Unleash your business superpowers

5 game-changing strategies to turbocharge your efficiency, productivity, and security

Table of contents

Introduction

Your business runs on content — business plans, meeting notes, marketing assets, financial documents, contracts, and so much more. Unfortunately, that content can be anywhere, such as a file cabinet, on-premises fileserver, personal hard drive, or multiple online systems. This makes it more difficult and riskier than it needs to be to find, access, and use your information to make decisions and get work done. How can you turn the tide and start putting all your content to work for you? You can deploy a single content management system capable of addressing your many data risks and requirements.

If implementing a new system sounds too difficult or complicated, rest assured, the right content management platform will be easy to deploy, manage, and use. Ultimately, it will simplify your life and reduce your costs and risks to help you successfully drive your business forward. Read on to find out how the right content management platform can help you:

1. Simplify and save

2. Grow without limits

3. Gain a competitive edge
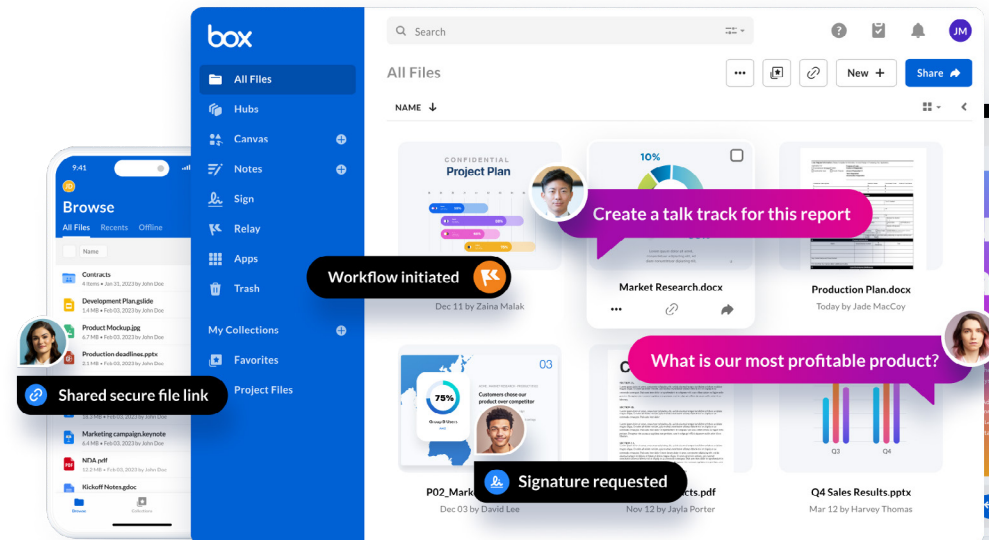
4. Empower your team

5. Protect what matters

87%
of small businesses say their tech platforms have helped their businesses operate more efficiently[i]

85%
of small businesses plan to increase their use of technology platforms[ii]

i   https://www.uschamber.com/assets/documents/The-Impact-of-Technology-on-Small-Business-Report-2023-Edition.pdf

ii https://www.uschamber.com/assets/documents/The-Impact-of-Technology-on-Small-Business-Report-2023-Edition.pdf

Simplify and save:
Eliminate complexity to cut costs

Using multiple systems to store and manage your information creates unnecessary silos, complexity, and costs. It makes it difficult to find and access the content you need when you need it, particularly if that content is stored in on-premises servers or only accessible remotely via an expensive virtual private network (VPN). It also increases your spend — you often have to pay a licensing or subscription fee for each solution, and you definitely have to absorb all the operational expenses, even for solutions that claim to be free. To try to tie these disparate systems together to manage and protect your content holistically can quickly become an overwhelming endeavor for anyone given this task.

Cloud-based storage can help migrate from keeping information in file servers and desktops, and allow you to get rid of filing cabinets and expensive VPNs for good. With a unified content management platform, you can consolidate investments to eliminate waste and reduce inefficiencies and gain always-on visibility and oversight for all your content to simplify workflows, improve productivity, and increase security.

Consolidating storage to simplify content management, however, can throw a wrench into the rest of your tech stack. That's why it's important to ensure your content management solution works with whatever productivity tools you and your teams want to use. This means you want to look for a content management platform that provides unified cloud storage, seamless integrations, and additional productivity tools.

Look for a content management platform that can provide:

Unified cloud storage
A singular storage repository for all your content allows you to see and manage everything in one place, so you can stop paying for multiple storage systems and instead put that money and energy toward innovation and other strategic projects

Seamless integrations
Integrations work with your existing tech stack to make it easy for your employees to access the content they need in the way they're used to working (via Google Sheets, sales forms, etc.) to ensure there is disruption and no delays

Additional productivity tools
Additional native capabilities help manage workflows, detect threats, and distill content, and can be used in place of stand-alone tools to further simplify the infrastructure and reduce costs

KABOOM!

"Box gives us one location where multiple people can access and edit documents at the same time. It's a one-stop shop for content."

— **Marc Hutzell**
   Director of Information Technology, KABOOM!
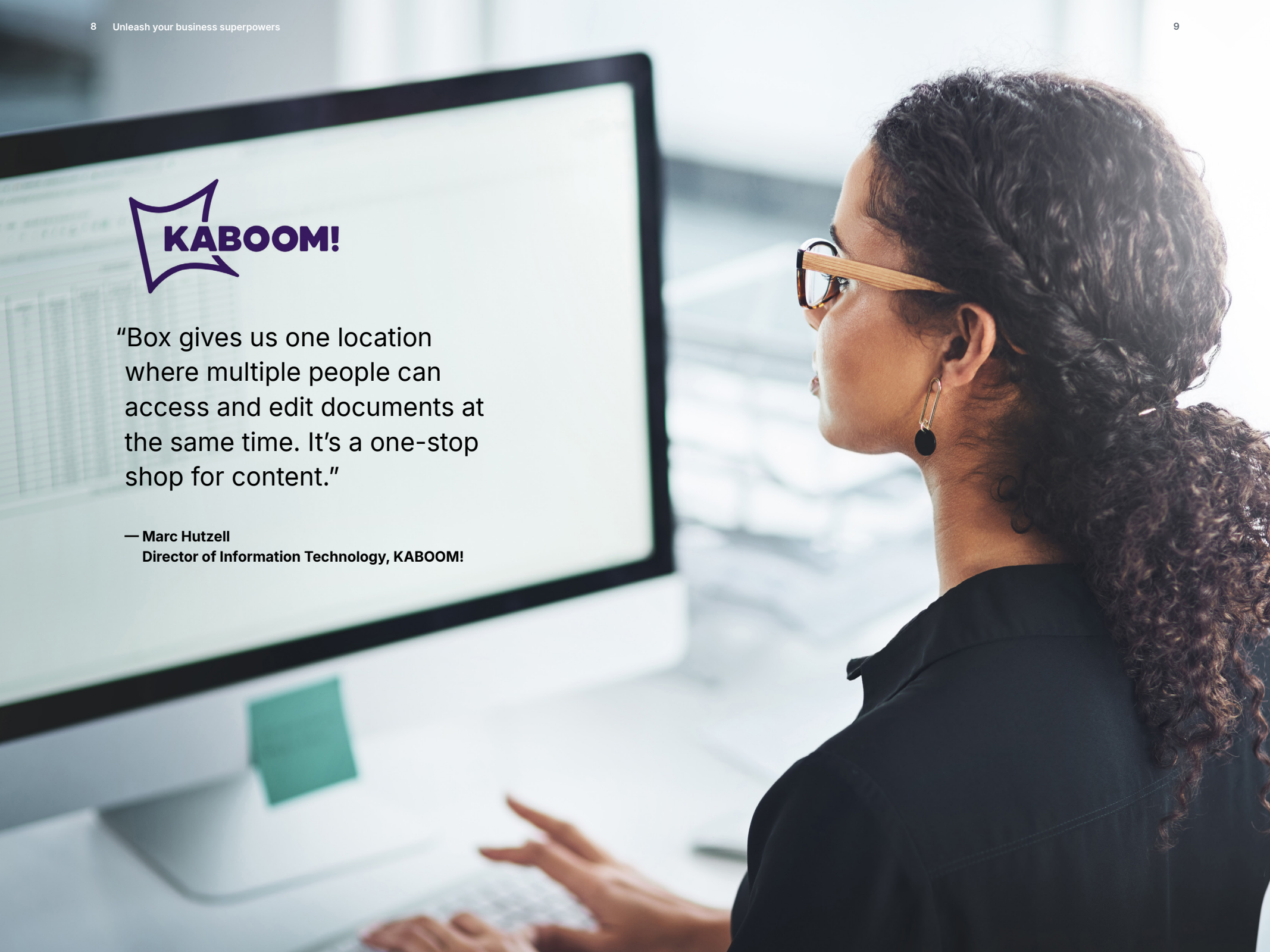
Grow without limits: Scale your business with confidence

You need a content management solution that can automate and accelerate your processes to help you scale and grow. Unfortunately, solutions that charge by the user or the gigabyte can quickly become cost prohibitive, requiring you to make decisions that may not be in the best interest of your business. For instance, if you have to pay for every e-signature, you may decide not to digitize as many processes as you would like, resulting in slower, more cumbersome work.

The right content management platform will free you to digitize and optimize workflows to improve business processes and scale with confidence. Pre-built templates, unlimited e-signatures, and integrations with the applications you use most help you create workflows in minutes to automate repeatable work — such as content reviews, employee onboarding, and contract approvals

66% of small and medium businesses say **automation is essential** for running their business[iii]
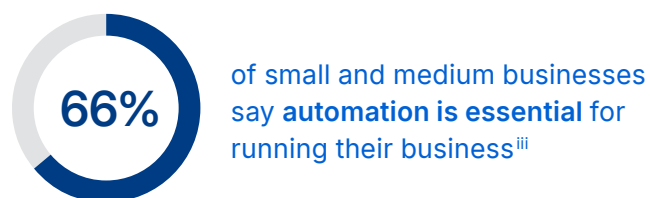
88% say **automation enables competition** with larger companies[iii]

— and streamline collaboration to get work done faster.

Look for platform that can provide:

Unlimited external sharing
Ensures you can invite as many people as you want to collaborate with — without having to think about what that will do to your costs

Unlimited storage
Makes sure you always have access to the business financials, marketing assets, HR policies, and project plans you need, no matter how large or fast you grow — never run out of space, never worry about skyrocketing costs

Workflow automation and unlimited signatures
Keeps processes moving with built-in templates, integrations, and unlimited e-signature capabilities that allow you to automate workflows across your business to accelerate work

iii   https://www.prnewswire.com/news-releases/66-of-small-and-mid-sized-businesses-say-automation-is-essential-for-running-their-business-301273742.html
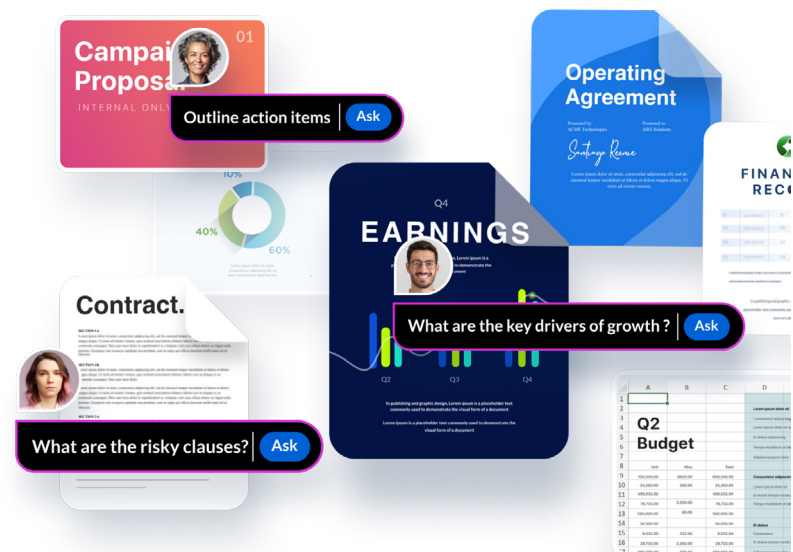
Gain a competitive edge: Leverage AI for faster decisions

AI is a powerful tool that can drive all sorts of benefits for your business. It can deliver valuable insights or automate workflows to keep you ahead of the competition. For instance, AI can:

- **Quickly pinpoint specific content** (HR policy in a lengthy employee handbook, keywords in contact center transcripts, important sections in long contracts, etc.)

- **Get answers in seconds** from lengthy documents and summaries to move your work ahead

- **Provide analytics and forecasting** to improve planning and decision-making

- **Create tailored marketing campaigns** that improve success rates

- **Analyze websites and other assets** to identify ways to improve and optimize their effectiveness

- **Identify and address inefficiencies** in the supply chain process

- **Automate emails and follow-ups** with customers to improve satisfaction

- **Summarize** a team meeting with action items

- **Get more done faster**, so your business can accelerate growth and focus on what matters

1 in 4
SMB companies are already using AI tools [iv]

12-point
increase in the likelihood of profit growth is what AI users saw over non-AI users[v]

AI, however, is only as good as the information it's pulling from. If your content is siloed and hard to extract, you can kiss any AI benefits goodbye. You need one repository that can store and manage all your content, making it easy for AI to use and learn from your information to generate more relevant, accurate, and impactful results. More importantly, you need to be able to control exactly what content is inserted into the AI's large language models (LLMs) to keep sensitive information from being exposed or used inappropriately. The right content management solution gives you AI you can trust across your content. Look for a solution that can offer:

Granular permissions and classifications
Ensure only the right content can be queried by the right people with AI

Summarizations and answers
Allow AI to be applied to documents to get summaries and answer questions quickly

Insights and automation
Ensure metadata can be extracted from files to make it easy to structure your data, so AI can be applied to deliver insights and automate workflows

iv https://www.uschamber.com/assets/documents/The-Impact-of-Technology-on-Small-Business-Report-2023-Edition.pdf

v   https://www.uschamber.com/assets/documents/The-Impact-of-Technology-on-Small-Business-Report-2023-Edition.pdf

Empower your team:
Drive collaboration and efficiency

Your day-to-day hinges on ensuring everyone has easy access to the information they need, when they need it, from wherever they are located. When files are stored physically in cabinets, or locally on a file server, it hampers an employee's ability to work remotely or on the go. When users have to jump across multiple systems, or worse, break workflows and resort to sending email attachments, collaboration and productivity suffer.
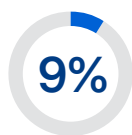
1200
times is the number of times the average user toggles between different apps and websites daily [vi]

9%
of an employee's annual time at work is lost to toggling [viii]

>2 seconds
is the cost every time a user switches context [vii]

4 hours
a week — adding up to 5 workweeks a year [viii]

vi   https://hbr.org/2022/08/how-much-time-and-energy-do-we-waste-toggling-between-applications

vii   https://hbr.org/2022/08/how-much-time-and-energy-do-we-waste-toggling-between-applications

viii   https://hbr.org/2022/08/how-much-time-and-energy-do-we-waste-toggling-between-applications

"[Box] is now integral to everything we do. It's our content management. It's where we keep everything. It's so important to us."
— **Jada Breegle, CIO, Legal Service Corp**

The right content management system can help you organize your content and streamline workflows to make it simple for individuals and teams to exchange ideas and do their best work. Look for a content management system that can enable:

Real-time collaboration
Allow everyone to connect wherever they are located, using whatever device they want — mobile, web, desktop. Organize content with simple portals that ensure teams can access, share, review, and edit files in real time, with the ability to track versions and assign tasks to keep everyone on the same page and moving forward

Streamlined workflows
Keep employees working by ensuring your content integrates with your existing apps, like Google and Microsoft, to simplify and streamline workflows

Insights
Reveal usage trends that can help you identify opportunities to improve your content and workflows to drive efficiencies

ERIC WRIGHT GROUP

"It's now a better, easier experience to file, find, and use documents. And Box has certainly met our key performance criteria."

— **Chris Newton**
   Head of Business Systems
   **The Eric Wright Group**

Protect what matters:
Secure your critical content

When you use multiple systems or allow users to use personal storage tools for your information, your visibility is limited at best. You are blind to:

- Where your content is located
- How your content is being accessed
- Who has access to your content
- How your content is being used

This leaves you open to leakage and exfiltration, as well as cyberattacks targeting your business. You have no way to track when information leaves your company, and you can't control access and protect against malicious or accidental exploitation of vulnerabilities within any of these different attack vectors. By consolidating your storage on a single platform, you can eliminate silos and blind spots that can put your business at risk.

82%
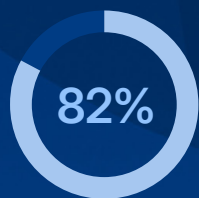
of ransomware attacks targeted businesses with fewer than 1,000 employees in 2022[ix]

350%

more social engineering attacks were experienced by small business employees than those employed at large enterprises[x]

Not all platforms offer the same level of protection for your content. You want to look for a content management solution that provides:

Smart access
Make sure any content that might contain sensitive information (personally identifiable information, like a social security number) is identified and protected, with access limited to no more than what's absolutely necessary

Proactive defenses
Identify risky and suspicious content usage and can implement controls that proactively prevent that activity

Certifications
Maintain compliance with appropriate guidelines and regulations, so you can trust the platform is implementing and following the strictest security best practices

ix   https://firewalltimes.com/small-business-cybersecurity-statistics/#:~:text=Overall%2C%20
82%25%20of%20ransomware%20attacks%20target%20SMBs.%20Other,declined%20since%20
2021%2C%20especially%20those%20against%20small%20businesses

x   https://firewalltimes.com/small-business-cybersecurity-statistics/#:~:text=Overall%2C%20
82%25%20of%20ransomware%20attacks%20target%20SMBs.%20Other,declined%20since%20
2021%2C%20especially%20those%20against%20small%20businesses+

Customer spotlight:

How W.T. Rich transformed their communications with Box

When Gene Massie assumed the role of Director of Information Technology for W.T. Rich Company, his first responsibility was to take the firm's technology into the 21st century. "I spent the first month of my new role trying to plan out our technology and evaluate everything that was out there," said Massie. "Box was the best fit because it offered unlimited storage, as well as the stability and security that we needed."

The Box rollout was quick and painless

"The rollout was tremendous. It really made me look good. I was assigned an account executive at Box to work with and they laid everything out for us. They looked at how much and where our data was and told us exactly what was going to happen. We started the implementation on Friday and were prepared to go live on Monday, but our data was fully sync'd by Saturday morning and, after confirming everything was there, we were off and running. It saved us a lot of time and money and gave us peace of mind, which is hard to put a value on."

Highlights:

4 years
without a major issue or outage
—"Box has been rock solid."

2 weeks of labor
saved by the seamless Box
implementation

$15K+ a year
saved by utilizing Box Sign

It's easy for users to adopt Box features

"We love the ease of use of Box," said Massie. "We empower our users to play with the product. We have a lot of people that are not super tech savvy, but they quickly get it and can be productive right away. Everything is cataloged nicely and simple to understand. Box support is phenomenal, with answers easy to find and quick videos that show us what to do and how to implement things."

Box supports the business in a variety of ways

"Box is great for collaboration, facilitating information flows between our employees, partners, and even clients, whether they are in the office, at home, or on a job site," said Massie. "They don't have to worry about VPNs or getting a secure signal, they're just off and running."

Massie continued, "Our staff can make file requests to partners asking them to send us their drawings through Box. From an IT and security standpoint this gives us more control because we trust Box to protect the integrity of the data and prevent leakage. We're starting to play around with Box Relay to automate collaborative workflows and are excited to use Box AI and Box Hubs to help us surface relevant content and insights faster."

The eagerness stems from their success with Box Sign. "In the last year and a half, we started using Box Sign for our contracts," said Massie. "We were literally having discussions with another vendor to try to digitize a lot of our paper documents and contracts and realized that Box could offer us very similar, if not better,

functionality, based on our environment. We were blown away that we could add this capability without having to spend more."

Another feature the firm loves is Box Mobile. Massie explained, "Our staff loves that they can securely capture, access, and share content on any device anywhere. When they're on the job site, they can take a picture with their cell phone, and then automatically save the images to a folder, which saves everybody a ton of time."

Box integrations are key

"I'm constantly impressed by Box's ability to connect to different things," said Massie. "We appreciate the native integrations with some of our partners, like Microsoft, as well as the APIs. We know that when we need to integrate with something, it's not going to be complicated."

Box is a partner W.T. Rich Company can count on as they grow and evolve

"We're enjoying the journey with Box," said Massie. "There's so much functionality with the web version. There's stuff we haven't even tapped into yet or even thought about that Box can do to help us improve our business. The product is always evolving and integrating with more and more things. It just keeps getting better and better. It's nice to have a product that's flexible and can grow with our firm. We know we have a partner in Box we can trust and work with to evaluate new features and help us take the next step."

Conclusion

Unleash your business

Box is the leading all-in-one content management platform, powered by AI, that gives you an intelligent, unified, cloud-based repository to store and manage all your content. Box is purpose-built to help you manage your content across all your apps, enabling you to easily consolidate, organize, and find the information you need to move your business forward. Box gives you the tools to get more out of your content and harness AI to create a competitive advantage, reduce your costs, and increase your productivity.

Unlimited sharing

Box empowers you to share securely without limits. You can collaborate with as many users as you need to — seamlessly share with outside clients, vendors, and contractors.

Unlimited storage

Box provides unlimited document storage with an intelligent cloud you can access from anywhere. Plus, with the same intuitive security tools used by global enterprises, you get full visibility and control across all your documents.

Automated workflows

Box helps you work smarter, automating workflows to streamline collaboration and accelerate how work gets done. Built-in unlimited e-signatures and integrations with apps like Microsoft 365, Salesforce, and more create endless possibilities to securely automate workflows end to end.

Security and compliance

Box gives you the highest level of security, no matter the size of your business. With one dashboard, you can see and manage all credentials and determine exactly who has access to what. Box also maintains compliance with appropriate local and industry regulations, guidelines, and policies.

box

To learn more or start using Box to reduce your tech costs and complexity, accelerate your growth, and keep your content secure, please visit:
https://www.box.com/small-business

Go here to take advantage of a special discount offer of two months off an annual Enterprise plan