Get to Know Cloud Content Management
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Work looks completely different today

Companies like yours face the challenge of managing their most valuable information and powering processes across teams — including people both inside and outside the organization. These workflows involve more content than ever before. And they must happen at unprecedented speed. With collaboration so widespread, securing your critical files and managing risk across your people, devices, and apps is now an issue that impacts everyone from frontline managers to the C-suite.

That’s where we come in. Box gives you a single content platform for secure content management, workflow, and collaboration. It’s called cloud content management (CCM) — and it’s built for the way you work today.

As we’ve partnered with leaders at the world’s most innovative organizations, we’ve observed how CCM helps companies simplify how they work. This ebook will take you through that journey, showing what CCM can do for you.
Workflow and collaboration are broken

There’s a better way to work

Long gone are the days of relying solely on internal teams to run your business. Processes are more collaborative than ever — they involve vendors, partners, and customers across the globe. That means you have to keep processes moving quickly and securely across a complex network of people. Our CCM platform is designed to make work as simple and intuitive as possible. Built with the end user in mind, we give teams the ability to cut through the noise and easily navigate to work with a clear, simple, and personalized experience. You can edit, comment on, share, and manage your critical files securely from any device, with anyone, or across teams, internal or external. By creating a central workspace, you eliminate the headache and complexity of needing to move, copy, or email files, and you mitigate the security risks that come with working manually.

When it comes to more complicated tasks, working in the cloud makes it easier for individuals and teams to manage and automate processes — without taking up IT’s valuable time. Box Relay allows end users to easily automate everyday work in minutes, track the progress of each workflow, and standardize the processes they go through every day. Once manual processes — like content reviews and approvals, employee onboarding, and contract sign-offs — are automated, everyone can work faster, with less frustrating re-work and better visibility into progress, potential bottlenecks, and deadlines. And if you want to take it a step further, you can use our APIs to extend and automate processes across your business applications, but still leverage the powerful security and compliance posture of Box.

“Content management is huge for us, not just in collaborative workflows. We use it to manage clinical trial documents.”

Mike Meadows, CTO, Lilly
Securing your data shouldn’t be hard

We're here to make it easy

Traditional approaches to content management have either been highly distributed, with different applications creating silos of hard-to-secure content, or locked in on-premises, legacy systems that cost a lot to maintain and make collaboration cumbersome. People are forced to work around them by introducing insecure consumer solutions and email attachments for internal and external sharing. Unfortunately, cyber attacks have gotten more sophisticated, and protecting the flow of information across the organization is even more crucial. Security leaders now face the daunting responsibility of preventing and addressing these new risks without slowing the business down.

CCM solves these challenges with a single, secure platform that enables collaboration and prevents security vulnerabilities, governs all of your content, and responds to threats.

With identity and access management technologies like single sign-on (SSO) and two-factor authentication (2FA), 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.

Taking security to the next level, Box Shield lets you precisely classify, apply precision security controls, 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 uses machine learning and a deep understanding of how people collaborate on Box to bring you timely, accurate alerts on insider threats and account compromise.

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 geography-specific regulations like European Union’s General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), while adhering to strict industry standards around managing and retaining business-critical content. 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

Source: Ponemon Institute
Content silos are holding you back

Integrate all your apps with Box

The average business uses 210 different services 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. But if you manage all of your content in the cloud, you can stop valuable business information from getting fragmented and siloed — and minimize your exposure to security risk.

As a CCM platform, Box enables you to build a powerful best-of-breed cloud stack with over 1,400 integrations with apps and services you already use, like Salesforce, Google Suite, Slack, Office 365, and DocuSign. This means your people can be more productive by accessing their content using the apps they love, while you get peace of mind that your content is centralized and protected with enterprise-grade security, governance, and compliance on a central cloud platform.

Box also integrates with line-of-business tools, such as Salesforce, NetSuite, and AutoCAD, 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.
Simplified collaboration and workflow

- 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 people 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

Frictionless security and compliance

- Secure access control
  - Secure access to content across people, devices, and applications with built-in, frictionless security
- Information governance
  - Manage the lifecycle of your content with flexible retention policies and in-place preservation for eDiscovery
- Infrastructure
  - Protect your data by working in a secure, resilient environment where you can detect and manage threats
- Compliance
  - Meet evolving global compliance standards

Seamless integrations with all your apps

- Best-of-breed
  - One content layer enables a best-of-breed approach on one unified platform
- Simplified app management
  - A unified integration experience delivers greater app visibility and control with a central app activity hub
- Ease of development
  - Reduce time to market for custom-built apps and integrations with first-class developer tools
- Modern digital experiences
  - Simplify content collaboration across third-party and custom apps to deliver better experiences

Box gives us visibility into how information is being used across the enterprise so we can fulfill on our promise of protecting our customers.

— Atticus Tysen, SVP and CIO, Intuit
“We want to provide best-of-breed tools to our workforce. It’s important to be on an open platform so as the nature of work evolves, we can make sure we’re evolving the tool set to meet the needs of our employees.”

Atticus Tysen, CIO, Intuit
Rethink work across every department

With CCM, collaboration across all departments — even those outside your organization — becomes seamless, manual processes become digital and automated, and productivity soars. Every line of business can use Box to drive efficiency around the key processes teams do every day. Our customers have seen incredible results.

**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 eSignature integrations
- 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 3 fewer hours per week on non-selling activities. Plus, organizations achieve a 5% increase in revenue 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, organizations 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 the organization saves 146 employee days per year from recovering HR documents. Plus, HR employees spend 60 fewer hours per year on administrative tasks.
Box was founded in 2005 to help businesses bring all of their people, information, and applications together to simplify how they work. Today, we offer one platform for secure content management, collaboration, and workflow that’s built with everyone’s needs in mind — from IT to developers to end users.

We’ve enhanced our security and hosting services and added a range of features designed to meet the needs of every organization. That includes classification-based security controls and threat detection (Box Shield), governance (Box Governance), 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 97,000 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