



Succeeding in the AI-first era

How Intelligent Content Management propels your business forward

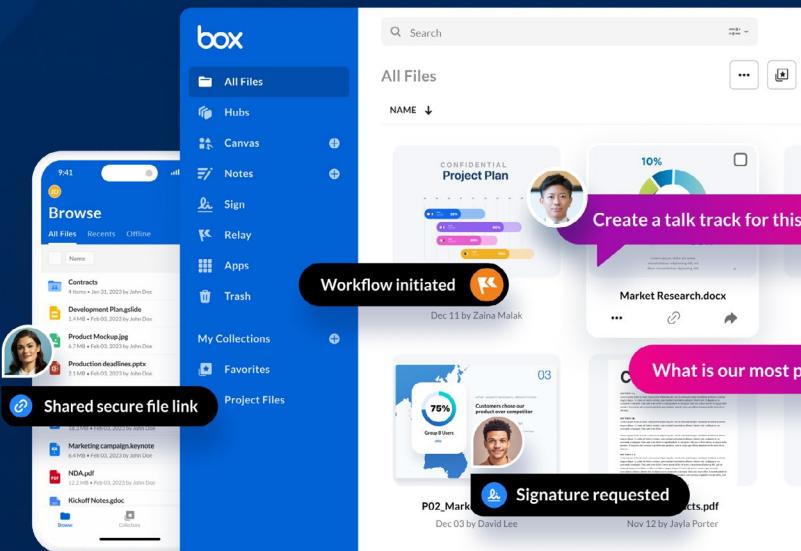




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Reimagining content for the AI-first enterprise

In today's digital economy, content is more than just information—it's the connective tissue that drives decisions, relationships, and innovation. From the sales contracts that seal deals, to the campaign videos that shape your brand, to the offer letters that attract top talent, it's your content that tells the story and propels your business forward. But much of this content remains untapped. Why? Because it's unstructured, fragmented across legacy systems, and hidden from the analytics and insights that could power your next big move.

As we enter an AI-first era, the ability to harness the full potential of your content is no longer a competitive edge—it's a business imperative. But, your content management has to be more than storage and retrieval, it has to embed smart, adaptive capabilities throughout the lifecycle of every document, media asset, and data point you own to transform static repositories into living knowledge ecosystems. When your data is accessible and smart, you can empower your people to find what they need, anticipate what's next, and act with agility, all at the speed of business today.

This is not about adding AI as an afterthought. It's about reimagining how your business engages with its most valuable digital assets. With Intelligent Content Management, AI is built in from the ground up—enabling you to automate workflows, protect sensitive data, and anticipate customer needs with agility and confidence. Intelligent Content Management unifies your content and embeds AI at its core to empower you to improve almost every aspect of your business. It adds structure to the unstructured, turning documents, videos, and communications into actionable intelligence. It reduces risk, streamlines operations, and unlocks insights that fuel innovation across every function of your organization.

In a world where data is the lifeblood of success, Intelligent Content Management helps you use all of it—not just some—to lead, adapt, and thrive. This ebook delves into how Intelligent Content Management can help you succeed by:

- Enabling you to leverage AI's full potential
- Eliminating data silos to give you a lasting competitive edge
- Meeting new security and compliance challenges
- Reducing operational costs and complexity

ⁱ Congruity, <https://www.congruity360.com/blog/the-future-of-data-unstructured-data-statistics-you-should-know/#:~:text=90%25%20of%20Data%5B%20%80%A6%5D%20unstructured%20data>

ⁱⁱ MIT Sloan Management, [chrome-extension://efaidnbmnnibpcajpcgclefindmkaj/https://web-assets.bcg.com/1e/4f/925e66794465ad89953ff604b656/mit-bcg-expanding-ai-impact-with-organizational-learning-oct-2020-n.pdf](https://web-assets.bcg.com/1e/4f/925e66794465ad89953ff604b656/mit-bcg-expanding-ai-impact-with-organizational-learning-oct-2020-n.pdf)

ⁱⁱⁱ Box State of AI Survey, <https://www.box.com/state-of-ai>

90%
of data is unstructured.ⁱ

87%
of global organizations
believe that AI
technologies will give
them a competitive edge.ⁱⁱ

87%
of respondents have at
least started piloting
basic AI agents, indicating
that the technology has
moved well beyond the
experimental phase.ⁱⁱⁱ

Leverage AI's full potential

You've seen the potential of AI—but to truly tap into it, you need a data foundation built for agility and scale. Traditional, siloed systems can't keep pace. They scatter and trap your content across file shares, on-premises databases, and email threads, leaving AI starved for the unified, high-quality data it craves.

Imagine instead a seamless, AI-native content platform that brings every document, contract, and media asset into a single, intelligent repository. In this world, you're not battling fragmented repositories or patchy governance; you're tapping into a continuous stream of insights that drive smarter strategies and faster decisions. Here, AI isn't an add-on—it's woven into the very fabric of your content management, fueling your decision-making and dynamic, AI-driven processes.

This transformation isn't a retrofit; it's a rebirth of your information architecture. An Intelligent Content Management platform incorporates AI from the ground up, future-proofing your enterprise to continuously deliver insights and power workflows that drive innovation and efficiencies to keep you moving forward.

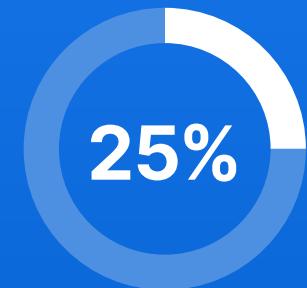
Generate instant insights and analyze diverse data on the fly

Gain the real-time performance you need at scale, querying and getting answers from your petabytes of data to instantly power personalized experiences, up-to-the-minute analytics, and automated workflows that keep pace with your business.

AI works best when it has easy access to unified, indexed, and clean data – the more, the better. This means centralizing your most important data before you can do anything else. When you've centralized, you can get quick answers and intelligence you can use to power critical business workflows across your enterprise – e.g., approving loans instantly, onboarding clients faster, or even finding anomalies in scientific research in seconds. Take this example: imagine as soon as a new marketing video is uploaded, AI extracts key themes and automatically generates personalized snippets you can use on social media to target different customer segments to boost engagement.



of CIOs will embrace AI and automation for agility and insights-driven businesses by 2028.^{iv}



ROI was seen by companies already deploying more advanced agentic AI systems.^v

^{iv} IDC, <https://my.idc.com/getdoc.jsp?containerId=prAP51917824>

^v Box State of AI Survey, <https://www.box.com/state-of-ai>

Gain intelligence with data extract agents

The average contract, presentation, or strategic document contains rich, unstructured information that traditional systems simply can't understand. While a CRM can instantly give you a list of customers sorted by region, it can't understand the nuanced terms buried in contract documentation. An email system can sort by urgency, but it can't grasp the strategic importance of revenue numbers buried in a quarterly business review presentation. It's critical that enterprises have the means to tap into the insights of unstructured data, or content. One approach is to leverage the critical pieces of information within your content and store it with metadata attached to it to make it searchable, discoverable, and, ultimately, usable within workflows, and processes.

In this age of AI, metadata isn't just a nice-to-have. It's the foundation for a more intelligent, efficient, and competitive AI-powered enterprise. It takes data extraction that can adapt to your evolving business and can be used to automate workflows end-to-end. When effective, organizations can automatically classify documents, extract key information, identify sensitive content, and create sophisticated taxonomies without human intervention. What once required teams of lawyers or content professionals can now be accomplished automatically, consistently, and at scale. AI can transform the extraction of metadata by "filling out the form," so to speak, with rich metadata that makes unstructured data as searchable and actionable as structured databases to fuel data-driven business decisions.

Power workflows by accelerating critical business processes

Great organizations run seamlessly at speed, but too often workflows and collaboration are more difficult than they should be, fraught with friction and delays. Think back to all your spreadsheets and email threads—tools never built for dynamic teamwork—where every update or task requires a scavenger hunt through your inbox and applications. Or consider the patchwork of point solutions: one platform to invoice, another to manage claims, yet another to handle support. Each solves a narrow problem that ends up fragmenting

experiences, increasing costs, and creating security blind spots. Even the monolithic enterprise content management systems of old struggle to keep pace. Their hefty implementations, dated interfaces, and limited flexibility all too often stifle the very agility they promise.

AI-powered data extraction can streamline processes before your eyes, putting your content to work for you to automate your workflows and mobilize your teams. Imagine processes powered by AI, enriched with intelligent metadata, and tailored to each team's unique rhythm that can surface exactly the right content at exactly the right moment to improve decision-making and accelerate business results. For example, imagine an HR team that can automatically classify and tag employee documents to ensure the proper handling of sensitive information and accelerate onboarding and compliance processes. Or customizable dashboards that mirror your strategic priorities and AI-driven tools that automate the mundane, enabling your people to focus on the monumental.

This is the future of work: workflows that don't just manage content, they enhance it; they don't just move bits of data, they ignite ideas. When you fuse simplicity of experience with AI-powered insight at scale, you unlock a new level of speed, security, and innovation. And that's the kind of transformation that propels organizations from good to extraordinary.



Easily innovate and extend value across any model

Use open APIs and leverage existing, enhanced AI models to effortlessly plug in new capabilities and innovate without costly re-engineering. By tailoring your model settings and providing AI agents specific instructions, agents can immediately respond to questions in a way that makes sense for your company and teams. All you need to do is include relevant details for an AI model configuration that suits your unique business processes.

For instance, an online store can plug in their preferred AI model to start showing personalized product suggestions, based on browsing history and purchase trends to improve conversions—no custom coding or infrastructure changes required. This rapid, low-effort integration not only drives uplift in average order value, but also frees the company's developers to work on new features, rather than rewriting legacy systems to support AI.

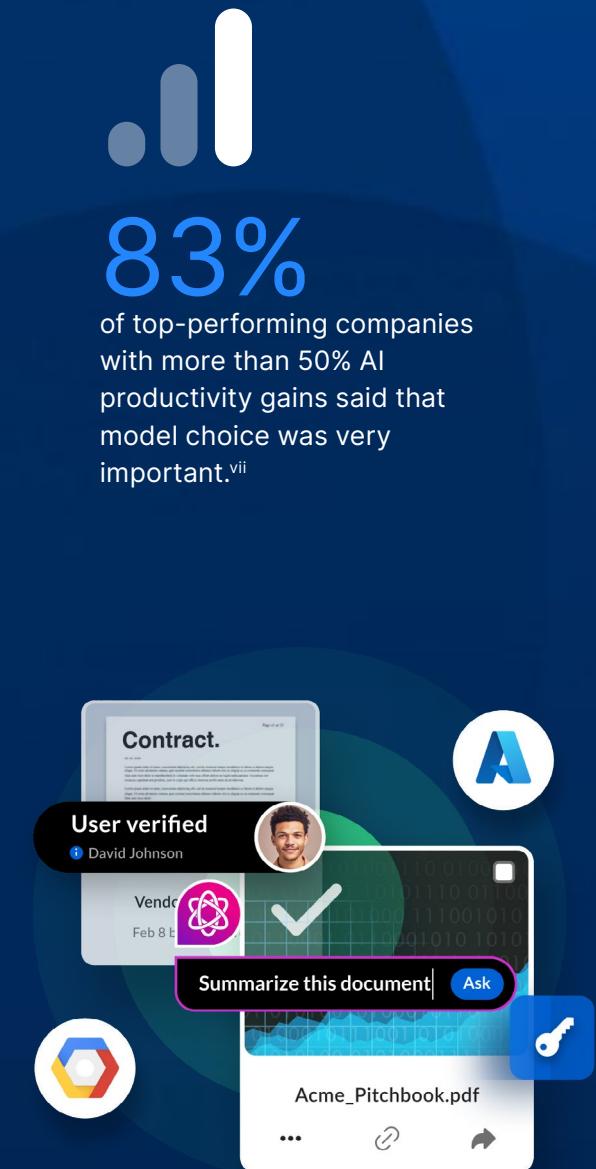
Maintain impeccable governance with AI-driven permissions and controls

Protect your most vital data through intelligent AI-powered classification, governance, and real time control and monitoring. For instance, AI can automatically classify every HR letter by region, role, and confidentiality level to support compliance with local labor regulations, minimize the chance that sensitive data is missed, and significantly reduce audit preparation time.

We recommend looking for AI systems that adhere to the same strict controls, permissions, and policies as your company to prevent data leakage and unauthorized access. The large language models (LLMs) and any retrieval augmented generation (RAG) leveraged to improve the accuracy of AI-generated responses must be secured. This requires implementing the right permissions for user access to content, the right user access to AI, and the right AI access to the right content. (For more information, check out this [blog](#)). Evaluating an AI vendor that focuses on privacy, security, and/or applicable regulations, by prioritizing the continued protection of both end-user and enterprise data, is critical.

By choosing a system architected for secure AI from day one, you eliminate the expense and complexity of retrofitting old technology, achieve faster time to value, lower total cost of ownership, and gain the freedom to experiment, scale, and stay ahead of the curve. Embracing a modern content architecture transforms limitations into opportunities, unlocking AI's full power to drive personalization, insight, and automation across every facet of your enterprise. Step into the AI-first era with confidence, by enabling your content, your strategy, and your success to be powered by the full potential of AI.

^{vii} Box State of AI Survey, <https://www.box.com/state-of-ai>



Eliminate silos for a lasting competitive edge

In the AI-first era, speed and agility aren't just advantages—they're imperatives. When your content is unified, every team, partner, and AI-driven process moves faster, smarter, and more confidently. You can break down barriers to unlock potential.

Silos only slow you down. Scattered documents, contracts, and media across disparate tools create friction and risk and waste a lot of your staff's valuable time and resources. But when you connect every piece of content into one intelligent system, you eliminate delays, boost collaboration, and empower employees to focus on what matters: innovation and growth.

81%

of IT leaders report that data silos impede their digital transformation initiatives, complicating the integration of AI systems across various platforms.^{viii}

Transform IT from keeper to champion

Instead of firefighting fragmented data ecosystems – usually made up of legacy solutions – your IT teams can dedicate their talents to strategic, high-impact projects. You can stop storing content in fragmented repositories that can span file shares, on-premises databases, and even email servers, and achieve unified datasets that AI needs to do its magic. In addition, you can eliminate the poor tagging and governance associated with legacy solutions, providing instead comprehensive, consistent high-quality data that enables AI algorithms to produce accurate, reliable results.

IT can also start to focus on more strategic, higher value projects. If they have to devote their resources to managing and maintaining a vast disconnected data ecosystem – including multiple licenses, duplicative infrastructure, and redundant storage – it is virtually impossible to produce actionable, accurate insights or connect and streamline processes to improve operational efficiencies and outcomes. Silos create interoperability issues that add unnecessary challenges and risks, as well as crippling delays and inefficiencies for your business. And as data volumes grow, the challenges are only getting worse. A consolidated infrastructure reduces operational efficiencies as well as licensing and storage costs, freeing your IT to pioneer transformative AI initiatives that propel your business forward.



By retiring redundant systems, many organizations can reallocate up to 40% of their IT budget towards building AI-powered workflows.

^{viii} ZDNET, https://www.zdnet.com/article/90-of-it-leaders-are-facing-difficulties-integrating-ai-with-other-systems-due-to-data-silos/?utm_source=chatgpt.com

Supercharge productivity and stop wasting valuable time searching

Imagine asking questions of your entire knowledge base and getting instant, actionable insights. That seems impossible when your content is so siloed. Employees can end up wasting a lot of their valuable time and resources just trying to locate the information they need. All that time employees spend searching and replicating work is time they aren't being productive. It also makes it difficult to collaborate – discussion, ideation, and innovation are stymied when all team members can't query or even just access all the content (and the versions of docs) they need.

With AI seamlessly embedded in your content management, you can get answers instantly – across your entire dataset, automate complex workflows, surface hidden trends, and protect critical information in real time. Your teams spend less time searching and more time executing. For example, with a single source of truth, campaign teams can quickly access and analyze the information they need from sales quotes, marketing assets, and customer contracts to accelerate an impactful campaign roll out.



69%

of organizations feel ill-equipped to harmonize their data systems to fully leverage AI technologies.^{ix}



1.8 hours

a day is spent searching for information or documents across fragmented systems – that's 9.3 hours per week.^x



1500-3000

SaaS apps are being used by enterprises, making it impossible to track where all the content created in those applications lives.^{xi}

^{ix} SME Horizon, https://www.smehorizon.com/data-integration-and-silos-hinder-success-of-ai/?utm_source=chatgpt.com

^x McKinsey

^{xi} Forbes

Compete in the AI-era

Companies that harness AI-powered content management don't just keep pace—they lead the pack. By centralizing your data and empowering AI to organize, analyze, and act upon it, you gain the agility to anticipate customer needs, outmaneuver competitors, and continuously innovate.

Nothing kills business speed or productivity more than fragmented content. When data is locked away in different applications and systems that are owned by different lines of business (LOBs) or people across the organization, it can't be used by your extended ecosystem or AI to drive your business forward. But, when it's in a single, indexed repository, the possibilities are endless. For instance, AI can flag market trends in real time from product launch materials—pricing models, legal approvals, and marketing decks—to enable teams to quickly change course and adjust strategies to stay ahead of the competition.

To be productive and competitive takes an Intelligent Content Management system that connects your data ecosystem and harnesses the power of AI to create a business advantage. You put all your content at the fingertips of all your stakeholders, eliminating the inefficiencies and costs associated with multiple content systems to improve the speed and agility of all your operations. In an AI-first era, your content isn't just storage, it's your catalyst for innovation and competitive advantage. Embrace Intelligent Content Management and turn every bit of data into a better decision or workflow, a customer delight, and a driver of growth. When AI and content unite, possibilities are unlimited, and the future of your business is connected, intelligent, and unstoppable.

Meet new security and compliance challenges

As AI reshapes industries, it also redefines how we think about security and governance. Embracing AI's transformative power means proactively addressing new challenges—data privacy, Shadow AI, expanded attack surfaces, and evolving regulations—to turn risk into resilience and maintain customer trust.

When AI analyzes your content—be it customer records, financial reports, or intellectual property—it learns from that data to deliver sharper insights and smarter recommendations. By embedding robust guardrails from the start – data exclusions, usage policies, encryption, etc. – you ensure that confidential information never becomes fodder for unintended model training or future disclosures. In doing so, you transform AI from a potential vulnerability into a strategic asset for safeguarding sensitive data.



xii IBM's 2023 research

Forge trust with trusted AI partnerships

True protection begins with choosing AI partners who uphold rigorous security and privacy standards. Look for Intelligent Content Management vendors with transparent data handling practices, strong contractual commitments, and compliance certifications (GDPR, CCPA, PCI DSS, and more). These assurances empower you to leverage your content platform confidently—knowing your data's integrity and confidentiality remain intact.

But, we know that's not always easy. Sometimes the problem with AI models is that once data goes in, there is no way to get it out – there is no delete button. If you are dealing with a public model that means everyone on the Internet now has access to your information. That's why we recommend AI vendors and models adhere to strict data security and privacy standards and have effective controls in place to ensure appropriate AI data usage that maintains the ongoing integrity and confidentiality of your data.

\$4.45 million

was the global average cost of a data breach.^{xii}

Cultivate collaborative AI governance

A next step is fostering a culture of collaboration between IT and line-of-business (LoB) innovators that prevents Shadow AI from taking root. Shadow solutions are completely unmanaged and unprotected by IT, significantly expanding your attack surface and exponentially raising the risk of data leakage, unauthorized access, and other non-compliant practices going unchecked.

We know it's not unusual for employees to go around IT and find other ways to share content or use AI to make their jobs easier. But Intelligent Content Management can greatly reduce the need, offering a simple to use solution that gives different stakeholders the different content and AI capabilities they need to do their jobs. Plus, when IT is involved in AI use case design and deployment, they can ensure LoBs have a solution that meets their needs. Collaboration also provides IT the vital visibility they need into all tools and workflows, reducing blind spots, shrinking attack surfaces, and ensuring consistent policy enforcement that benefits your entire organization.

Secure at scale

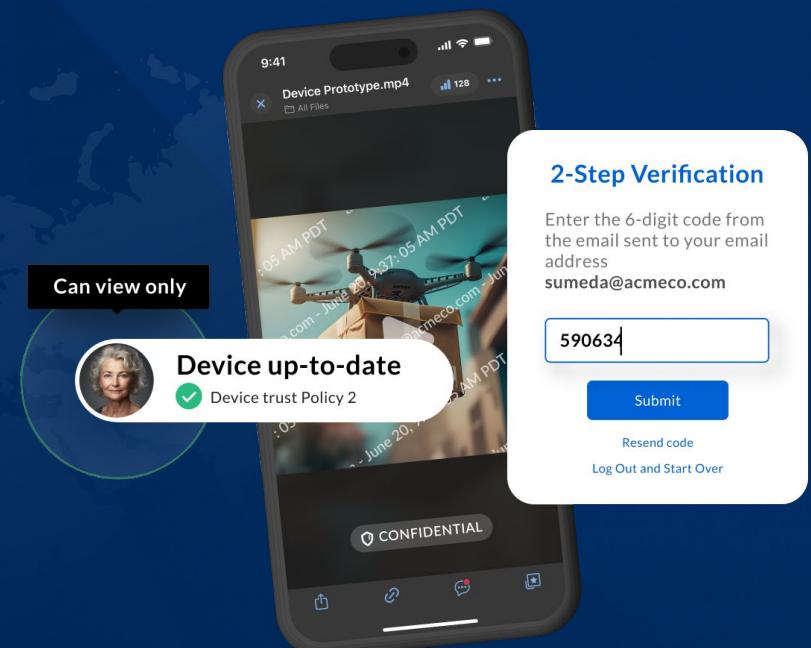
A modern Intelligent Content Management platform amplifies efforts by automating compliance and security at scale. AI-driven classification and tagging discover and protect sensitive data in real time, while built-in retention, encryption, and policy-violation detection enforce governance without slowing your teams down. Automated guardrails not only neutralize threats but also deliver significant cost savings—minimizing breach exposure, regulatory fines, and reputational impact.

By weaving security and compliance into the very fabric of your AI-powered content ecosystem, you gain more than peace of mind—you unlock a competitive advantage. In the AI-first era, resilience isn't optional; it's the foundation for innovation, growth, and sustained customer confidence.

→ For more information, check out this [blog](#): “Enterprise-grade AI Security: What it takes to trust AI with your data”

80%

of company employees use shadow IT.^{xiii}



Reduce operational costs and complexity

In today's fast-moving landscape, traditional content management approaches have become hidden drains on your resources—locking up budgets in licensing fees, maintenance contracts, and redundant infrastructures. For example, every product you have to deploy to help you manage and extract value from your content costs you more than its purchase price. There's the ongoing management and maintenance costs, as well as the depreciation for any physical equipment you have to purchase. Every solution you deploy carries costs far beyond its sticker price: user-based licensing, per-gigabyte storage fees, e-signature charges, and AI-usage surcharges all chip away at your bottom line, siphoning funds from the innovations that truly move the needle. A comprehensive Intelligent Content Management platform should free you to digitize and optimize as many workflows as you like without having to think about what it will do to your costs.

Transform cost centers into catalysts for growth

Imagine a different path—one where your content platform empowers limitless possibilities instead of imposing hidden limits. An Intelligent Content Management system built on a cloud-native foundation liberates you from incremental fees, offering unrestricted external sharing, boundless storage, unlimited e-signatures, and full access to AI-driven capabilities. With no surprise charges, you gain the freedom to digitize and optimize every workflow, experiment with new processes, and scale instantly in response to market opportunities.

Eliminate waste and complexity

By consolidating on an AI-powered content platform, you not only eliminate the waste of overlapping systems but also unlock dramatic savings in IT overhead. With today's distributed purchasing, you are likely paying for duplicative systems – each of which takes time and investment away from the projects and solutions that can propel your organization forward and help you deliver on what your customers actually want. The licensing fees of legacy content management systems alone, which charge by the user to share content externally, or by the gigabyte for storage, or every time you implement an e-signature, or to let users leverage AI to get work done, drive up costs.

Cloud-based Intelligent Content Management providers handle all the infrastructure, security updates, and backups—freeing your team to focus on strategic initiatives rather than routine maintenance. Retiring legacy applications becomes a springboard for growth, allowing you to redeploy talent toward driving customer value, pioneering innovative services, and accelerating time to market.

In an era defined by agility and intelligence, transforming your content ecosystem from a cost center into a strategic enabler gives you a lasting competitive edge. When cost predictability meets unlimited capacity and capability, your organization is poised to reinvest savings into the very initiatives that delight customers, inspire teams, and chart the course for tomorrow's success.

20–40%

lower cost of ownership is seen by organizations with AI-powered content management compared to legacy solutions.^{xiv}

xiv Analysis from Forrester TEI reports, Gartner ECM/Content Services research, IBM Cost of Data Breach Report, IDC Cloud vs. On-Premises Cost Analysis

Succeed in the AI-era with Intelligent Content Management

In an age where data fuels every strategic move, Intelligent Content Management unlocks the true power of your information—driving faster decisions, streamlined operations, and measurable growth. At the forefront of this transformation is Box, the leader in Intelligent Content Management, combining Content + AI to help you manage, secure, and collaborate on all your critical assets to propel your organization towards its boldest ambitions.

Unlock the value within your content by asking questions of your data across portals, extracting insights, and automating content workflows with customizable AI agents. With Box's open, interoperable architecture, you select the ideal AI models for each use case and extend capabilities seamlessly via APIs, all while preserving a single source of truth across all your business application. Security and compliance are no longer afterthoughts but foundational pillars. Box's built-in data protection, encryption, and audit-ready controls deliver industry-leading assurances, allowing you to innovate freely with the knowledge your most sensitive information remains safeguarded.

With Intelligent Content Management from Box you can eliminate complexity and limits, consolidate investments, and unlock a digital ecosystem where your content becomes an engine for innovation and growth. The result is clear: reduced costs, enhanced productivity and collaboration, and a competitive advantage that endures.

Interested in embracing this new paradigm, and transforming every element of your business with the insight and agility that only Box can deliver? Visit box.com/overview to learn more about Intelligent Content Management from Box.



About Box

Box (NYSE:BOX) is the leader in Intelligent Content Management. Our platform enables organizations to fuel collaboration, manage the entire content lifecycle, secure critical content, and transform business workflows with enterprise AI. Founded in 2005, Box simplifies work for leading global organizations, including AstraZeneca, JLL, Morgan Stanley, and Nationwide. Box is headquartered in Redwood City, CA, with offices across the United States, Europe, and Asia. Visit box.com to learn more. And visit box.org to learn more about how Box empowers nonprofits to fulfill their missions.