box

Get to know the Content Cloud

Edited file in PowerPoint

Shared secure file link

FY21 Q1 Marketing Plan.pptx
Jan 12 by Martha Baker
2.8 MB

Product Catalog Images
Jan 15 by Martha Baker
3.5 MB

Launch Campaign Art.png
Jan 14 by Scott Brentwood

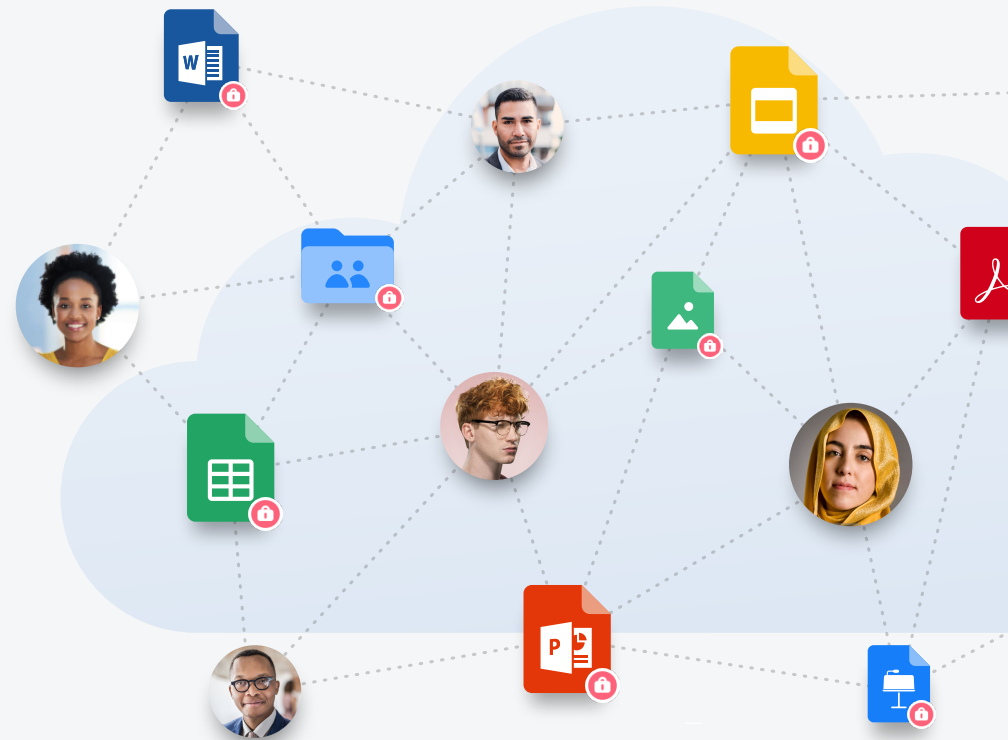Commented and approved file

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Today's business runs on content

Where and how we work may have changed over the past couple years, but content is still at the heart of your business. Sales contracts, marketing assets, product specs — no matter your industry, there's simply no work without content.
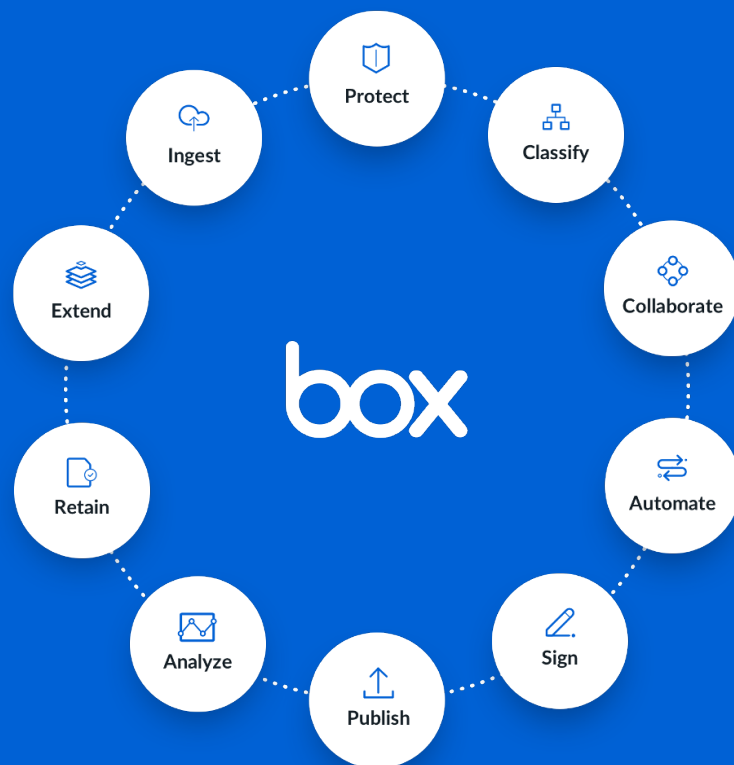
Because it's so central to your organization, you need a content platform that can help your team generate and capture information. Today's remote and hybrid workplaces require a solution built for the entire content lifecycle: file creation and sharing, co-editing, e-signature, classification, and retention. That's where the Content Cloud comes in.

Almost every task you tackle each day can be done in Box, saving you the time and effort of jumping between tools and remembering where various files are located. From content management to collaboration, e-signature to publishing, you can do it all with the Content Cloud — which helps you simplify work and spend less. And our 1,500+ integrations mean even work done in other applications is safeguarded and saved in Box. With a zero-trust security environment and natively integrated tools, the Content Cloud helps your team get work done, all on one secure, easy-to-use platform.

Regardless of the content management challenge you're looking to address, Box has the answer. This ebook dives into the content journey and shows how the Content Cloud will help you thrive in today's workplace.

A new approach to the content lifecycle

Each piece of content has its own lifecycle. Let's say you want to collaborate with a customer to develop a new contract or agreement. You may create that file in Microsoft Word or Google Docs, but where does it go from there? How will the contract be signed, classified, and retained? From brainstorming to record retention, that entire process is the document's lifecycle. And while many tools out there promise to streamline at least one step of the process, only one does it all.

Nearly all businesses are in the cloud because they need to provide anytime access to content, visibility across the enterprise, and spaces for secure collaboration — all at scale. If the daunting task of migrating to the cloud has you still using on-premises storage, tracking manual processes, and collaborating via email, Box Shuttle is here to change that.

Box Shuttle makes it easy and cost-effective to get all your content into Box. Our team of experts will help you identify which files to migrate and do the scanning and ingesting for you. We're focused on removing the obstacles that stand in your way because work is better in the cloud.

Once you're in the cloud, you can upload content from your smartphone or mobile device using Box Mobile, which lets you view hundreds of file types, securely share your files, and save them for offline access. On your computer, Box Drive works with all your desktop apps so you can access files from Microsoft Office 365, Adobe, and more, all in one secure location.

Reduce complexity and costs with the Content Cloud

Solutions exist for every task imaginable — which means consolidating work on one platform can have a huge impact on your bottom line. The Content Cloud eliminates the need for standalone solutions like e-signature, whiteboarding, collaboration, publishing, content management, and file storage and sharing — which reduces complexity and helps you spend less.

There's a Box-native tool for every step of the content lifecycle. From brainstorming with Box Canvas to approvals with Box Sign, here are five of the many options for simplifying and speeding up your workflows with Box.

BROADCOM®

See how Broadcom cut infrastructure costs by $10M with the Content Cloud.

Read story

Box Canvas

One of the most productive in-office collaborations is the work done around a whiteboard. Box Canvas brings whiteboarding to the cloud, allowing your team to diagram, wireframe, and design in an unlimited virtual space where you can turn brainstorming into action.

Box Notes

This is more than a tool for keeping meeting minutes. Box Notes provides a space where content can be securely stored and edited concurrently. Box Notes allows content like an employee handbook or project plan to serve as a source of truth, eliminating versioning issues and miscommunication.

Box Sign

Whether you're in the office or on the go, you can collect and store signatures securely. And each Box user can capture unlimited signatures for free, so you'll save money while streamlining your workflows.

Box Relay

Using pre-built departmental workflow templates and custom-configured templates, you can create workflows in minutes with an intuitive, no-code builder. Automation means your team can skip repetitive tasks and spend more time on innovation.

Box Shield

The Content Cloud offers built-in security and compliance — which means you need fewer tools to protect your data. Save on DLP solutions with Box Shield, which leverages advanced machine learning for native data leak protection and cyber threat detection.
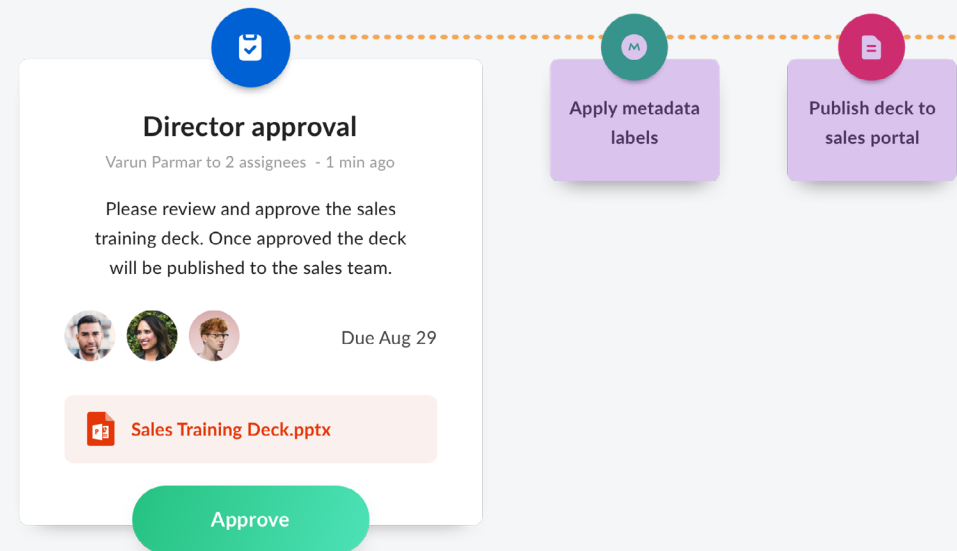
Collaboration & workflow

Empower your people on a single platform

Having one reliable, secure platform for all your content is an excellent start. Then you need to get your teams working together. After all, today's processes are incredibly collaborative, involving vendors, partners, and customers around the globe. That means work must move quickly and securely across a complex network of people.

The Content Cloud makes teamwork easy. Built with real people in mind, Box helps teams cut through the noise and easily navigate projects with a clear, simple, and personalized experience. You can access, comment on, share, and manage your critical files securely from any device, with anyone, both inside and outside your company. A central workspace eliminates the headache of needing to move, copy, or email files, and mitigates the security risks that come with working manually.

With Box Notes, you can co-edit and create structured project plans and schedules. Plus, our virtual whiteboarding tool, Box Canvas, allows teams to collaborate the way they want — through chat, sticky notes, voting, and more.

Director approval

Varun Parmar to 2 assignees · 1 min ago

Please review and approve the sales training deck. Once approved the deck will be published to the sales team.

Due Aug 29

Sales Training Deck.pptx

Approve

Apply metadata labels

Publish deck to sales portal

THE COSMOPOLITAN
of LAS VEGAS

"Everyone wants ease of use, ease of access. Ultimately, they want their job to be as frictionless as possible. We provide a reliable and secure platform to give them what they need."

Philip Irby, CIO, The Cosmopolitan of Las Vegas

Collaboration & workflow

How Box helps you get everyone on the same page

UTA

"Having that great user experience, letting users work from anywhere on any device, having frictionless security that doesn't get in the way — these are all table-stakes in my opinion."

Michael Keithley, CIO, UTA

Access from anywhere

- Capture, scan, manage, and share content with a single, secure mobile productivity app
- Upload, access, and edit content from any device (web, desktop, mobile)
- Search and preview capabilities for 120+ file types

Create and collaborate

- Securely share files with people both inside and outside your business
- Take ideas from brainstorming and problem-solving to planning and execution with whiteboarding and visual content creation
- Collaborate with external and internal teams with real-time notes and annotations
- See how an individual piece of content is being used and how it's performing to understand its value

Power business processes

- Use native e-signature capabilities to send out signature requests and sign documents like contracts and offer letters
- Create and manage document workflows with self-serve, no-code automation

Security & compliance

Protect what matters most

The value of your content can't be overstated, and protecting it is mission critical. Cyberattacks have become more sophisticated and frequent, so Box employs several layers of protection to guard against threats and safeguard your content.

Security professionals advise moving away from highly distributed models with different apps that create silos of hard-to-secure content, and we agree 100%. The Content Cloud gives you one platform for every step of the content lifecycle, all with a zero-trust approach that leverages single sign-on (SSO), two-factor authentication (2FA), and user session management tools for identity and access management. With data leak prevention baked into the core content management system, you keep your valuable business information from falling into the wrong hands.

Taking security to the next level, Box Shield automatically classifies content based on sensitive information, lets you set granular access policies, and uses machine learning to proactively identify anomalies and detect threats. Classification labels — visible to the end user — inform teams about your company's security policies and help you enforce the appropriate security controls. Box Shield also can detect malware and prevent its spread, using machine learning to bring you timely, accurate alerts on insider threats and account compromise.

With security and compliance built right in, Box Shield is designed on a cloud-native, global infrastructure that scales with your business. From highly regulated PII to employee information (and everything in between), Box improves your quality of output and ensures your content stays both secure and accessible.

Apart from cybersecurity needs, evolving global legislation and regulations make it even more important for IT leaders to take an active role in managing content. Box Governance streamlines content governance with flexible retention schedules, preservation for defensible discovery, and disposition management, all of which aid in tackling convoluted region-specific regulations like the European Union's General Data Protection Regulation (GDPR) as well as the California Consumer Privacy Act (CCPA), while adhering to strict industry standards around managing and retaining business-critical content.

MED⚬EL

Box protects highly sensitive workloads by maintaining certifications in numerous major regulatory requirements like GxP Validation, FedRAMP, and StateRAMP.

With Box Shield at the helm, MED-EL keeps sensitive patient data secure as content flows in and out of the organization. In fact, the company has identified and blocked 405,550 potential security incidents.

"It's the most comprehensive and secure content platform on the market."

Martin Hairer, Chief Digital Officer, MED-EL

Security & compliance

How Box helps you secure your content

Morgan Stanley

"Box empowers our clients to collaborate with their Financial Advisers seamlessly while adhering to the highest standards of data privacy, protection, and security."

Sal Cucchiara, Chief Information Officer for Wealth Management, Morgan Stanley

Prevent data leaks

- Secure access policy management with auto-classifications and encryption key management
- Secure your content with our zero-trust architecture approach, including dynamic watermarking plus device, identity, and permission controls

Detect and protect against threats

- Deep-learning based malware detection for new and historical content, automatically restricting downloads while still allowing for preview
- Anomaly detection spots anomalous user behaviors signaling compromised accounts or data exfiltration with the ability to train machine-learning algorithms

Ensure compliance

- Retention policy enforcement with a disposition action at a global, folder, or file (via metadata) level across your content
- Compliance requirements for every industry, including FINRA, HIPAA, GxP, FedRamp, and more

Reduce risk

- Flexible, customizable retention schedules, preservation for defensible discovery, and disposition management
- Event-based retention automation and retention schedules that mitigate enterprise risk

App integrations

Integrate your apps, connect your business

salesforce

slack

Office 365

AUTOCAD®

Google Workspace

okta

IBM

Adobe

zoom

servicenow

The average business uses 210 different tools to collaborate, according to Skyhigh Networks. With content spread across a myriad of on-premises systems, consumer apps, and email databases, it can be hard for people to collaborate and get work done.

The Content Cloud enables you to build a powerful best-of-breed cloud stack with over 1,500 integrations with apps and services you already use, like Google Workspace, M365, Slack, and Okta. This means your people can be more productive by using the apps they love, while you get peace of mind that your content is centralized and protected by enterprise-grade security, governance, and compliance on a single platform.

Box also integrates with line-of-business apps, such as Salesforce and NetSuite, and enables custom integrations with easy-to-use APIs. That way, you can use Box as the single content platform for all your business processes. Collaboration gets easier. Workflows happen faster. Your content is more secure. And your teams and partners get more done.

Schneider Electric

"We use the Box and Office 365 integration significantly across the board. It's one of the most-used integrations at Schneider Electric."

Arindam Sen, Senior Vice President of Digital Employee Experience, Schneider Electric

App integrations

How Box helps you create a single source of truth

Morgan Stanley

"By investing in a cloud content management platform like Box and leveraging other best-of-breed technology partners, we have been able to create a more secure, efficient and collaborative environment for conducting business."

Chief Digital Officer for Morgan Stanley Wealth Management

Power communication

- Share files in Slack from your desktop or mobile devices for automatic upload into Box

- Use Box as the default storage layer in Microsoft Teams for greater admin choice and control

- Reduce content fragmentation with Box's streamlined user experience

Enable productivity

- Open, create, preview, edit, and save M365 files directly from Box

- Seamlessly create, manage, and collaborate with Google Docs, Sheets, and Slides

- Send documents for signature right from Salesforce

Centralize business content

- Access, share, and manage content within NetSuite, ensuring users have the most up-to-date content by storing all of your files in a folder structure organized by NetSuite record type

One secure platform for every department

The Content Cloud makes collaboration easy across all teams — both inside and outside your organization. From assigning tasks to keeping projects on track, every department can use Box to drive efficiency around the key processes teams do every day. Check out the following examples to see how real work gets done with the Content Cloud.

AstraZeneca

AstraZeneca's field sales team, in particular, stands to gain tremendously from the move to a simplified content strategy. More than 8,000 sales representatives across the globe use iPads to access the company's most up-to-date sales assets — presentations, datasheets, and contracts.

Sales

- Access and manage files like pitch decks and price sheets from a single place, sharing them with customers and prospects
- Streamline contract collaboration and approvals with natively integrated e-signatures
- Get a clear picture of content performance for future optimization
- Retain account information during rep transitions with CRM integrations like Salesforce

With Box, sales teams see a 25% reduction in sales cycle time and spend three fewer hours per week on non-selling activities. Plus, sales departments achieve a 5% revenue increase from more effective sales reps.

Marketing

- Collaborate in real time with external agencies, all while securing sensitive content and protecting IP
- Create a digital asset library that establishes a single source of truth for marketing assets
- Intelligently automate approval workflows

With Box, marketers bring campaigns to market 22% faster and spend 18% less time developing new designs. Plus, marketing departments see a 5% increase in speed to market.

HR

- Reduce the risk of exposing sensitive information
- Automate the candidate onboarding process while protecting PII and maintaining compliance
- Streamline employee records management by centralizing records across systems

With Box, HR spends 22% less time onboarding a new employee and saves 146 employee days per year from recovering HR documents. Plus, HR teams spend 60 fewer hours per year on administrative tasks.

How Box transforms retail processes in the cloud

When a large, national retail chain realized that outdated processes and content sprawl were slowing new store projects, hampering growth, and threatening its cybersecurity, it turned to Box. With the Content Cloud, the retailer addressed each of these pain points while also reducing strain on IT, increasing security, and streamlining the company's technology stack.

Each day brought content challenges

From every vantage point, content sharing presented complications for the retailer. When individual stores needed information from corporate, content from internal file storage had to be located, shared with partners via email, downloaded by external parties for adjustments and signatures, and then emailed back to the corporate office and uploaded into the file sharing system. Finding the most recent file version and ensuring it was uploaded into file storage became time-consuming, and the IT team warned that this process was dramatically increasing the number of vulnerabilities cybercriminals could exploit.

Operations also suffered because new and existing store projects were inefficient. Store designers were sharing project files — lease agreements, blueprints, and permits — with contractors, internal teams, or vendors via email attachments. The time and effort required to find and share documents complicated coordination with vendors and slowed construction.

For proprietary information, security was a priority, so a separate Citrix ShareFile site was created for every vendor. Suppliers were required to fill out a digital questionnaire that IT manually entered into the system. This procedure was more secure than email but was costly and time-intensive for the overworked IT department.

Faster, more streamlined work with the Content Cloud

The company turned to the Content Cloud, which accelerated store-creation workflows by allowing teams to create, edit, and share redesign plans, statements of work, and project timelines in one secure location.

The process of new store construction was smoother and quicker, with real-time access to all project-related content directly from the field, on any device, for all team members, including contractors and manufacturers. And secure contractor access allowed corporate to speed up development with shared links, audit logs, and restricted access permissions.

With existing software integrations, collaboration and content are now managed in Box. Both internal teams and external partners can work seamlessly in a zero-trust security environment that protects against breaches. And best of all: IT gets peace of mind, and teams can work exactly how they'd like.

About Box

Box was founded in 2005 to help businesses bring all their people, information, and applications together in the cloud. Today, we offer one platform that's built with everyone's needs in mind — from IT to developers to end users — and makes it easy to secure your content and power collaboration.

We've developed a range of products and features designed to solve challenges at every organization. With the Content Cloud, you get classification-based security controls and threat detection (Box Shield); governance (Box Governance); natively integrated e-signature (Box Sign), process automation (Box Relay), APIs and developer tools (Box Platform); compliance with a broad range of certifications from ISO to GDPR, encryption key management (Box KeySafe); and data sovereignty (Box Zones).

From the humble beginnings of being born out of a college research project and developed by our four founders in a Berkeley cottage, Box has grown to serve over 100,000 customers and 67% 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.

Learn more at box.com/overview

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