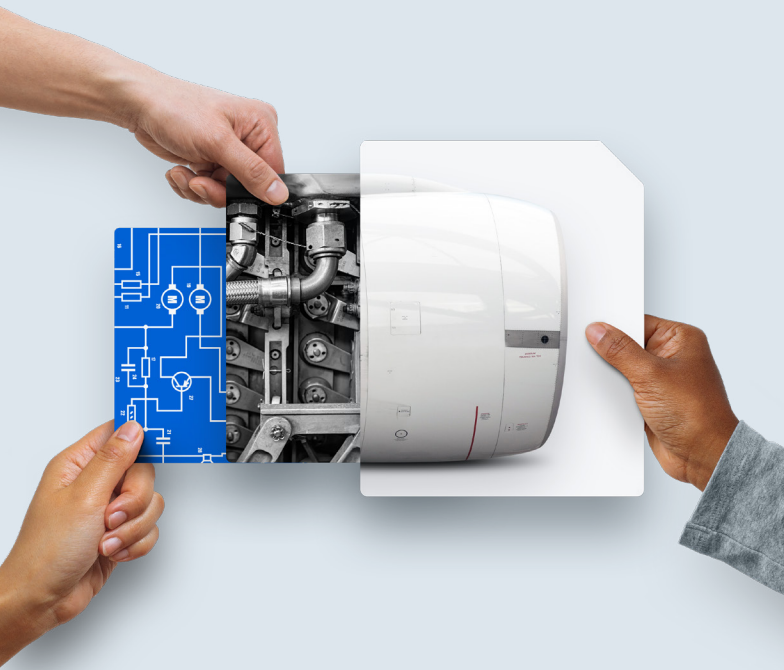




# Meet Cloud Content Management



Digital transformation has changed virtually everything in the business world. From mobility, to security, to business processes and app-building, there's a broad range of areas where many businesses can move forward on their digital journey. And to do this, they need to effectively manage the content that lies at the heart of their business.

By bringing all of your people, processes and applications together in the cloud, you can transform the way you work to better meet the demands of the digital world. We call this Cloud Content Management, and it provides a radically simplified and far more secure way for teams to work across the extended enterprise.

Working closely with forward-looking leaders, we've observed how Cloud Content Management can help companies succeed in the era of digital transformation. The following brief will take you through the ins and outs of Cloud Content Management and what it can do for you.



# Collaboration is broken

But Cloud Content Management can build a digital workplace

As the pressures of digital transformation rise, companies are being forced to find new ways to enable the digital workplace. With content spread across a myriad of on-premise systems, consumer apps and email databases, it can be difficult for employees to work and collaborate

The average organization has 210 different services that employees use to collaborate.<sup>1</sup>

productively. If you manage all of your content in the cloud, however, you can prevent valuable business information from getting fragmented and siloed. As a Cloud Content Management service, Box integrates with over 1,400 apps and services like Salesforce, Google Suite, Slack, Office 365 and Adobe Sign. This means employees can continue to access the content they need using the services they love while content remains organized and protected in a central cloud service. Employee and partner productivity goes up, and collaboration throughout the company becomes simple, painless and secure.

<sup>1</sup>[bit.ly/2hWhDQB](http://bit.ly/2hWhDQB)

Ways Box enables the digital workplace:



**Secure file sharing**

- Easily and securely share content internally and externally



**External and team collaboration**

- Create secure, compliant shared workspaces for internal and external collaborators



**Mobile and field productivity**

- Enable employees to upload, access and edit content from any device



**Team workflows**

- Easily create and manage document workflows across internal and external teams



**Network file share replacement**

- Replace costly network file shares



“We’re in the midst of a digital revolution. You can’t look around and not see companies everywhere trying to figure this out. We believe Box is an integral part of how we’re going to keep data and information connected through that entire process.”

Jim Fowler, CIO, General Electric



# Many enterprises have outdated processes

But you can become a digital business in the cloud

Managing all of your content in the cloud makes it easier to find the right content that you want when you need it and helps you modernize key business processes, thereby freeing up valuable employee time for other tasks. Because you have all of your content centralized in the cloud rather than scattered across on-premise systems, individual hard drives and consumer apps, you can intelligently organize and tag that content for easy access. Then, you can also manage governance and compliance policies in the cloud where your content already lives.

For more complicated tasks, working in the cloud makes it easier to manage business processes and automate certain workflows. With Box, for example, Box Relay allows end users build, track and manage their everyday workflows where they already interact with all of their content. And if you want to take the next step with more complex use cases, you can take advantage of cloud APIs to build custom applications to meet your business needs.

Ways Box enables the digital business:



#### Modern records management

- Manage records in one secure cloud location while reducing costs



#### Simplified digital asset management

- Securely manage all of your rich digital media assets in one place



#### Secure document vaults and portals

- Build customized portals for sharing documents in one secure location



#### Content ingestion and document workflows

- Enable secure document workflows across the extended enterprise



#### Custom apps and digital experiences

- Build custom apps for content submission and sharing



“Box has become the industry standard in this space and we’ve chosen it to continue our drive toward efficiency, security and simplicity for all our employees.”

David Smoley, CIO, AstraZeneca



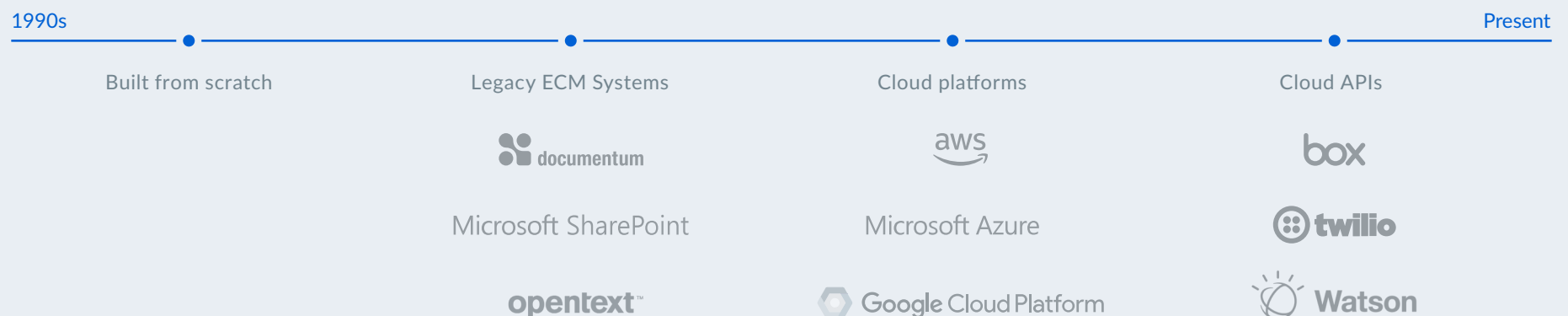
# Developers are always on a sprint

But they can quickly build content-rich apps in the cloud

The end users of the digital age expect every application they use to be secure, frictionless and delightful. Fortunately, just as user expectations have risen, Cloud Content Management makes it easier for developers to build exceptional digital experiences. By leveraging a secure content layer in Box Platform, developers can easily create content-driven apps and portals that enable the digital workplace and further digital business processes.

H&R Block, for example, was able to create a new app for tax season on top of Box Platform for customers to upload tax documents and start the tax-filing process from their smartphones. Similarly, Walmart Academy built an app to train and enable its floor sales associates. Through access to APIs and SDKs, Box makes it easier for developers to build and scale these types of content-driven applications in the cloud.

## The evolution of app-building



# There's an overwhelming explosion of data

But machine learning can use this to your advantage

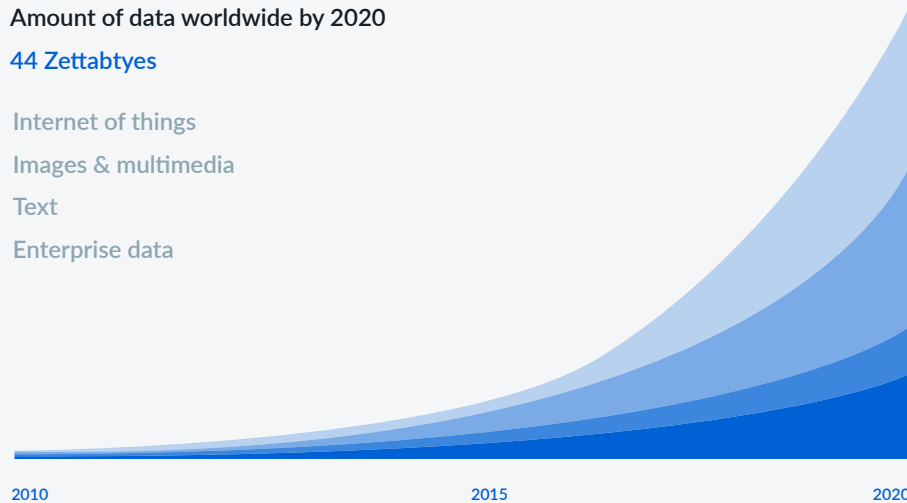
Digital transformation has created a veritable explosion of data — more data than the world has ever seen before. The good news is that machine learning has been maturing at the same time, and brings with it the ability to automatically extract insights from data and content at scale.

Because machine learning is still a rapidly evolving technology, the best services in this space are changing all the time. By working in the cloud, you have the flexibility to make changes as needed to the solutions you use so you can constantly leverage the best options available. While legacy, on-premise content management systems require that you shift data around to different machine-learning services, when you work in the cloud you can instead bring machine learning to where your content already lives. This lets you generate invaluable insights about your content so you are freed up to focus on what matters most: achieving your business goals.

## Amount of data worldwide by 2020

44 Zettabytes

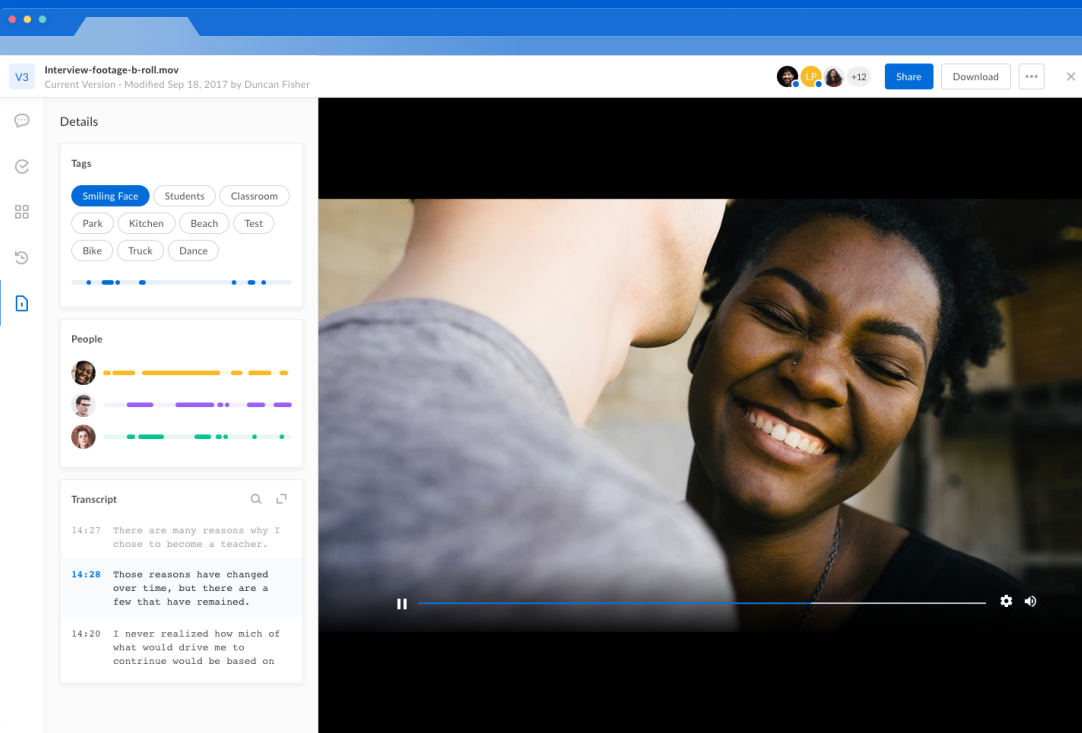
- Internet of things
- Images & multimedia
- Text
- Enterprise data



“Content in Box is more valuable than content outside of Box.”

Jeetu Patel, Chief Product Officer, Box

## Ways Box can bring machine learning to you



### Image recognition

- Recognize objects and text in images and automatically apply metadata

### Audio transcription

- Transcribe audio recordings and apply metadata

### Video intelligence

- Recognize objects in video files, transcribe audio, detect topics and recognize faces

### Custom machine learning skills

- Leverage any third-party machine learning service to process Box files. Train custom skills to work with your unique data sets.



“The technology team was looking for a platform. The Box platform’s flexibility and agility made it ideal, and the Box team has been incredible to work with.”

Candace Davis, Director of Content,  
Walmart Academy



# It's hard to secure data across the enterprise

But it's possible with  
Cloud Content Management

While the digital age brings new opportunities for businesses, it also presents new digital threats. As cyber attacks have become increasingly sophisticated, security leaders now face the daunting responsibility of securing information while still enabling collaboration.

With Cloud Content Management, however, security risks can be reduced without sacrificing the user experience. A small and well-managed attack surface in a single cloud platform is easier to monitor than a highly distributed one, and centralization also makes it easier to add multiple layers of defense.

Cloud Content Management also reduces the use of insecure consumer solutions and email attachments for internal and external sharing. With identity and access management technologies like single sign-on (SSO) and two-factor authentication (2FA), secure mobile apps

and security and data-loss prevention baked into the core content management system, working in the cloud helps keep your invaluable business information from falling into the wrong hands.

Apart from cybersecurity needs, evolving global legislation and regulations only up the ante for IT leaders to take an active role in managing content. Compliance management requires tackling convoluted industry and geography-specific regulations like European Union's General Data Protection Regulation (GDPR). Working in the cloud makes it possible to keep pace with the evolving regulatory landscape while proactively managing and securing your content.



After a security breach,  
the average company

- ↓ Has a 5% drop in stock price
- ↓ Loses 31% of relationships with consumers

Ponemon Institute<sup>2</sup>

<sup>2</sup>[bit.ly/2zvSXWr](https://bit.ly/2zvSXWr)

## Ways Box provides security and data protection



“One of the reasons why we picked Box versus other competitors is that it’s more secure.”

Sheila Jordan, CIO, Symantec



### User security

- Get granular user security across devices, apps and content types



### Information governance

- Simplify retention, discovery and content policies



### Infrastructure

- Protect your data by working in a secure, resilient environment where you can detect and manage threats



### Compliance

- Meet evolving global compliance standards

# Cloud Content Management brings it all together

We believe that every company can and should work like a digital company, and that managing content in the cloud can help you achieve this. With Cloud Content Management, manual processes become digital and automated. Employees no longer have to spend hours each day or week hunting for information, and productivity soars. Collaboration across the entire extended enterprise becomes seamless and you can ignite untapped potential by bringing people and information together. With Cloud Content Management from Box, your entire enterprise can finally work as one.

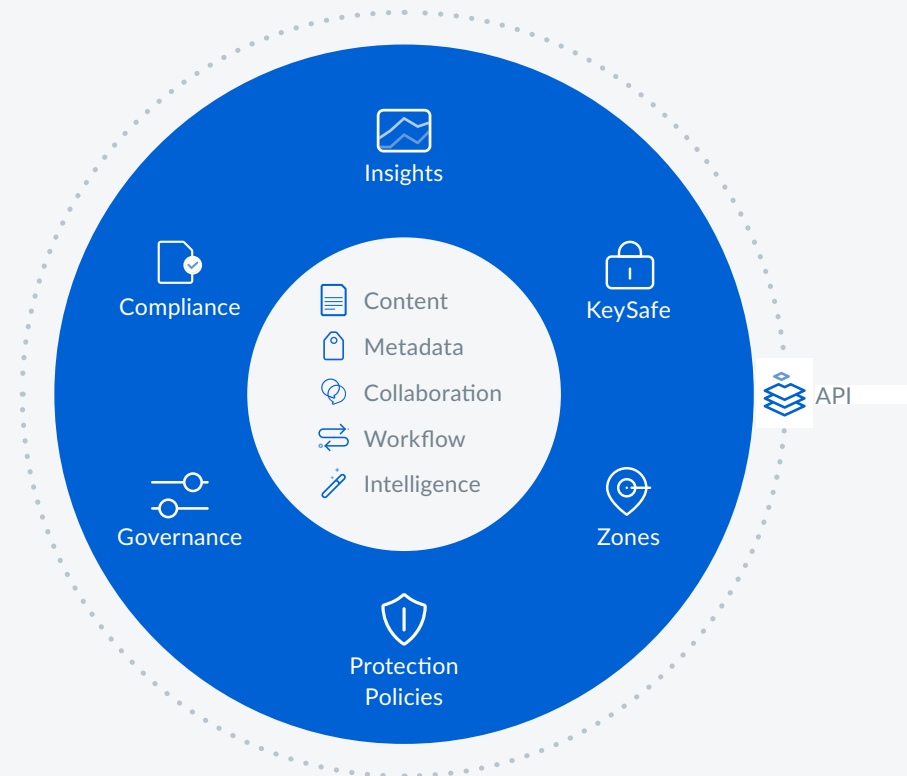


# How Box can help

Box was founded in 2005 to help businesses bring all of their people, information and applications together to transform the way they work. Designed for the needs of end users, IT and developers, Box lets you securely manage, share, organize and collaborate on all of your content. Meanwhile, you can also efficiently manage the metadata, collaboration and workflows (Box Relay) related to that content.

We've enhanced the security and hosting services and added a range of features design to meet the needs of enterprises for governance (Box Governance), compliance with a broad range of certifications from ISO to GDPR, encryption key management (Box KeySafe) and data sovereignty (Box Zones). We've also defined and published APIs that enable developers to build their own applications, and are rolling out two innovative machine-learning technologies (Box Skills and Box Graph) to make content more actionable and useful.

After humble beginnings being born out of a college research project and developed by its four founders in a Berkeley cottage, Box has grown to serve 82,000 customers and 69% of the Fortune 500. Our in-house consulting arm, Box Consulting, helps companies implement and get the most out of Box, and our nonprofit, Box.org, provides nonprofits with the technology resources they need to innovate and achieve their goals.





To learn more about Box,  
visit [www.box.com](http://www.box.com)