4. Security

5. Collaboration

6. Storage

7. Custom Metadata

8. Automation & Integrations

1.0 PERFORMANCE



Aspera On Cloud

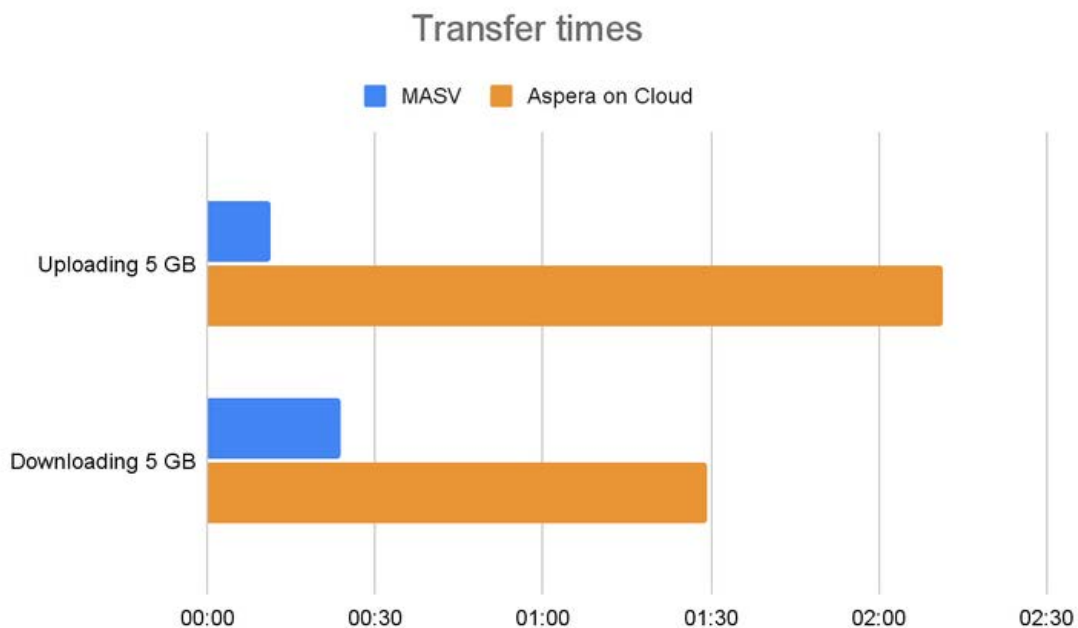
IBM uses its own FASP technology to transfer your data. It's fast, but with some caveats. You'll get excellent transfer speeds if your transfers stay within Aspera on Cloud. But your IT team might have other ideas about spending resources to reconfigure your organization's network to handle FASP's traffic.

MASV

Not only is setting up and using MASV faster, but [MASV transfers files faster](#), too. A lot faster.

MASV combines a few technologies to get fast, reliable performance. For example, MASV uses TCP, the decades-proven, industry-standard protocol that saturates your network connection without bullying other network users. MASV also leverages one of the biggest high-speed cloud infrastructures on the planet: AWS.

To give an accurate idea of what you can expect in your own evaluation, we signed up for both the MASV and Aspera on Cloud trial plans for our testing. The results impressed even us: **MASV is almost 12 times faster at uploading and almost 4 times faster at downloading.**



Performance tests were done by us. We used Microsoft Windows Server 2022 with Firefox 113, Aspera Connect 4.2, and MASV Desktop app 2.6.

2.0 OPERATING COSTS

The time and money you spend on transferring and administering your large files will plummet when you switch to MASV.

Transfer Costs

Aspera On Cloud

All Aspera on Cloud plans, except the Free Trial, charge you for both uploads and downloads. In other words, you could be paying up to twice for the same data, once to upload and again to download. Aspera also charges higher overage transfer fees than MASV.

MASV

You can find a [MASV pricing plan](#) to match your needs:

Pay-As-You-Go:

- Comes with a free trial.
- Only pay for egress — AKA downloads (or when saving to third-party cloud storage).
- Purchase credits in advance for a discount.

Subscription:

- Monthly subscription based on egress.
- Overage fees are 20% less than PAYG.
- Predictable invoice every month.

Enterprise:

- Get custom pricing and request features for a tailored file transfer experience.
- Security features such as SSO.
- Dedicated customer and engineering support.





2.1 OPERATING COSTS

Storage Costs

Aspera On Cloud

Aspera on Cloud prices includes storage. But if you aren't using that storage, you're still paying for it.

MASV

MASV works especially well for you when you need lots of storage for short periods.

Storage is unlimited and free for the first 7-10 days, depending on your plan. If you want to keep it longer than that, we charge only \$0.10/GB/month.

Or bring your own storage by connecting to your third-party cloud storage service. Check with your cloud storage service about their storage limit and fees.

Licensing

Aspera On Cloud

The performance and features you get with Aspera on Cloud depend on your plan and licensing. This means you have to **wait for your IT team or purchasing department to get license and entitlements from IBM or a reseller**. For example, to use automations with your local network storage you need Aspera HSTS, which needs a license key to install or upgrade.

MASV

MASV is vastly simpler.

- **MASV focuses on fast, reliable transfers.** MASV's business model is based on the number of data you transfer, not the number of users you have.
- **Deal directly with MASV**, get all the features we promise. Our Pay-As-You-Go plan is just as fast and reliable as our Pro Subscription. As soon as you download and install it for free, the [MASV Desktop app](#) supports [Watch Folders](#) with any local network storage that your computer can access.



3.0 COMPATIBILITY

MASV works with the same hardware and operating systems as Aspera on Cloud. You'll actually find that you can do more with MASV and the many third-party services that MASV integrates with (we're adding more all the time).

Laptop and Desktop Computers

Aspera On Cloud

Users who transfer files with their desktop or laptop must **first install both a browser plugin and the Aspera Connect desktop app** for macOS, Windows, or Linux. Some users can't install Aspera Connect, like your vendors, contractors, or collaborators.

For those users, you can install Aspera HTTP Gateway on a server. HTTP Gateway is an extra service that provides similar, but slower, transfer features like Aspera Connect.

MASV

There is no need to install extra plugins or software to start transferring terabytes.

Any web browser will do, no need to wait for your IT team to license, install, and configure extra services. Spend less time setting up new users and administering your existing users.

For the reliability, performance, and flexibility needed for petabyte-level transfers, users can install the MASV Desktop app. Users can pause and resume transfers, order and prioritize transfers, take advantage of [10Gbps](#) connections, and use [Multiconnect](#) to transfer files when your internet connection is unreliable or intermittent.

“
*In the end, [Aspera]
was simply unusable.
The interface was a
disaster.*

Steve “Major” Giammaria
Supervising Sound Editor, Sound Lounge

WHY SOUND LOUNGE CHOSE MASV OVER ASPERA



[READ CASE STUDY >](#)



3.1 COMPATIBILITY

Mobile Devices

Aspera On Cloud

Users who transfer files with Apple iOS or Android devices must first install the Aspera mobile app. However, this app is optimized for mobile devices.

MASV

Like desktop and laptop users, users with a mobile device don't need to install an app. They can use MASV from the web browser on their device. Keep in mind that a mobile web browser can't provide the same experience as a mobile app.

Local Network Storage

Both Aspera Connect and the MASV Desktop app can upload from and download to your local or shared network folders. Automating transfers from this storage is simpler with MASV.

Aspera On Cloud

Automating transfers from your local storage requires setting up Aspera High-Speed Transfer Server (HSTS).

MASV

MASV Desktop app works with any local storage too. And you can set up Portal download automations with just a few clicks.





4.0 SECURITY & AUTHENTICATION

For security, encryption, and privacy, MASV meets many of the same standards as Aspera on Cloud. Again, it might be the case that you're paying for extra features that you aren't using.

Security Standards

Aspera On Cloud

Aspera on Cloud complies with or is certified for ISO 27001, SOC 2, HIPAA, FDA 21 CFR-Part 11.

Also, Aspera on Cloud's requirement for extra software, like Aspera Connect and Aspera HSTS, not only increase maintenance costs but can [increase your security risks](#).

MASV

MASV complies with or is certified for ISO 27001, SOC 2, and HIPAA. Also, MASV has completed a rigorous third-party evaluation to ensure compliance with the Trusted Partner Network (TPN), owned and managed by the Motion Picture Association (MPA).

MASV systems and staff also follow privacy-respecting policies for GDPR and PIPEDA. As with any IT service, if your files contain sensitive personally identifiable information (PII), make sure your organization's processes maintain confidentiality.

MASV's modern design uses [industry-recognized best practices](#) and proven technologies to minimize your attack surface for security. For example, besides your browser, the only extra software you need is optional: the MASV Desktop app.



[Visit MASV Trust Center](#)

4.1 SECURITY & AUTHENTICATION

Encryption

Aspera On Cloud

Aspera on Cloud uses industry-standard AES encryption. Aspera on Cloud encrypts files in-flight. An administrator can also configure Aspera on Cloud to optionally encrypt files at-rest while inside or outside of Aspera on Cloud storage, which requires the sender and receiver to enter a password.

MASV

MASV also uses industry-standard AES encryption.

MASV also uses encryption in-flight when uploading and downloading and at-rest while your files are in MASV storage. A sender can optionally require the receiver to enter a password before starting a download from MASV.

Authentication

Aspera On Cloud

Aspera on Cloud supports these authentication methods:

- IBMid
- Google Sign-In
- Single Sign-On (SSO), SAML-based authentication.

MASV

Users who do need a MASV account can sign in with these methods:

- Their own email address and password
- Google Sign-In
- Single Sign-On (SSO), SAML-based authentication



[Visit MASV Trust Center](#)

4.2 SECURITY & AUTHENTICATION

Access Control

Aspera On Cloud

An administrator can configure Aspera on Cloud to specify when packages should be deleted, either by duration or number of downloads.

MASV

Anyone sending a file can specify a limit on downloads and how long to keep the files in MASV storage. An admin can configure the availability of the download limit feature.



[Visit MASV Trust Center](#)





5.0 COLLABORATION

MASV makes it easier to work with colleagues in your organization and especially with remote collaborators.

Aspera On Cloud

Aspera on Cloud has sophisticated features to manage users, groups, and workspaces. These features make the most sense when you're also relying on Aspera on Cloud's storage or you need to organize many users into teams.

But for smaller organizations, or situations where you don't need this complexity, this might be another set of features that you're paying for but don't really need:

- Setting up new users, both in your organization and remote, always requires them to install Aspera Connect.
- Doing even simple administrative tasks, like automating transfers or setting download limits, requires support from an administrator.
- Receiving files from users who don't have an Aspera on Cloud account usually means not just creating a submission link but also managing other configuration settings.

MASV

Instead of users, groups, and workspaces, MASV simplifies things into users and teams. You can organize users with MASV accounts into teams. Each team can access only its own transfers and Portals, and are billed for their downloads separately. MASV lets you invite as many users as you need for free.

To get a user up and running with MASV, set up is fast and there is no training or additional software needed. In some cases, they don't even need an account.

- **If you send someone a file, they can download without a MASV account.** Just send the file as an email or a web link.
- **Users can also upload files to you without an account.** They can upload files to a [MASV Portal](#), which is a customizable web page to request files and custom metadata.
- **Users who transfer files, create Portals, and manage teams** need a MASV account. Each user with an account has a role: Owner, Admin, and Member.

6.0 STORAGE

MASV cloud storage is free for short durations and it's much easier to use with your local storage.

Aspera On Cloud

Most Aspera on Cloud plans include a fixed amount of storage.

Storing files locally, like a shared network folder on a NAS, can get complicated when you want to automate transfers if you need to install, license, and configure Aspera High-Speed Transfer Server (HSTS) to integrate with Aspera on Cloud.

MASV

MASV gives up to 10 days of free, unlimited storage, depending on your plan. You can [keep your files in MASV](#) for longer for a small fee. Some of our clients take advantage of this as short-term backup while they wait for final sign-off.

Connecting MASV to your local network storage is dramatically simpler. Install the free MASV Desktop app and point it to shared folders. That's it.





7.0 CUSTOM METADATA

MASV supports more types of metadata and gives you more control than Aspera on Cloud.

Aspera On Cloud

Aspera on Cloud gives you these choices for the types of metadata you can include with a package:

- Text
- Dropdown menu
- Checkbox
- Date

MASV

MASV lets you give your collaborators more helpful [metadata forms](#) and collect more useful information from them. And it lets you integrate more easily with third-party services like asset management systems.

MASV can collect the same types of metadata and a few more:

- Text
- Dropdown menu
- Checkbox
- Date
- Radio buttons
- Email address
- Hyperlink
- Number

You also have more options to control how your users interact with these fields, like controlling the visibility and making them read-only.



8.0 AUTOMATION & INTEGRATIONS

Automation

Aspera On Cloud

Aspera on Cloud has a sophisticated set of features for creating workflows that automate transfers and notify users. Only administrators can set up workflows in Aspera on Cloud. Automating interactions with local storage can be complicated by the requirement to also install, license, and configure Aspera HSTS.

Aspera on Cloud has an API for higher levels of automation.

MASV

MASV's automation features focus on transfers. Any MASV user can set up and take advantage of these automations with a few clicks and a few of minutes:

- **Watch folders:** Drag and drop files into a local or shared folder. The MASV Desktop app automatically sends them to a Portal or list of recipients.
- **Portal automation:** Automatically receive files from a Portal to a folder or shared folder you specify.

Third-Party Integrations

You can keep using your third-party enterprise-level cloud storage.

Aspera On Cloud

You can send files from and save files to with only these cloud storage providers:

- IBM Cloud storage
- Microsoft Azure blob storage
- Google Cloud storage
- AWS S3 storage

Aspera on Cloud supports only some of the geographical regions for these providers.



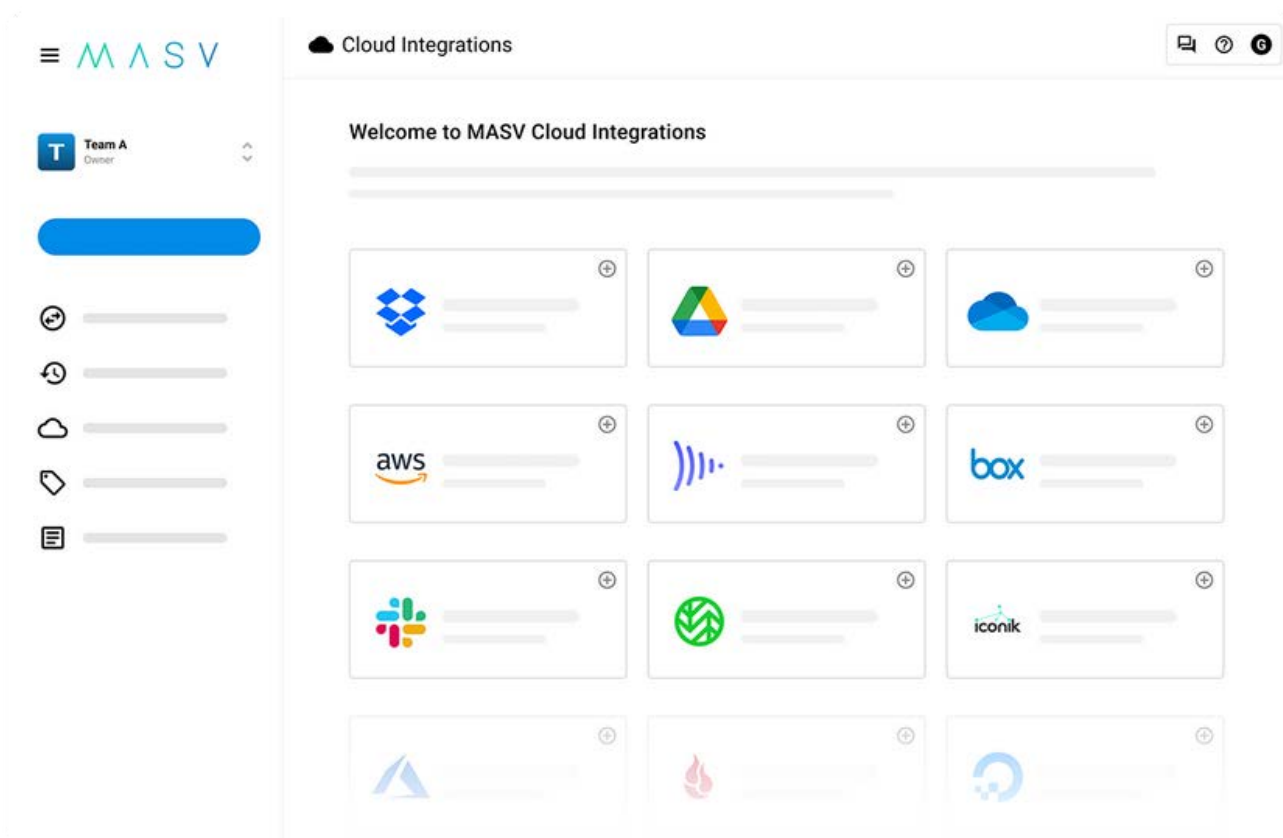
8.1 AUTOMATION & INTEGRATIONS

MASV

MASV [supports integrations](#) for many providers, and not just for cloud storage. MASV supports on-prem storage devices, making it a perfect workflow tool for hybrid storage solutions. And we keep adding support for more integrations.

MASV has no limitations on supported regions. If it's close to you, take advantage of it!

- **Enterprise cloud storage:** Includes Microsoft Azure, Google Cloud, and AWS S3. You can save files to any supported cloud storage provider. You can also send from AWS S3 and Wasabi Object Storage.
- **Desktop integrated storage:** Dropbox, Google Drive, and OneDrive.
- **Asset management:** iconik, Frame.io, MediaSilo, and Reach Engine.
- **Collaboration services:** Including Docker, Microsoft Teams, and Slack.





8.2 AUTOMATION & INTEGRATIONS

API and Command-Line Interface (CLI)

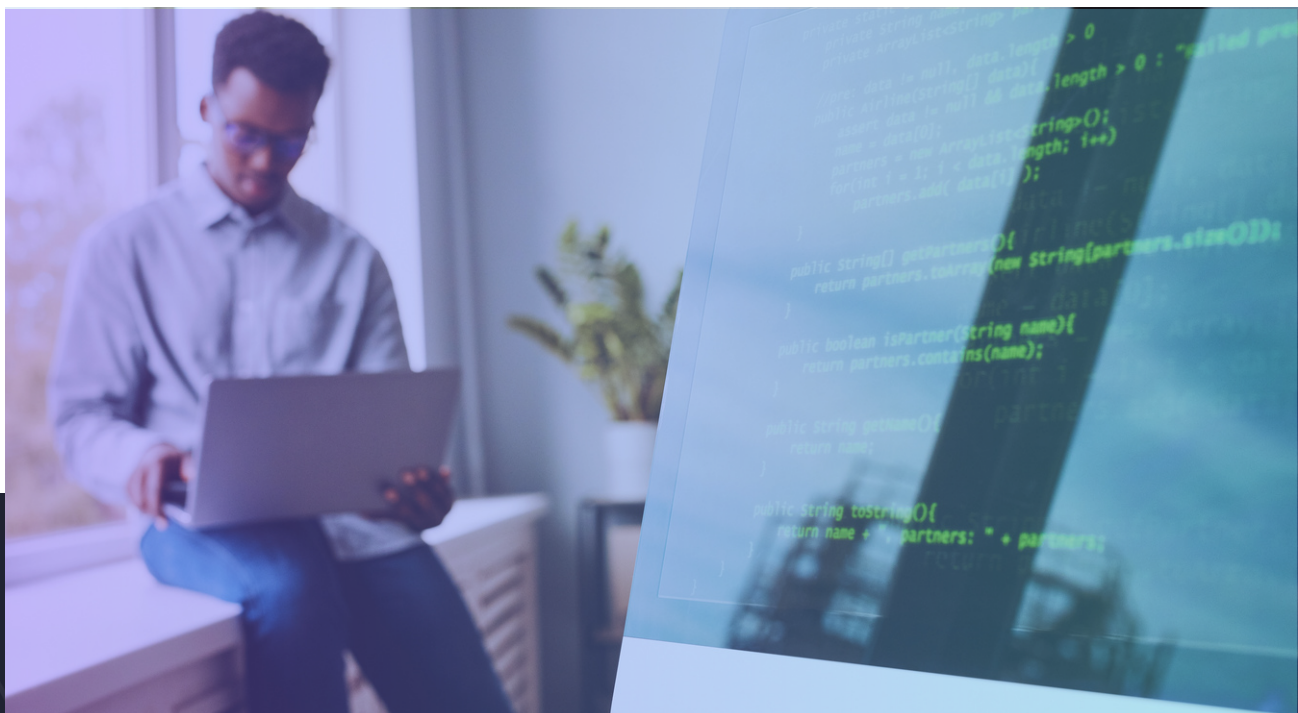
Aspera On Cloud

Aspera on Cloud has a rich set of APIs to manage your Aspera on Cloud installation. And the IBM Aspera Command-Line Interface (CLI) is a free, downloadable tool to transfer files from the command line.

MASV

[MASV's API](#) is mostly focused on transferring files. To invoke MASV from a CLI, you'll need a third-party CLI tool that can call an HTTPS-based REST API. You can interact either with the MASV API or the MASV Transfer Agent.

[View API Documentation >](#)



WORKFLOW IMPROVEMENTS



M A S V

IMPROVE YOUR EXISTING WORKFLOWS

Now that you have a better understanding of the ways MASV can make your migration from Aspera on Cloud seamless, here are a few points on how it can improve your existing workflow.



Notifications When You're Not Logged In

Connect MASV to Slack or Microsoft Teams to let your team know when your transfers are ready.



Integrate With Your Other Cloud Services

Pick the best tool for the job; MASV probably integrates with it. And we're adding more integrations all the time.



Work in Every Situation

MASV adapts to whatever internet connection is available, from a big connection in an office building, bandwidth from a home office, or limited access at a remote location.

- **10Gbps:** If you have a big internet connection, MASV takes advantage of it, no extra cost (or IT team) needed.
- **Multiconnect:** If you have a slow internet connection, you can bond ethernet, wifi, and satellite connections.
- **Manage order & priority:** Choose which transfers need to get there sooner than others.
- **Schedule transfers:** Start transfers during quiet periods to avoid network traffic jams.

CONCLUSION



THE MODERN, MORE CONVENIENT WAY TO MOVE LARGE FILES

Aspera on Cloud solves a lot of problems for file transfers and cloud storage in big organizations that have lots of unique requirements. But you might be paying money for features you don't need, or you might be spending too much time administering complicated features that should be easier to use.

If you aren't satisfied with Aspera on Cloud's complications and high cost, migrating to MASV is easy. MASV is a modern way to transfer large files quickly, conveniently, securely, and at a lower rate.

Ready to get started?

- [Sign-up for our free trial](#) to test things out.
- Then, contact our representative below to get started. We have helped dozens of companies like yours migrate away from Aspera with custom pricing, payment plans, and roadmap options to cater to your specific workflow.

CONTACT INFORMATION



Jon Riis

VP of Partner Success

jon@masv.io

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