The Cloud: A New Home for Enterprise Content and Collaboration

As the amount of information continues to explode, it's more difficult—and more critical—than ever for people to find what they need in order to get their jobs done efficiently and accurately. Add in the myriad devices we use to create and access this information, the rising costs of storing all that data, and employees' desire and need to work wherever they are, and it's apparent why more organizations are turning to the cloud to create a smarter, more collaborative, enterprise.

Cloud technologies, after all, deliver many business improvements related to accessing information, validated by the rise of enterprise-grade cloud based services during the last decade. Benefits include: Agility, scalability, cost-savings, efficiency, innovation, competitiveness, and mobility, Ovum reported[1]. In fact, multi-national corporations' implementation of the cloud is up 61 percent in 2010 compared with 2011, found Ovum[2]. And, finds Gartner[3], the cloud tops CIOs' technology must-have lists.

Coupled with the rise of the cloud is a deep need to cope with the influx of data and information. It's a top concern for CIOs, as well as executives and knowledge workers in your organization, who want to make sense of all the information at our disposal to work smarter and more efficiently.

After all, corporate hunger for information is insatiable. Every 1.2 years, the volume of business data globally doubles, MIT Sloan reported[4]. In 2010, people generated 1,200 exabytes of information;[5] by 2020, IDC estimates annual data generation will reach 35 zettabytes (one zettabyte equals approximately 1 million petabytes, 1 trillion terabytes and 1 quadrillion gigabytes[6]).

That much information demands a lot of spending on storage area networks, tape drives, storage arrays, and other storage technologies. Or you can reduce some of those internal storage costs by moving information to the cloud, where costs are more predictable.

Storage Enters the Cloud

This continued data explosion is, for many organizations, the biggest challenge they must address. Companies must determine the most cost-effective technologies for storing data, yet also need to find solutions that enable employees to access information securely, cost-effectively, quickly, and remotely via multiple devices.

The good news: Raw storage prices are dropping. However, the surge of unstructured data is expected to make up 80 percent of storage capacity—and it will grow at about 50 percent each year, according to some published reports.

By storing data in the cloud, your employees can access information using any device, from anywhere, at any time. And your IT department no longer must expend its resources managing internal storage devices and systems since your cloud storage provider oversees everything related to your storage for a monthly fee. This translates into lower capital expenditures, more productivity for true business-oriented IT initiatives, and better decision-making and collaboration tools for all employees.

Spurred in large-part by demand from cloud storage providers, the worldwide enterprise storage systems market grew 18 percent between 2009 and 2010, with sales reaching $30.8 billion last year, according to IDC[7]. Cloud storage providers address storage issues and focus on storage technologies so you can concentrate on using technology to further empower your business to compete and succeed.

File Sharing, Content Management in the Cloud

Storing documents in the cloud immediately removes the borders that have prevented collaboration and sharing. Secure cloud-based systems allow people to work together on projects, depending on their roles and privileges.

Without a collaboration system, employees typically work together on a project by trading emails with large attachments that eat up network bandwidth (that is, of course, if you can even get that 15MB PowerPoint past your e-mail server). People work on different versions simultaneously and there is no efficient or accurate way to track changes or versions. Employees waste time opening, saving, and locating files; there are no formal security measures built-in, and users generally must have the files' software installed on their devices in order to open the attachment.

On-premise collaboration software is typically expensive to purchase, implement, and maintain. In addition to software, hardware, implementation, administrative and user training costs, there are maintenance, IT support, and future expansion expenses to pay. Remote workers often need on-site training,

1 http://www.datacenterdynamics.com/focus/archive/2011/06/are-big-companies-actually-adopting-cloud-computing
2 http://www.datacenterdynamics.com/focus/archive/2011/06/are-big-companies-actually-adopting-cloud-computing
3 http://www.cioinsight.com/c/a/Research/Gartners-CIO-Agenda-Cloud-Computing-Tops-the-List-860963/
4 http://mitsloanexperts.wordpress.com/2011/05/18/riding-the-rising-information-wave-are-you-swamped-or-swimming-mit-hosts-experts/
5 http://www.technewsworld.com/story/56141.html
6 http://www.datacenterknowledge.com/archives/2010/05/04/digital-universe-nears-a-zettabyte/
7 http://www.idc.com/getdoc.jsp?containerId=prUS22870411

especially if they do not have local IT support. And since you may wish to collaborate on documents with third-parties such as vendors or consultants, these external partners could also require training in order to use the system.

In the cloud, however, simplicity reigns. You see the same document formats—such as Microsoft Word or Excel, or Adobe PDF. Your IT department centrally manages the solution, ensuring security and access control, while documents are stored in the cloud for decreased storage costs and zero maintenance concerns. Employees no longer swap emails and attachments, and they always know they are working on the correct version of a document. Cloud providers often provide better uptime guarantees than over-worked in-house IT departments can provide, meaning information is always available.

Introducing Box: Secure content management and collaboration in the cloud

Merely having information in an accessible cloud environment does not mean, however, that data is organized, viewable, or actionable.

To achieve true value from this mass of business information, you need a solution that provides easy-to-use collaboration capabilities and access to documents—accessible from anywhere, on any device.

Box, which focuses exclusively on the cloud, delivers these solutions to 8 million users—up from 4 million in 2010—and now stores more than 300 million documents on its platform. That's more than the Library of Congress. Unlike some developers that have tried to cloud-enable on-premise software, Box designed its solutions specifically for the cloud. Its technologies make the most out of the cloud's capabilities, such as its flexibility and scalability.

Box enables enterprises to reduce the costs and IT resources they use to maintain their storage systems, network file services, and file-sharing tools (such as FTP software). And because it is cloud-based, there are no costly hardware or maintenance fees. Instead, Box's solution is subscription-based on a monthly per-user (not by storage use) basis.

The company, which was placed in Gartner's "Visionary" quadrant for Managed File Transfer solutions, has quickly become the de facto standard at many companies, large and small.

Cardinal Capital Management[8], for example, faced a $400,000 tab to replace the aging, crashing servers it used to communicate with 60 employees scattered around 47 Wisconsin counties. The company, which provides real estate asset and property management services, relied on in-house Microsoft Exchange servers for email and data storage, and Citrix servers for remote access.

Recognizing Cardinal needed a new solution, Asset Manager Joe Thomae began exploring alternatives to this costly

system. In addition to budgetary concerns, Cardinal required an enterprise content solution that would comply with its regulatory need to keep some documents for up to 20 years, he said. The company also placed heavy emphasis on security and reliability, said Thomae.

Cardinal's answer: Box and Google Apps.

"Box charges a fair price. It would have cost us $400,000 to buy new servers and do it all ourselves—we got four years of Box and Google Apps for around one-tenth of that," said Thomae. "One of my biggest nightmares used to be that a fire would break out in the room where we kept our servers. Because Box maintains server farms in several locations, those files are now stored redundantly—and are safer than ever."

■ **"We can create information once in Box, and know it's available anywhere. We live by 'create it once, distribute it widely, access it anywhere.' Box makes doing so easier than ever."**

Amanda Grainger, Civic Footprint Online Organizer at Framework Foundation, Timeraiser

Enable the Mobile Workforce

An increasing percentage of companies' employees are going mobile—and that could be an issue for IT departments. But it doesn't need to be. Box enables users to securely access, manage, and share content from any mobile device, anytime, anywhere.

Box provides native applications for iOS (iPad & iPhone), Android, Research in Motion (BlackBerry), and WebOS devices, and integrates with more than 120 popular mobile apps such as DocuSign, QuickOffice, Salesforce, and NetSuite.

Box is working with Samsung specifically to further develop its application on Android tablets such as the Samsung Galaxy Tab. Box is pre-installed on the Motorola XOOM tablet, and Box's app is featured on RIM's BlackBerry Playbook.

In addition, your IT department or consulting partner, as well as third-party developers, can use Box's open APIs to easily extend Box's capabilities into their own custom apps. This allows you to leverage the spectrum of content-management, file-sharing, collaboration, preview, and administrative capabilities in your own custom app.

A fully web-based HTML5 version—at m.box.com—has the same functions as the mobile apps that are available on smartphones and tablets today. More capabilities, currently in beta, will be added. Indeed, Forrester named Box a leader in "Enterprise

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8 https://www.box.net/customers/case_studies/cardinal_capital/

Mobile Collaboration" in 2011[9]. Forrester determined these scores by how many smartphone and tablet platforms the product runs on and by scores for security, administration, and user reviews. Box and 12 competing vendors were ranked based on their commitment to tablets and smartphones and their development of a mobile strategy that aligns with the needs of the mobile workforce.

"The demand for mobile productivity is greatly accelerating enterprises' transition from locked-down legacy solutions to cloud platforms, driven by rampant adoption of mobile devices from end users and IT departments alike," said Aaron Levie, Co-Founder and CEO of Box[10]. "We believe the future of enterprise mobility won't be owned by any one platform—rather, enterprises will need to enable secure content sharing and collaboration on a range of devices, and we're investing aggressively in making sure that Box is the #1 cross-platform solution in this category."

Box: Multi-Vendor Support
Collaboration means working with popular business and office apps.

To ensure employees can easily access content, Box secured key integrations with leading developers such as EMC Documentum, Microsoft SharePoint, Salesforce, Google Apps, and SugarCRM, among others. In fact, Box partners with more than 40 enterprise solutions, enabling your organization to extend its investment and leverage your existing content within the cloud.

In 2010, Box pushed 50 platform updates, including transformative integrated content viewing. And in 2011, Box unveiled a set of code libraries that lets application developers quickly embed Box's storage, collaboration, sharing, and preview tools into their mobile apps. Faster, more closely integrated third-party products mean your employees will work more productively, faster—and with fewer time-consuming, expensive calls to IT.

Like many organizations, Timeraiser uses several cloud services, including Salesforce, Google Apps, and EchoSign. So when the volunteer engagement program run by Canada's Framework Foundation needed a flexible, open, accessible cloud content-management program, it wanted a solution that easily and completely integrated these applications, said Amanda Grainger, Civic Footprint Online Organizer at Framework Foundation.

Although Timeraiser investigated alternatives ranging from consumer tools like Dropbox, to enterprise content management solutions like SharePoint, the organization preferred Box's functionality and ease-of-use, Grainger said. Box saves Timeraiser about 300 hours a year, the organization estimates.

"The integration with Salesforce really appealed to us. We can create information once in Box, and know it's available anywhere.

Seals of Approval
Analysts and enterprises are choosing Box as their enterprise content and collaboration partner.

- Gartner's "Visionary" quadrant for Managed File Transfer solutions
- Leader in Forrester's Wave Report on Mobile Collaboration
- Forrester named Box a leader in "Enterprise Mobile Collaboration"
- More than 100,000 business customers
- 82 percent of the Fortune 500 choose Box
- 8 million users
- More than 300 million documents—bigger than the Library of Congress—stored on Box

It makes our workflow much less complicated," said Grainger. "Box is our Cloud Content Management system. We live by 'create it once, distribute it widely, access it anywhere.' Box makes doing so easier than ever."

Enterprise-Grade Security and Controls
Box, which is SAS70 Type II and Safe Harbor certified, encrypts data both at transfer and at rest, using 256-bit SSL encryption. Other security features include:
- Password protection and time-based file controls
- Role-based access controls and permissions
- Full audit trail capabilities and reporting
- Single Sign-On (AD/LDAP) integration
- Integration with Mobile Device Management providers for mobile security

Although remote employees may be scattered, administration and control are centralized via an administrative console that manages all users, including third parties. Here, IT configures account settings and permissions; customizes security settings, and can run detailed usage reports or audit trails. This gives IT control and visibility into all your organization's accounts. The user management console integrates Single Sign-On (SSO) capabilities, and lets you easily provision or lock user accounts at a group or individual level. You can add hundreds of users simultaneously by importing them from Excel, yet you can tweak user privileges individually.

On the user side, content stays current through Box Sync, a desktop synchronization tool for PCs and Macs. Box Sync bi-directionally synchronizes content in Box with content in the local Box folders on the desktop. This enables users to interact with content just as if it was stored locally, but it is automatically synched to the Box cloud, and instantly available from anywhere.

9 http://www.marketwire.com/press-release/independent-research-firm-names-box-as-a-leader-in-mobile-collaboration-1547168.htm
10 Ibid

In addition to sharing documents within Box, employees can fax them using eFax; sign, send, and approve documents with DocuSign; merge and compare documents with TextFlow, and see CAD files in their browser via Autodesk Freewheel. With Box, you now have faster file transfers that are more secure and reliable than FTP. In fact, Box marks the end of the FTP productivity drain.

That was welcome news for HelioPower, which reaped benefits to both its content-sharing and internal collaboration methods after moving to Box. The renewable energy provider leverages Box's Virtual Deal Room, which creates a private, secure space for third-party access, to enhance communication and collaboration.

HelioPower's projects often include multiple collaborators from different organizations. So when HelioPower sought a new enterprise content solution, the company had a couple of key criteria.

"First, it had to provide easy-to-access client-facing data rooms" said Tom Milhoff, Vice President of Business Development. "Second, because a single project can entail contributions from many different company departments or functions, we needed a solution that enabled us to organize data internally by its corresponding function, as well as by project."

Box was the only solution that accomplished both tasks completely, Milhoff said.

"We had a large deal in motion, and everything had to go smoothly—and quickly," said Steve Huang, HelioPower's General Counsel and Vice President of Business Operations. "As I was uploading the deal documents on Box, almost immediately our customer could view and print them on their side. They didn't have to wait until all the documents were uploaded; they saw each one at the same time that I was uploading new ones. We got the documents signed and closed the deal before the end of the day. If it wasn't for Box, it wouldn't have happened."

■ **"It would have cost us $400,000 to buy new servers and do it all ourselves—we got four years of Box and Google Apps for around one-tenth of that."**

Joe Thomae, Asset Manager, Cardinal Capital Management

It is these powerful, secure capabilities that have attracted 100,000 business customers—including 82 percent of the Fortune 500—to Box. Clients such as Clear Channel, McAfee, and Procter & Gamble use Box to share, access, and collaborate on business content online. Thanks to a recent infusion of venture capital, Box is increasing its focus on international clients, and supporting its existing customers, no matter where they or their employees reside.

The amount of corporate information will continue its explosive growth, and the trend toward mobile employees will persist. Ever-increasing storage budgets will live on—unless you transition to cloud storage. By selecting a cloud-based content solution that supports collaboration and sharing, you can turn this challenge into an opportunity, and equip your employees to be valuable, revenue-generating knowledge workers, anywhere, any time.

For more information on Box solutions, please visit:
http://www.box.com/