



# Get to know the Content Cloud

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# Table of contents

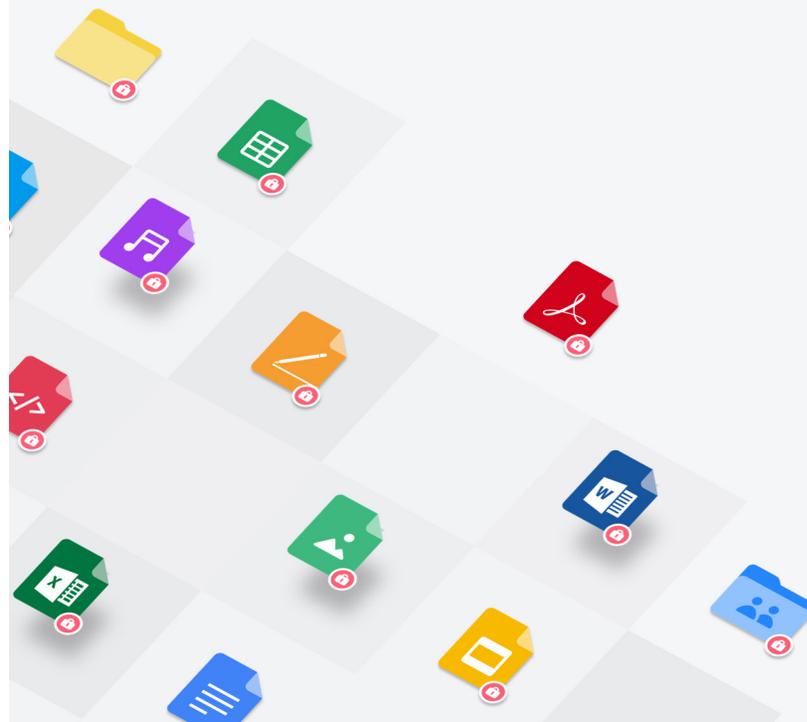
- 03 Your business runs on content
- 04 A new approach to the content lifecycle
- 05 Empower your people on a single platform
- 06 Protect what matters most
- 07 Integrate your apps, connect your business
- 10 One secure platform for every department
- 11 Put your content to work with Box

# Your business runs on content

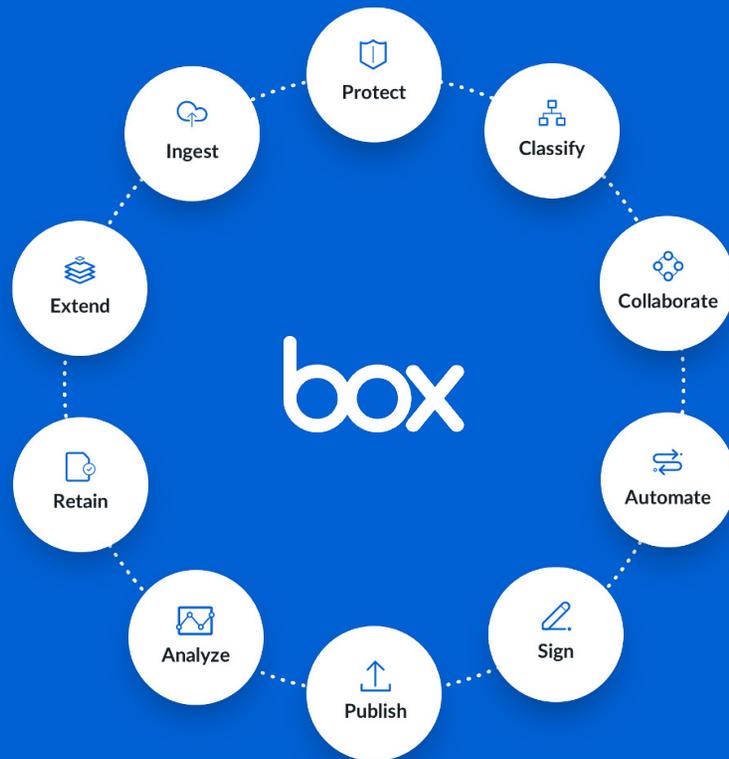
Clinical research data, loan applications, case work documents: It's all content. And it's your organization's most valuable asset, no matter your industry. Try taking the customer contracts, product specs, budget spreadsheets, and marketing assets out of your daily meetings, your to-dos, your project plans. There's no work without content, right?

Companies can spend tons of time and effort doing things like eliminating security risks and approving their teams' favorite apps – which is certainly important work – but it means nothing if they're not focused on the content at the heart of it all.

That's where the Content Cloud comes in. It's a new approach to managing your most valuable information, with a single, secure platform for the entire content lifecycle. We're talking everything from file creation to sharing, co-editing to e-signature, classification to retention. Every step of the way, Box is there to help. This ebook will dive into that content journey, and show you what sets the Content Cloud apart as the best place to get real work done.



# A new approach to the content lifecycle



Let's say you need to create a customer contract, get approval from your legal department, send it out for signature, and then retain it for your records. From the moment you create that file (a Box Note, a Microsoft Word file, a Google Doc, you name it) and share it with others, to the moment it's classified and retained, every step of the content journey has to run smoothly. Lots of tools out there promise to streamline at least one step of the process. But only one does it all.

While the content journey is the foundation of all the work you do, it simply can't be a modern, fully digital lifecycle unless your content is in the cloud. Tracking manual processes (like paper-based signatures), accessing file servers, navigating content silos, and collaborating over email are all tedious and frustrating, but we know they're often outweighed by the daunting task of content migration – it's expensive, slow, and complex. Well, we're here to change that. With the all-new Box Shuttle, we make 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.

# Empower your people on a single platform

Getting to the cloud is half the battle — but once you're there, you need to get your teams working together. After all, today's processes are incredibly collaborative, involving vendors, partners, and customers across the globe. That means work has to move quickly and securely across a complex network of people.

The Content Cloud makes it 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 edit, 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 you mitigate the security risks that come with working manually.

When it comes to more complicated tasks, the Content Cloud helps individuals and teams manage and automate processes — without taking up IT's valuable time. Box Relay allows end users to automate everyday work in minutes, track the progress of each workflow, and standardize processes. Once manual workflows like content reviews and approvals, employee onboarding, and contract sign-offs are automated, everyone works faster, with 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.

And since signatures are a critical part of processes like employee onboarding and contract sign-offs, Box Sign, our natively integrated e-signature capability, helps you now manage the entire process in the Content Cloud — from authoring agreements to getting signatures to retaining executed agreements. It'll be a game changer for today's digital workflows.

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

Mike Meadows, CTO, Lilly

# Protect what matters most

Remember how important content is to your business? You can't risk it falling into the wrong hands. But traditional approaches to managing content have either been highly distributed, with different apps creating silos of hard-to-secure content, or locked in on-premises legacy systems that cost a lot to maintain and make it hard to collaborate. People are forced to work around them with 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 down the business.

The Content Cloud solves these challenges with a single platform that enables secure 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), two-factor authentication (2FA) and signer authentication, and data-loss prevention baked into the core content management system, working in the cloud helps keep your valuable business information from falling into the wrong hands.

Taking security to the next level, Box Shield can automatically classify 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 can detect malware and prevent its spread, using 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 make it even more important for IT leaders to take an active role in managing content. Compliance management requires tackling convoluted region-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.

## 1TB

data scanned daily for PII and other sensitive information with Box Shield's auto-classification

# Integrate your apps, connect your business



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. 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.

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, Office 365, 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, 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.

## Empower your people with streamlined collaboration and workflow

- 
**Secure file sharing**
  - Easily and securely share content with people both inside and outside your business
- 
**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
- 
**E-signature**
  - Leverage native e-signature capabilities to sign documents like contracts
- 
**Network file share replacement**
  - Replace costly network file shares

## Connect your business with seamless app integrations

- 
**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 easy-to-use APIs and developer tools
- 
**Modern digital experiences**
  - Streamline content collaboration across third-party and custom apps to deliver better experiences

## Protect your content with cloud-native security and compliance

- 
**Secure access control**
  - Enable 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

“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



“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



# 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 line of business can use Box to drive efficiency around the key processes teams do every day. In fact, 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 natively integrated e-signature
- 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, 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.

# Put your content to work with 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](https://box.com/overview)