



Intelligent Content Management

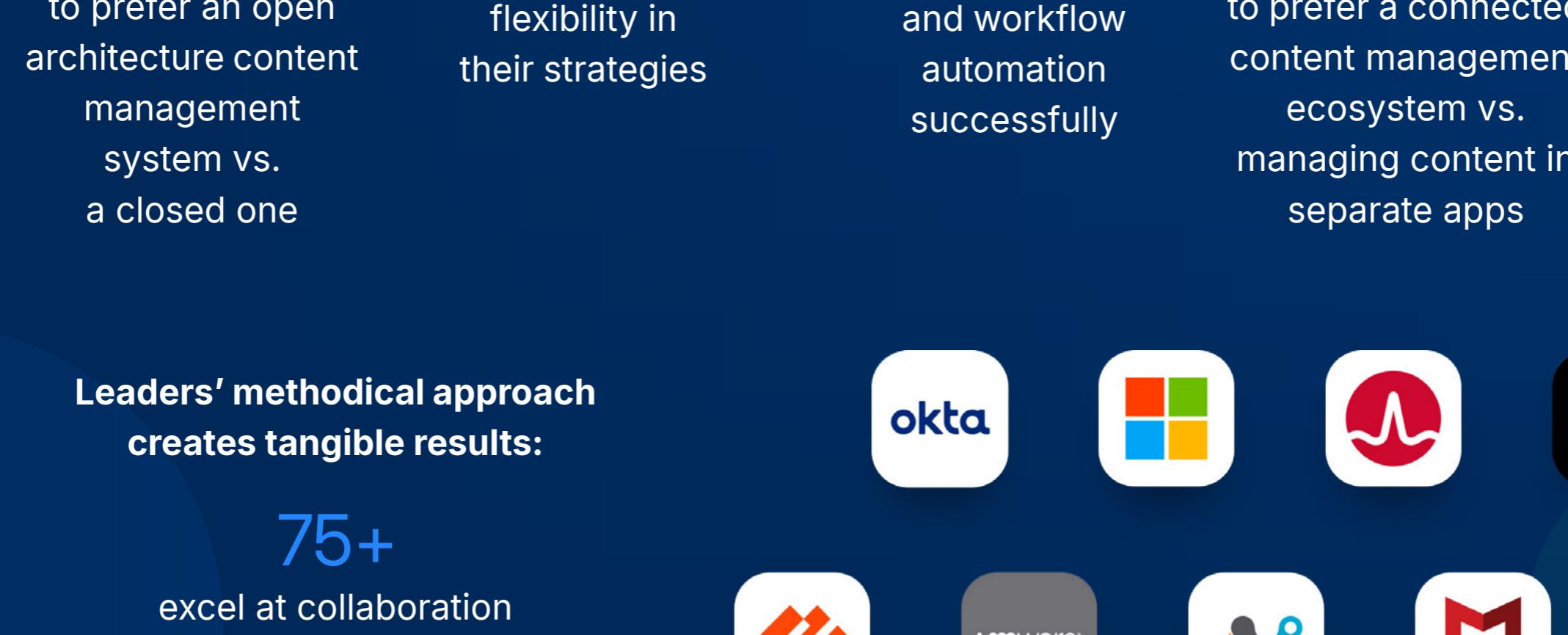
What leaders do better

Content is exploding across companies. In this day and age it's impossible to manage all your unstructured data — product roadmaps, marketing assets, customer data, and more — with older tools.

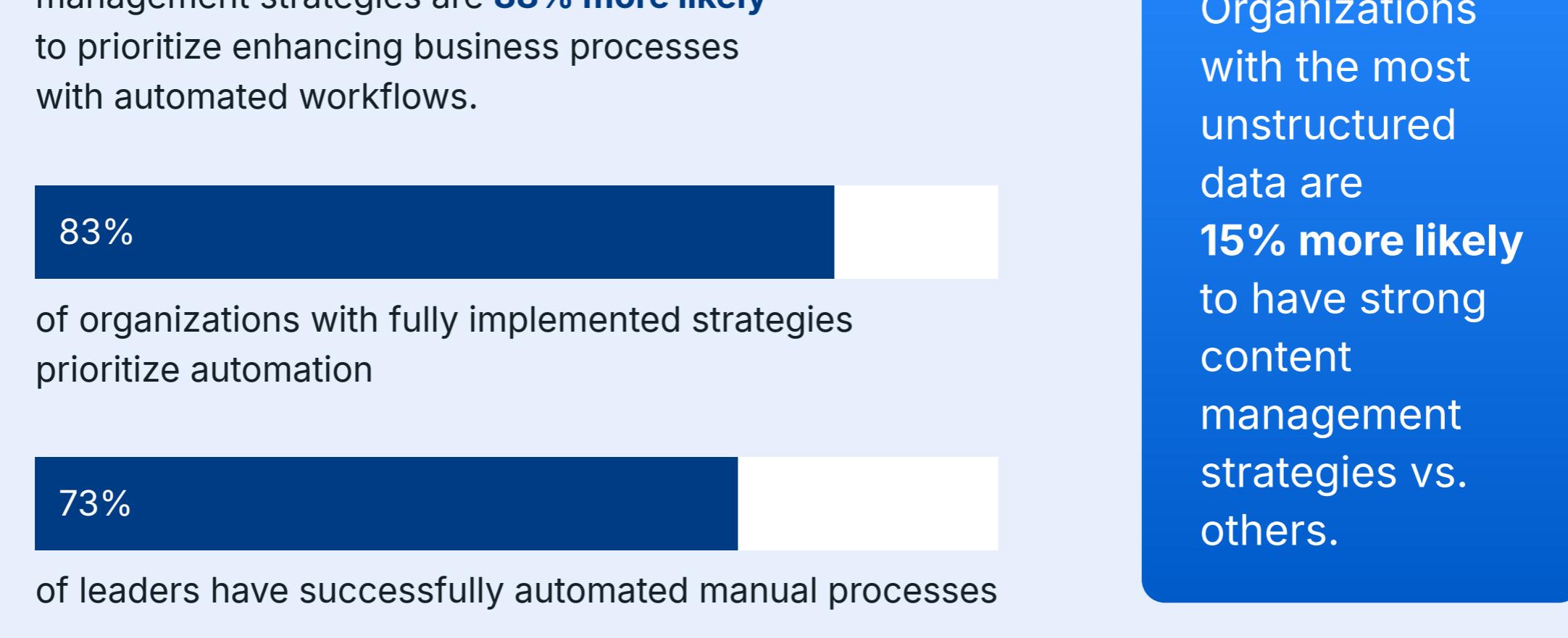
To understand the **current state of content marketing**, Box surveyed IT professionals across the world.

We then put their answers into a comprehensive assessment framework. The results: Leaders in content management show dramatically better business outcomes across automation, security, and AI than the rest of the pack.

For most, there's lots of catching up to do

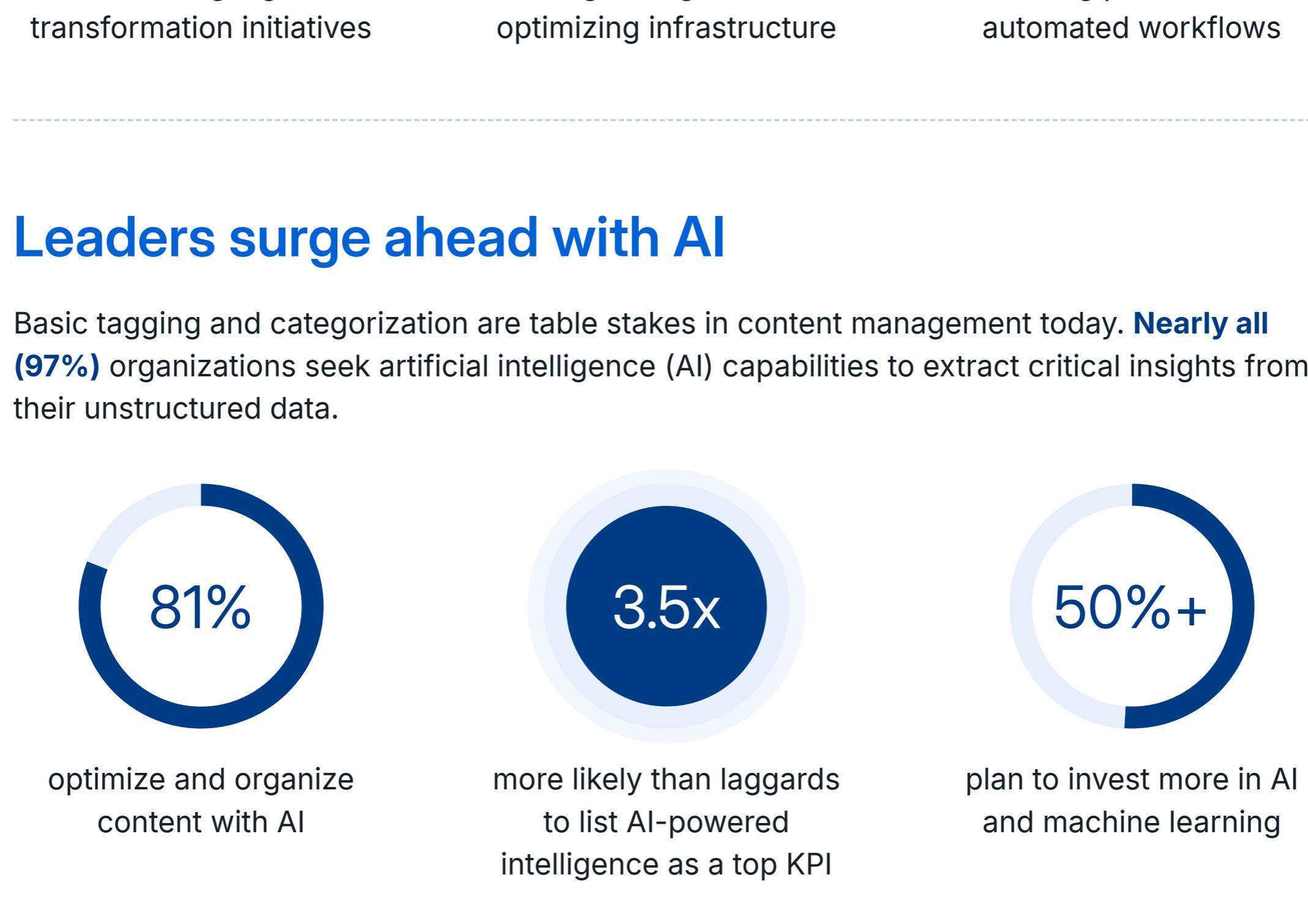


This stunning gap creates huge opportunities for the **94% of organizations** that struggle to implement content management tools that can meet today's soaring demands.



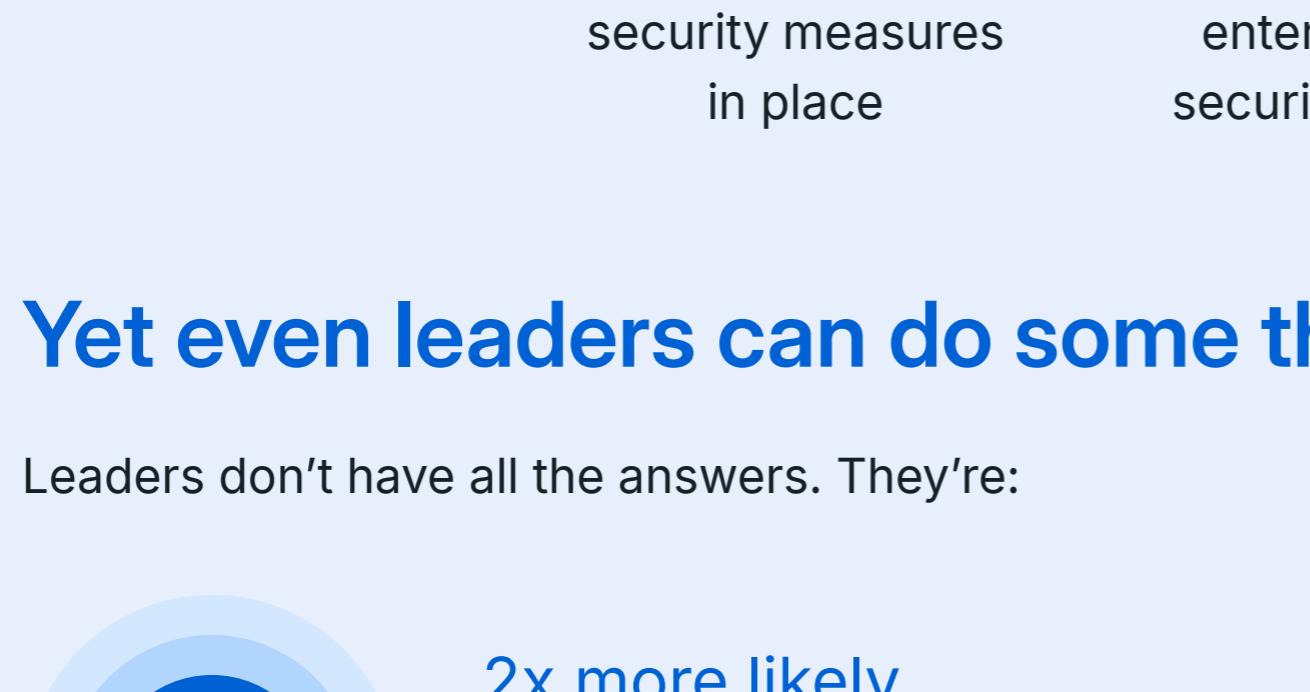
The secrets to leaders' success

Top-tier organizations follow a proven formula for implementing intelligent content management strategies. Compared to laggards, leaders are:



Intelligent content management starts with automation

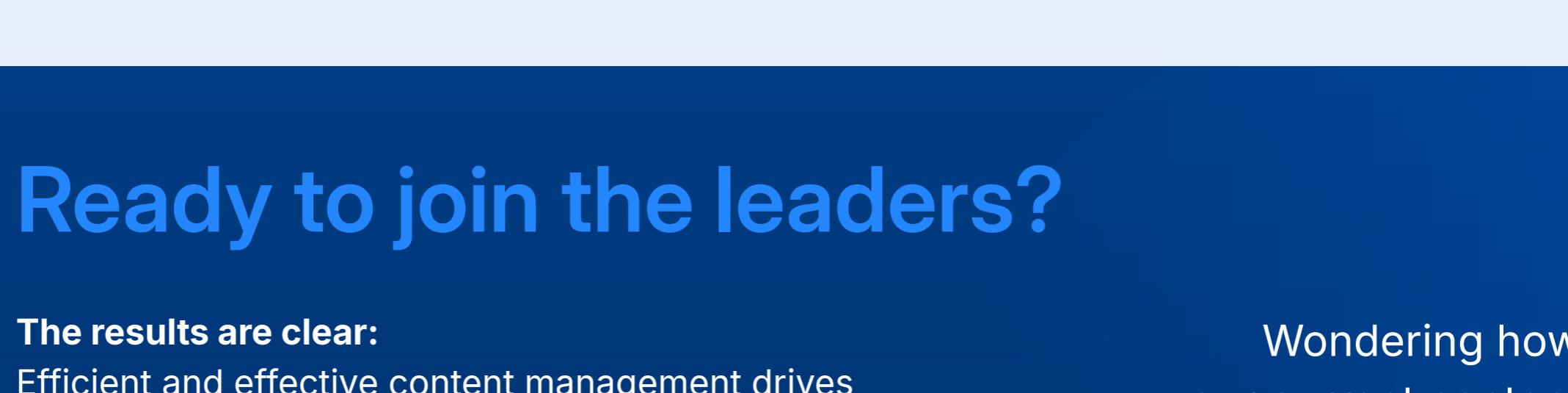
Organizations with the strongest content management strategies are **88% more likely** to prioritize enhancing business processes with automated workflows.



Organizations with the most unstructured data are **15% more likely** to have strong content management strategies vs. others.

Leaders keep their eye on the prize

Compared with laggards, leaders prioritize these enterprise-wide KPIs, then use intelligent content management to achieve them.



Leaders surge ahead with AI

Basic tagging and categorization are table stakes in content management today. **Nearly all** (97%) organizations seek artificial intelligence (AI) capabilities to extract critical insights from their unstructured data.



Leaders close the security gap

Security and compliance are top-of-mind for 87% of IT directors and IT managers. Yet, **one-third of them (34%)** still struggle to meet security and compliance requirements within their content management systems. Leaders stand out from the crowd in multiple ways.

Conversely, organizations that haven't yet implemented a content management strategy are **50% more likely** to struggle with data migration than those with more mature strategies.

Yet even leaders can do some things better

Leaders don't have all the answers. They're:

Conversely, organizations that haven't yet implemented a content management strategy are **50% more likely** to struggle with data migration than those with more mature strategies.

Ready to join the leaders?

The results are clear: Efficient and effective content management drives business results. Intelligent content management platforms like Box can help organizations catch up to the leaders with secure collaboration, AI-powered workflows, cost-effective e-signatures, and so much more.

Wondering how your current content management strategy stacks up? Dive into all the data.

DOWNLOAD OUR WHITEPAPER

Upleveling your content management strategy: The path to intelligent content management

DOWNLOAD OUR WHITEPAPER

box