

box

Meet Cloud Content Management:

Your fast track for digital government services





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Digital transformation in the public sector

Digital transformation has the potential to transform how government agencies carry out their missions and deliver public services. Public sector leaders are constantly dealing with conflicting sets of priorities in the digital age. On the one hand, they are under constant scrutiny to reduce cost and complexity of their legacy IT investments. On the other hand, the amount and kinds of digital data being generated every day is growing exponentially, making security, privacy and compliance pressing concerns. Public servants and the citizens they serve demand digitally enabled workplaces and experiences. With all this at stake, government leaders are rethinking the way Information Technology works internally and in collaboration with other agencies and organizations.

But becoming a digital organization isn't easy. You can't take old ways of doing things and simply move them online to achieve successful outcomes. In order to truly transform an agency's business processes, and enable employees, citizens and partners in a digital workplace, agencies have to operate with fundamentally different sets of principles than they would have in the pre-digital era.

Some of the key trends affecting how agencies are re-thinking mission delivery leveraging digital capabilities include:



Citizen expectations are higher than ever

Citizens demand direct, personalized, real-time engagement with their local, state and federal governments. They're no longer content to wait for paperwork or stand in line at a department office. And both public servants and their constituents expect every digital experience to be as seamless, fun and easy as using their favorite apps on their smartphones.



New threats and regulations

Government agencies are subject to an exponentially more challenging risk posture. The average cost of a security breach today is \$3.62 million, and most breaches occur due to improper security or compromise of a content silo or file. It's critical to protect citizens' data and privacy, so agencies must take extra measures to secure content from internal and external threats.



Data is growing exponentially

To keep up with the rapid generation of both structured and unstructured content and data, government organizations are seeing increased IT overhead for eDiscovery, records management, litigation holds and DLP. To better serve their content needs and have more control over governance, agencies seek scalable, secure platforms.



Technology is driving outcomes

Digital services are focused on outcomes, not outputs. Technology is moving from a back-office tool to a direct mission enabler, in order to better serve citizens, and mission areas are investing in technology platforms at a rapid pace. Consequently, the role of the CIO is shifting from operator to advisor and broker.

To face these challenges, agencies need to change the way they work and manage content in new ways:

The new digital workplace

To keep pace with digital disruption, agencies need to draw on expertise and knowledge from public servants and stakeholders across agency boundaries. Without a digital workplace, where employees can connect and collaborate with all stakeholders, agencies cannot take full advantage of the skills and knowledge of their employees.

Make decisions with data

With the advent of modern cloud-based capabilities, agencies need better ways to manage both structured and unstructured data — documents, forms, memos, POs, blueprints, body-worn camera footage, etc. — to get stronger insights and facilitate decision-making.

Work across the extended enterprise

Increasingly, agency missions require closer coordination among agencies and with citizens, stakeholders and the private/nonprofit sectors. Agencies need to leverage technologies that allow their employees to seamlessly form virtual teams across agency boundaries without significant friction and IT intervention, so employees can focus on mission outcomes.

Experiences powered by AI

With better data, software and machine learning, agencies can begin to automate traditionally manual tasks. This lets government harness the power of exponentially growing data sets, and frees up time and talent for the activities that matter the most.

The common thread that runs through these new ways of working is content. How you manage, organize, secure and get value out of content is the key that unlocks the power of digital transformation.

84% of government leaders agree that organizations will shift to selling outcomes, not products, with IoT and connected services.²



Will you be a digital government agency?

The way many agencies work today is fragmented and often insecure. With an overload of devices, content management tools and productivity apps at their disposal, it can be hard for employees to work effectively and even harder for government agencies to secure critical information.

Sixty percent of organizations with mature enterprise content management systems have reported serious challenges with usability.

— AIIM.³

²<https://accntu.re/27Twwqr>

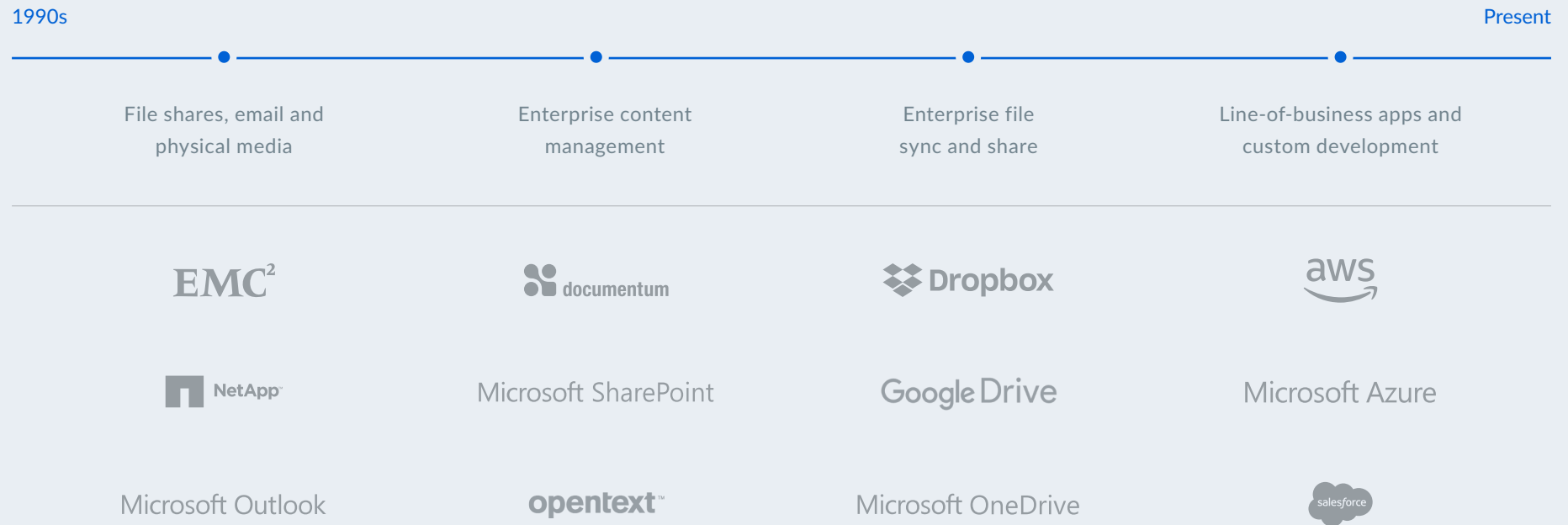
³gtnr.it/2j1q0q5

Content services evolved in a disconnected way over time. As organizations rushed to adapt, they often ended up with fragmented content ecosystems that aren't agile or scalable.

Take, for example, a typical procurement approval and management process. With disconnected content management systems, a procurement officer may draft an RFP document on their hard drive, collaborating in disconnected ways with program managers to gather internal requirements and gain consensus, leading to fragmented version control and friction.

The RFP may be published via a specialized procurement portal, but technical and cost proposals from the industry received via email. The procurement officer then has to spend hundreds of hours collecting, organizing, sharing, gathering review feedback and rankings, requesting additional documentation and maintaining version control and audit-ability. Most of these activities occur via email attachments, network-connected shared drives and legacy, on-premise technologies like SharePoint and FTP servers.

Not only is this process inefficient and full of friction, but it also leaves multiple instances of the content scattered across different systems, which can cause confusion and errors down the line. As the pressures of digital transformation mount, these inefficiencies can cost agencies significantly in terms of elevated compliance and protest risk.



The opportunity of Cloud Content Management to power digital transformation

Cloud Content Management brings all of your people, information and applications together to transform the way you work. It's a radically simplified and far more secure way for teams to work together within and between government agencies. Working closely with leaders across thousands of organizations, we've observed the following key areas of value provided by a Cloud Content Management strategy:

- ▶ **Digital workplace**
Bring easy collaboration and flexible workflows to employees on any device, anywhere.
- ▶ **Digital business**
Enable processes to flow seamlessly across the extended enterprise and between organizations, customers and partners.
- ▶ **Developer enablement**
Give developers the tools they need to build engaging digital experiences quickly and make content flow seamlessly between the organization and its customers.
- ▶ **Intelligence**
Use machine learning to automatically unlock more value from content and the relationships around that content.
- ▶ **Security and data protection**
Bake security into your content management strategy by using a single, secure Cloud Content Management system for all of your content needs.

At Box, we've seen how Cloud Content Management has played a critical role in helping both digital leaders and newcomers achieve their goals. By effectively managing content in the cloud, you can reduce organizational friction, help employees work more effectively and finally derive the greatest value from the content that lies at the heart of your operation. The following brief will take you through the ins and outs of Cloud Content Management and what it can do for you.

A digital workplace for the modern workforce

In many of today's organizations, collaboration is broken. The average organization has 210 different services that employees use to collaborate.⁴ The result is that mission-critical information becomes siloed within various applications, making it hard to share content and damaging productivity. As the pressures of digital transformation rise, agencies must find better strategies and tools to enable employees and partners in the digital workplace.

At Box, we believe collaboration should be simple, intuitive and secure.

Employees should be able to access content from any device and from within the apps they already know and use. And they should be able to share them with partners inside and outside the organization without confusion or compromising security. By helping people work where they already feel comfortable, Cloud Content Management ultimately supports a better culture within the digital workplace by bridging the gap between where data is created, captured, reviewed, governed and archived.


For example, the US Department of Justice (DOJ) is one of many government agencies leveraging digital channels to streamline mission delivery by securely enabling digital evidence management and sharing processes across a large set of stakeholders. US Attorneys within the DOJ must be able to seamlessly and securely connect with Federal agencies and law enforcement agencies across jurisdictions at every level, as well as with the US Courts system. Rules of evidence require disclosure and disciplined sharing of evidence with opposing counsel, while maintaining an end-to-end chain of evidence custody and discovery, defensible in the court of law.


Employees today use an average of three different devices to complete their daily work.⁴


The DOJ partnered with Box to implement an end-to-end Law Enforcement Information Sharing environment, to allow for LEISP data collaboration between the various bureaus and stakeholders. Using this Box-enabled platform, US attorneys can securely share evidence and case files and ensure that they always meet the rules of evidence and discovery. The organization has simplified internal and external collaboration with full control and auditing over content access and compliance.


⁴bit.ly/2hWhDQB


Ways Box enables the digital workplace:

 External and team collaboration

 Team workflow

 Mobile and field productivity

 Secure content sharing

 Reduce data center footprint

Create secure, compliant shared workspaces for internal and external collaborators

Easily create and manage document workflows across internal and external teams

Enable employees to capture, access and edit content from any mobile device

Easily and securely share content internally and externally

Replace costly network file shares, FTP servers, backup and restoration hardware and servers

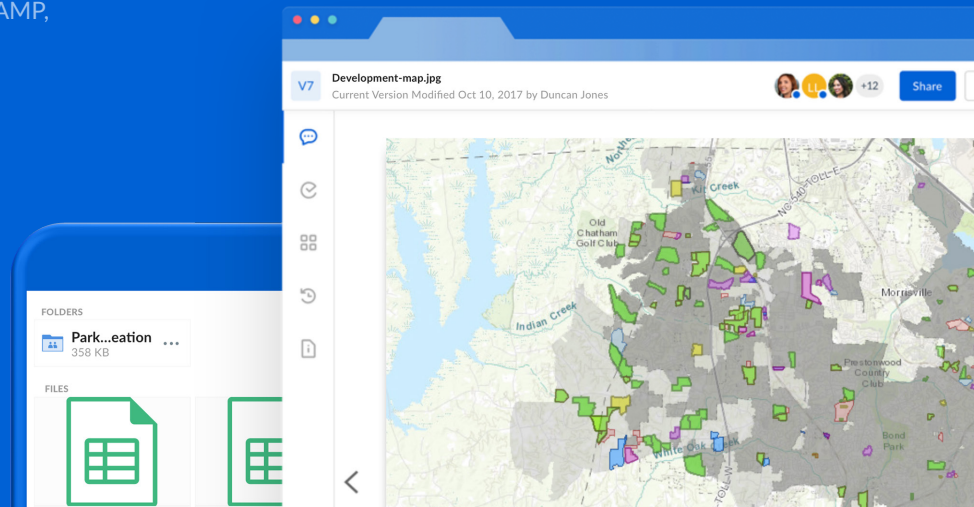
- Federal, state and local agency collaboration
- Common workspaces for personnel from different domains
- Collaborate on press releases, budget formulation across agencies, agency performance reviews
- Use real-time notes for teams
- Multi-agency response to natural disasters

- Create, review and publish new policies, executive memos and legislation
- Onboard new employees, vendors and contractors
- Process procurements
- Budget review and approval
- Investment review and governance

- Field operations support
- Secure mobile capture of digital content for law enforcement
- Field coordination during emergency response
- Inspections, audits and construction project support on and offline
- Adherence to FedRAMP, CJIS and ITAR requirements

- FOIA responses
- Procurement submissions
- HR applications
- Publish standard operating procedures
- Share budget reports
- Publish press releases

- Migrate departmental file storage to the cloud
- Ensure compliant retention and disposition
- Retire legacy ECM solutions
- Significantly reduce SAN footprint and costs



How to use Box to create a digital workplace

- ▶ **Unite agencies in a centralized repository**

To achieve complex mission objectives, government agencies have to work together on cases and projects. For instance, to meet law enforcement objectives, state and local agencies have to be empowered to work together. Legacy technologies made cross-agency collaboration challenging in real time. But with Box, government employees, regardless of agency affiliation, can get work done in one centralized repository and apply the appropriate security classifications to the right people.

- ▶ **Create easier ways of working with all types of content**

With Box it's simple to discover, share and collaborate on the right content with external team members. And this goes for all types of files — not just office documents but photos, videos, 3-D images and audio files. All revisions and edits are made directly on the file and come with automatic version history. That way everyone works on the latest version. Assigning tasks to your team generates automatic notifications and reminders to review and approve new assets, shortening review cycles and getting assets out faster. By leveraging machine learning and image recognition in Box, it becomes easy to automatically detect any objects, people and handwritten or typed text in images and index them as metadata.

- ▶ **Protect and manage sensitive content**

As you share files across agencies and with outside entities, you can watermark confidential files or set granular permissions so only the right people can view, download or edit content. You can even prevent downloading and printing by the receiving party. Your IT team can also apply policies that prevent users from sharing confidentially marked data outside approved groups or even outside specific folders. And unlimited storage space lets you keep all your files for as long as you need to, while making sure people can only access the latest assets. You can also apply content governance to comply with records retention, eDiscovery, litigation hold and content classification requirements.

- ▶ **Stick to compliance standards and abide by regulations**

No matter your agency's compliance rules, Box was built to stick to them, with support for achieving compliance with FedRAMP, ITAR, IRS-1075, DoD SRG L4, FIPS 140-2, 800-171, HIPAA and PCI, among other classification requirements.

“As Department of Justice mission areas become increasingly digital, with agents, analysts and prosecutors relying on digital technologies to manage digital case assets, the need for a seamless, mobile-enabled, secure content platform becomes increasingly important.”

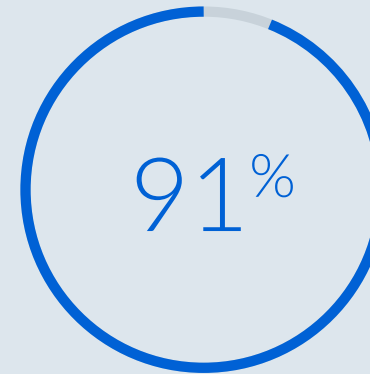
Ron Bewtra, Chief Technology Officer,
US Department of Justice



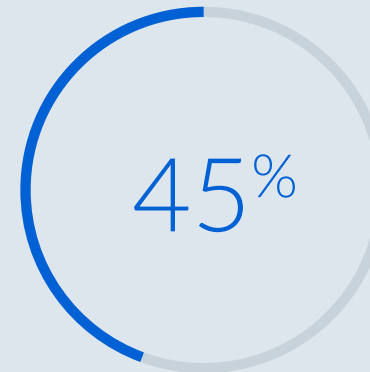
Digital business processes for the extended enterprise

Many organizations today still need to modernize critical operational processes. Business processes have changed dramatically in recent decades, and interactions that once were rigid and took place in person now flow seamlessly and constantly between organizations and end users through the web and mobile devices. Government agencies must now face the challenge and opportunity of managing these fast-paced, ever-growing flows of information that involve more people and data inside and outside the organization than ever before. Many agencies still try to rely on traditional, on-premises content management applications, but these tools often can't keep up with the growing needs of the organization or meet end-user expectations.

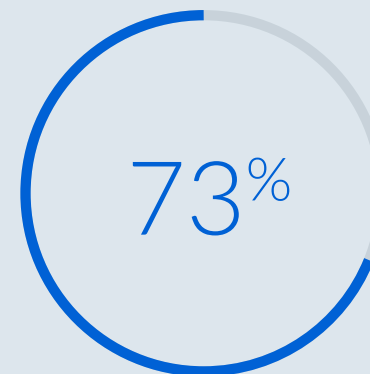
The good news is that with Cloud Content Management, businesses can extend processes across corporate boundaries, and ultimately improve business interactions throughout the extended enterprise and between the enterprise and its customers. By organizing all of your content in the cloud and transforming workflows around that content, you gain the agility to operate as a truly digital agency.



of employees rely on email to complete repeatable tasks



spend half their day working on repeatable tasks



of employees have 50+ repeatable tasks weekly

A Cloud Content Management system enables modern organizations to:

- ▶ **Automate business processes**

Legacy approaches to enterprise content management have historically been difficult to build and implement. By managing content in the cloud, organizations are finally in the position to transform and automate key processes. Processes like consolidating records, going paperless and automating complex workflows can all be accomplished using Cloud Content Management.

Using APIs, enterprises can also easily build custom apps and automate processes around content in the cloud. Meanwhile, end users can kick off dynamic custom workflows to streamline and automate otherwise time-consuming routine activities.

- ▶ **Easily manage digital assets in one place**

With support for custom metadata, Box can help tag, organize and retrieve all kinds of digital assets such as media files, project specs, contracts and other legal documents. Users can access information in one central repository from any device, any time, and even apply machine learning for intelligent metadata tagging. Content can flow dynamically between people, organizations and devices in the digital business.

- ▶ **Manage content retention and disposition**


With Cloud Content Management, governance and compliance can be managed where your content already lives and without adding friction to the end-user experience. You can also lower the costs of document storage and retention while maintaining compliance and making content more accessible. Policies can be automatically applied based on content type, taxonomy or other rules, with little or no human intervention, leading to higher accuracy and lower risk. Leveraging the power of the cloud, eDiscovery is instantaneous and allows for much deeper analysis of user access and behavior. Litigation holds can be applied invisibly to the end user, and automatic content classification can drive security, access and retention policies.


With access to better digital asset management, automating routine workflows and simplified document retention and disposition processes in the cloud, content management that all too often feels onerous to organizations can be made simple.


“Having documents stored in one place – one set of truth to collaborate from, one place where version control is done, where sharing can be done on a need-to-know basis – has really helped automate quite a few things that were previously done manually.”


Chris Tonjes, CIO, DC Office of the Attorney General


Ways Box enables the digital business:

- 

Modern records management
- 

Simplified digital asset management
- 

Secure document vaults and portals
- 

Content ingestion and document workflow
- 

Custom apps and digital experiences

Manage records in one secure cloud location while reducing costs

Securely manage all of your rich digital media assets in one place

Build customized portals for sharing documents in one secure location

Enable secure document workflows across the extended enterprise

Build custom apps for content submission and sharing

- | | | | | |
|--|--|--|---|--|
| <ul style="list-style-type: none"> • Digitize and apply machine learning to extract value from paper records and forms • Manage employee and procurement records, applying NARA specified retention schedules • Integrate with best-of-industry records management, eDiscovery and DLP solutions for full DoD 5015.2 compliance | <ul style="list-style-type: none"> • Digital asset capture, publishing and management across agencies • Capture, categorize and publish photos, maps, videos, drone footage, body-worn camera footage and production assets • Analyze asset performance | <ul style="list-style-type: none"> • Employee onboarding and training portal • Vendor and supplier portal • Contract management portal • Easy reporting of city services outages • Paperwork submission and e-signatures • License application • Criminal activity reporting • Digitization of grant applications, family support benefits | <ul style="list-style-type: none"> • Digitize paper-based processes • Onboard employees, vendors and clients • Manage contract lifecycles • Complete trade approvals and reporting • Manage NDA processes • Intelligent capture and field extraction using integrated capture solutions | <ul style="list-style-type: none"> • 311 reporting apps • Neighborhood and city apps integrating city data and council hearings • Emergency coordination apps |
|--|--|--|---|--|

How Box automates and streamlines everyday tasks

► Consolidate conversations

No matter the file type or size, lenders and borrowers can easily share and collaborate on documents anytime and on any device. And with the granular sharing permissions available in Box, they can be sure to do so securely.

► Prevent unauthorized access

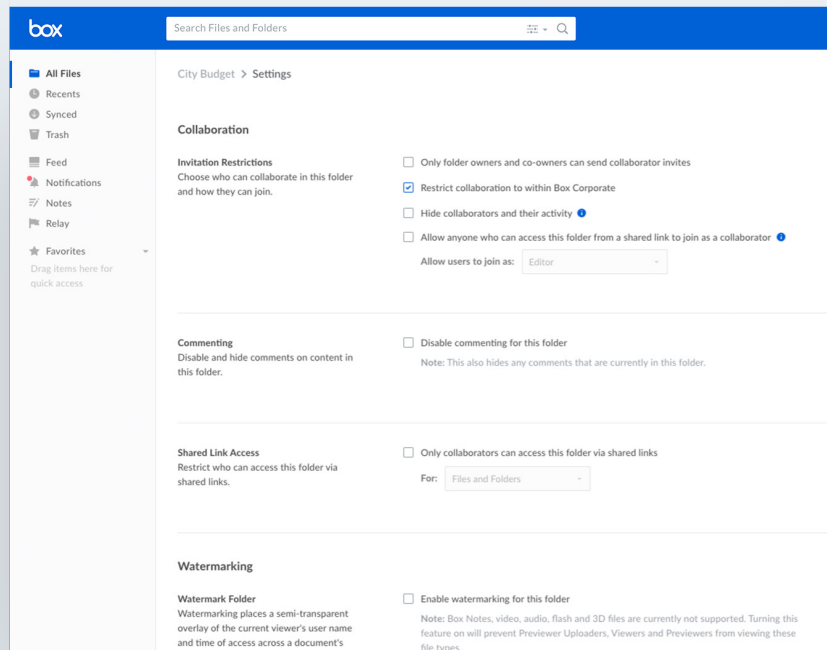
With granular security controls, it's easier to keep the wrong eyes off your sensitive and proprietary information. And you can track which files employees have viewed in the admin console or with access statistics.

► Automated content processes

Shorten your content review cycles by creating automated processes for review, approval and e-signature.

► Help citizens help themselves

By building citizen portals, give your constituents access to the information, files and forms they need to conduct personal or professional business with your agency.



“ We’re embracing technology in San Jose because scarcity breeds innovation. We don’t have infinite city budgets. We have to find new ways of working if we’re going to deliver at the level that residents require today.”

Shireen Santosham, Chief Innovation Officer, City of San Jose



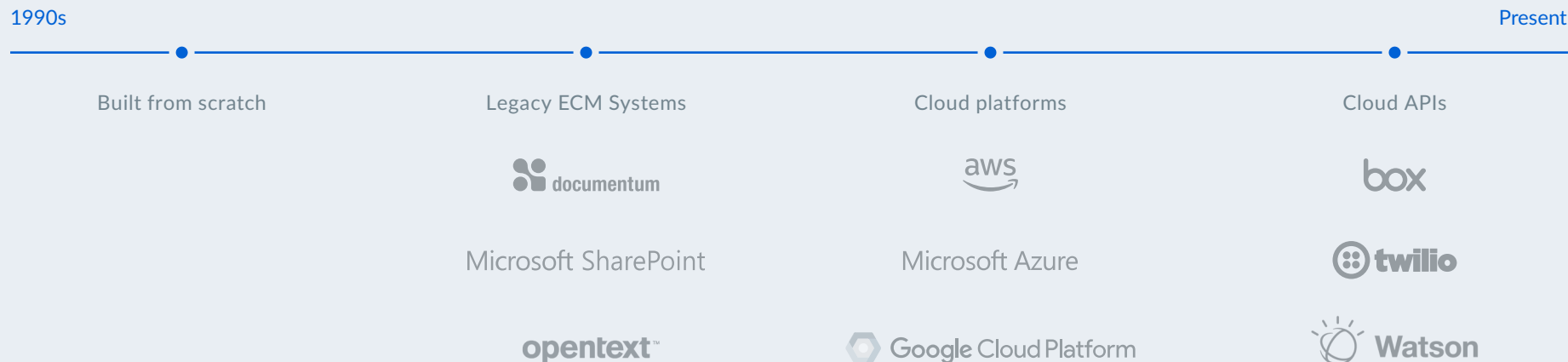
Enabling developers

The end users of digital services expect every application they use to be secure, frictionless and delightful. Fortunately, just as user expectations have risen, Cloud Content Management makes it easier for developers to build exceptional digital experiences. By leveraging Box Platform APIs with Box as a secure content layer, developers can easily create content-driven apps and portals that enable the digital workplace and further digital business processes.

H&R Block, for example, was able to create a new app for tax season on top of Box Platform for customers to upload tax documents and start the tax-filing process from their smartphones.

Similarly, Walmart built an app to train and enable its floor sales associates, and LegalZoom built a legal services app to make the often confusing field of law more accessible to the average person. Similarly, the US DOJ developed an app to extract chain of evidence in support of litigations, and Argonne National Labs is developing an app to collaborate with research institutions on highly sensitive data. Through access to APIs and SDKs, Box makes it easier for developers to build and scale these types of content-driven applications in the cloud.

The evolution of app-building



How to build a rich digital content experience with Box

► Content exchange and submission

Provide your users with access to their content and cases and allow them to easily and securely upload files using the Box Platform APIs. Users can also generate shareable URLs for files and folders.

► Preview

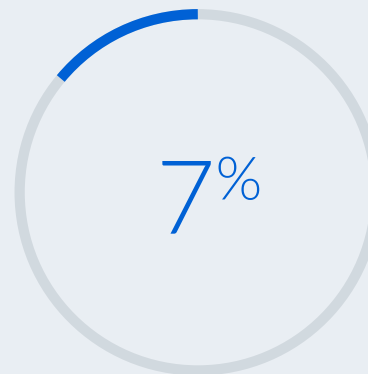
Display interactive file viewers for documents, presentations, spreadsheets, images, videos, 360-degree images and videos, 3D models, DICOM and dozens of other file types in your apps interface.

► Collaboration

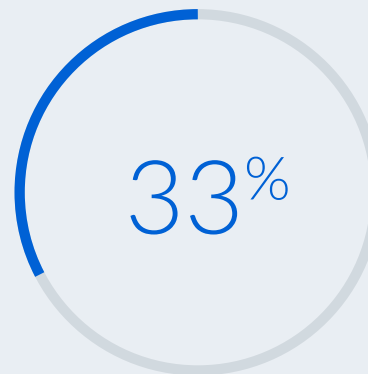
Allow your users to collaborate on cases in your apps by adding text comments to files, creating and assigning tasks to each other and annotating file previews.

► Search

Help users find the exact content they're looking for with keyword search across file and folder names, file descriptions and in-file text.



of brands are exceeding customers' digital expectations.
— Accenture⁵



of consumers never engage with a brand again after a bad mobile experience.
— Sitecore⁶

⁵[accentu.re/2iXSV3d](https://www.accenture.com/2iXSV3d)
⁶[prn.to/2jsQLbh](https://www.sitecore.com/prn.to/2jsQLbh)

Strategic integrations

When agencies centralize content in the cloud with Cloud Content Management, they can improve collaboration, simplify IT and increase security. By integrating their content management systems with other key services like Adobe Sign, Office 365, SAP, ServiceNow and Salesforce, agencies can ensure a smooth experience that lets users interact with different systems without feeling like it's interrupting their workflow.

With Cloud Content Management, agencies benefit from a secure, compliant hub that works for all of their content, and securely drives adoption by letting end users work in the cloud for more sensitive business-critical workloads. Employee productivity rises due to a frictionless end-user experience, and business processes improve because developers can integrate the Cloud Content Management solution into any back-end or partner system.





**METROPOLITAN
POLICE**

“By choosing Box, we’re transforming how we access content across the force, which is absolutely critical when working on the frontline of law enforcement.”

Angus McCallum, Chief Information Officer and the Metropolitan Police Service of London

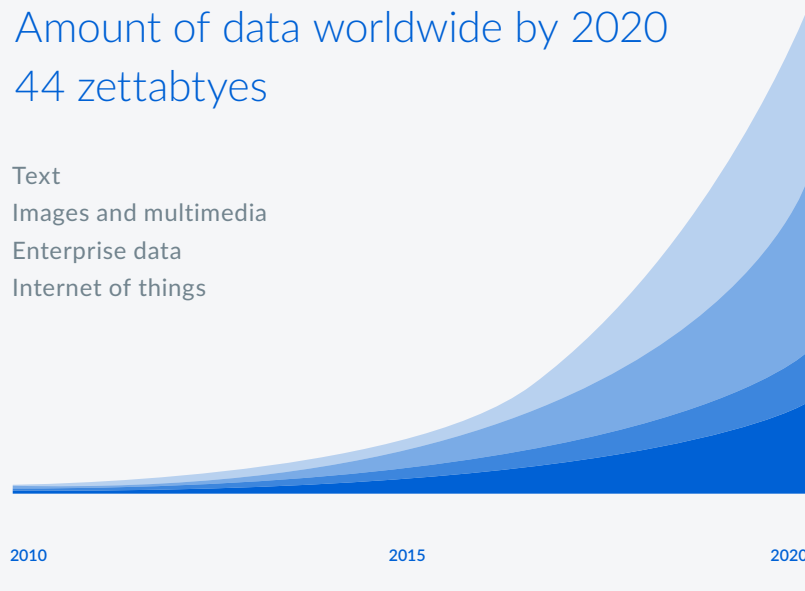
Intelligence for actionable insights

Digital transformation has created a veritable explosion of data — more data than the world has ever seen before. This has presented major challenges to agencies, which then have had to try to use legacy systems to manage data from an array of new applications, devices and platforms. The cost to businesses is real when they can't harvest this new information: employees lose productivity when they can't find and use rich content, and leadership lacks meaningful business insight into the valuable data it owns.

But the good news is that just as data has been growing at an unprecedented rate, another technological revolution has also been maturing: machine learning. And machine learning brings with it the ability to automatically extract insights from and structure data at scale.

Amount of data worldwide by 2020 44 zettabytes

- Text
- Images and multimedia
- Enterprise data
- Internet of things



bit.ly/2jr3jA1

Deloitte estimates that automation could save the federal government up to 1.2 billion hours annually, with a potential cost savings of up to \$41.1 billion.⁷

⁷bit.ly/2FBWShk

“Content in Box is more valuable than content outside of Box.”

Jeetu Patel, Chief Product Officer, Box



⁸bit.ly/2h2hDgN
⁹bit.ly/2BsrWn8

75% of developer teams will use AI technology for a business application or service by 2018.⁸

Apart from understanding the content itself, you can also uncover insights about the relationships people in the organization have with and around that content. Instead of searching through huge digital folders of images, users can search for specific metadata, like objects or text featured in images or the location they were uploaded from. Instead of trying to intuit what content teammates are working on and what they should be reviewing, imagine if employees had a feed surfacing the most relevant content right when they need it. Instead of manually tagging documents and starting review cycles, what if every time a customer uploaded something like a supply request form or vendor application, it automatically kicked off the right workflow based on specific metadata fields. These are some of the abilities machine learning can facilitate when you manage content in the cloud.

61% of businesses with an active innovation strategy are using AI to uncover new data opportunities.⁹

By working in the cloud, you have the flexibility to easily make changes to the solutions you use so you can constantly leverage the best machine learning options available. While legacy, on-premise content management systems require that you shift data around to different services, when you work in the cloud, you can instead bring machine learning to where your content and processes already live. This lets you generate invaluable insights about your content so you are freed up to focus on what matters most: achieving your business goals.

Ways Box can bring machine learning to you:

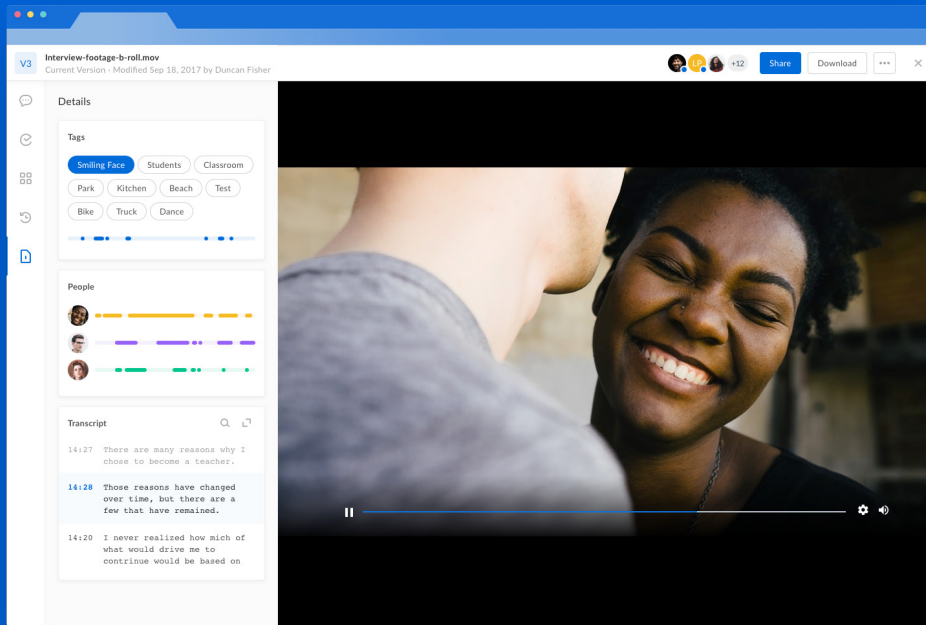


Image recognition

Recognize objects and text in images and automatically apply metadata

- Handwritten text extraction
- Facial recognition in law enforcement
- Satellite and drone imagery analysis



Audio transcription

Transcribe audio recordings and apply metadata

- Sworn testimony, interviews and hearings transcription
- Call center recording analysis and topic extraction
- Automated meeting minutes
- Newsroom media analysis



Video indexing

Recognize objects in video files, transcribe audio, detect topics and recognize faces

- Suspect identification
- Surveillance and law enforcement
- Depositions, sworn testimony and interview transcription
- Media topic extraction
- eDiscovery of video stores



Custom content processing with machine learning

Leverage any third-party machine learning service to process Box files and train custom Skills to work with your unique data sets

- Process call-center recordings based on the sentiments expressed
- Analyze contracts and invoices based on custom metadata fields

Box CEO Aaron Levie on how to leverage machine intelligence

“One of the biggest trends in technology today is artificial intelligence and machine learning. And there’s no better use case for both AI and machine learning than Cloud Content Management.

If you think about the explosion of unstructured data, whether it's documents or video files or images or X-Rays or 3D models, all of this content needs to be able to be organized and shared in a very secure way in organizations.

We think the power of AI or machine learning technologies is to be able to take all of that unstructured information and begin to make sense of it.

So for an enterprise, now I can begin to have insights about what's happening with my data to make sure my organization is as productive as possible.

At the same time, we know that AI technologies from a variety of partners like Google, Microsoft, IBM or Amazon can actually help us bring more intelligence to Box by making your content much smarter. So you can take things like images and recognize the objects or text within those images, you can take video and begin to transcribe the audio, or you can take documents and begin to summarize them and pull out metadata attributes.

AI and machine learning technologies allow us to dramatically improve how we’re working with and managing our content.”



Security and data protection

With the rise of digital transformation, IT services have steadily moved from a centralized computing model to a highly decentralized one. Mobility, cloud services and consumer apps have all fueled the need for employees to be able to work anytime, anywhere and from any device on both regulated and non-regulated content. At the same time that IT services have decentralized, they've also had to be easily deployed to remote employees, suppliers, partners and customers across the extended enterprise. While worker mobility and collaboration has created immense value for businesses, it has also posed challenges for IT and C-Suite leaders to secure content across a distributed ecosystem.

With Cloud Content Management, security risks can be reduced while still enabling and empowering everyday users.

When you centralize information in a single cloud platform, you can boost security and mitigate risk. A small and well-managed attack surface is easier to monitor than a highly distributed one, and centralization also makes it easier to add multiple layers of defense. Meanwhile, with control and reporting mechanisms in the cloud you can easily manage who has access to what content and have full transparency across every interaction a user has with sensitive

content, including content affected by the Financial Industry Regulatory Authority (FINRA), the Payment Card Industry Data Security Standard (PCI DSS) and the Global Data Protection Rule (GDPR).

Cloud Content Management also allows you to secure all of your business communications in the cloud rather than relying on insecure consumer solutions and email attachments for internal and external sharing. These consumer tools accelerate content sprawl, increase the risk of data breaches and rarely support defensible eDiscovery. Rather than security being seamless, it becomes a game of whack-a-mole. By managing content in the cloud, however, you can finally move away from sharing using insecure consumer tools and away from treating email as if it was a document management system.

Maintaining security is critical given the major impact data breaches and regulatory failures can have on businesses' finances and brand reputation.

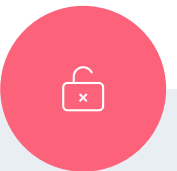
Without tight IT controls, the risk of human error exposing the company to data loss is high. Seventy-six percent of employees think it is acceptable to transfer confidential work documents to personal devices. Eighty-seven percent don't notify anyone when a USB drive is lost, 70% carry confidential business data while travelling and 52% percent don't notify security teams quickly when a computer goes missing. The global average cost of a security breach today is \$3.62 million, and is typically proportional to the number of documents that are lost. Meanwhile, the damage to brand reputation after a breach is long-lasting and not easily repaired.

Evolving global legislation and regulations only up the ante for IT leaders to take an active role in managing content.

Compliance management requires tackling convoluted industry, line-of-business and geography-specific standards. The European Union's General Data Protection Regulation (GDPR), for example, tightens regulations around any company handling the data of European citizens and residents.

As companies serve increasingly global customer bases and work with global partners across the extended enterprise, they need to be ready to meet regional data governance and residency requirements or face significant penalties associated with failure to adhere. Only working in the cloud gives you the agility to quickly respond to this ever-evolving global regulatory compliance landscape.

In the face of the challenges of distributed computing, the risk of data breaches and evolving regulatory requirements, agency leaders should turn to Cloud Content Management to have the flexibility, transparency and controls they need to manage content effectively, meet business requirements and empower end users.



After a security breach,
the average company

- ↓ Has a 5% drop in stock price
- ↓ Loses 31% of relationships with consumers

Ponemon Institute¹⁰

¹⁰[ibm.com.co/2rLVOKR](https://www.ibm.com.co/2rLVOKR)

Certifications and audits

For any business or government agency, being proactive about maintaining compliance to geography- and industry-specific regulations is key. Here are some of the security certifications and audits Box has completed to help ensure the highest level of data protection for customers:

► **ISO 27001**

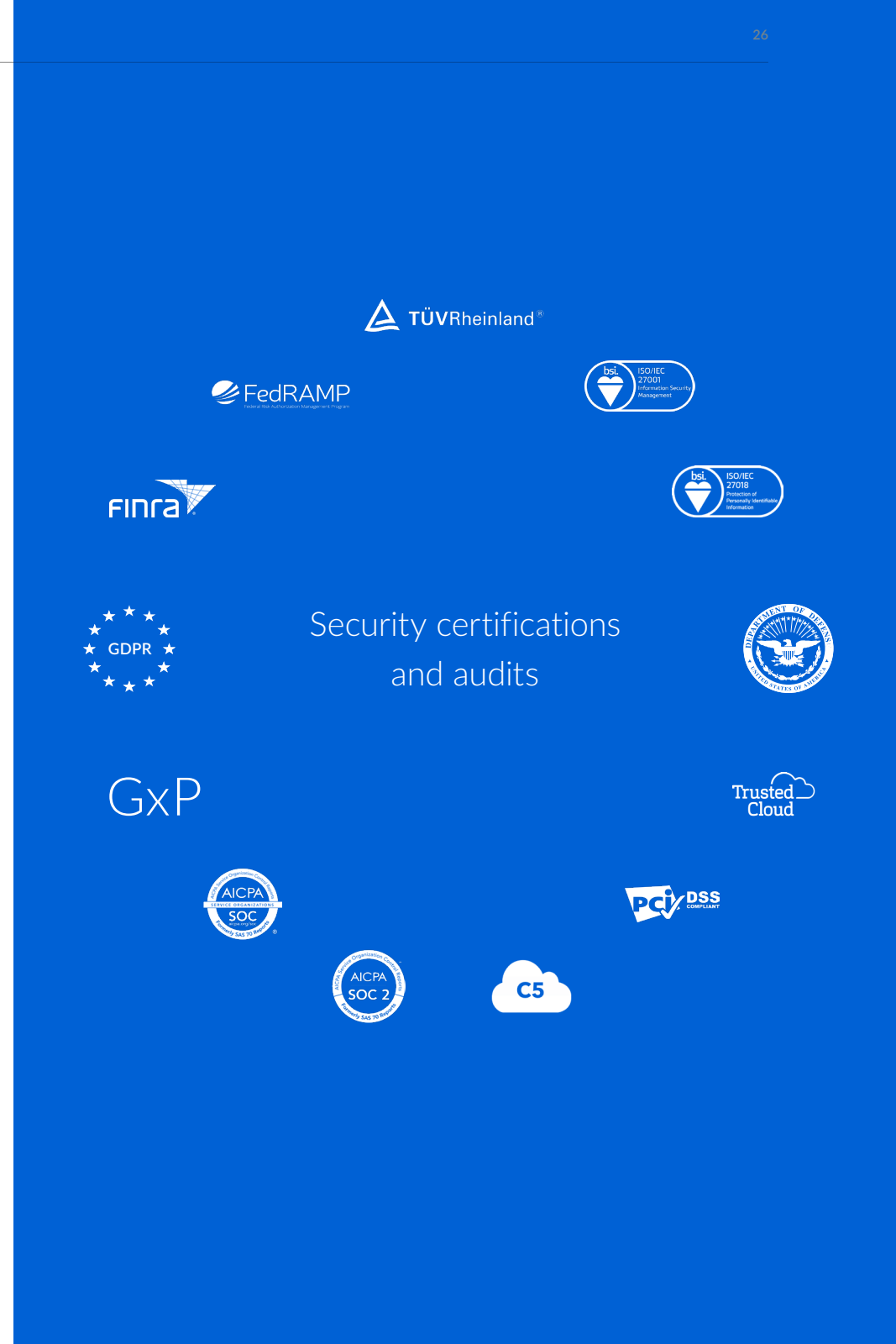
ISO 27001 is a globally recognized security standard that provides a guideline of the policies and controls an organization has in place to secure data. The standard sets out internationally agreed upon requirements and best practices for the systematic approach to the development, deployment and management of a risk/threat-based information security management system. Box has achieved ISO 27001 certification for our Information Security Management Systems (ISMS), covering the Box product and all supporting infrastructure.

► **ISO 27018**

ISO 27018 focuses on protecting personal data in the cloud. Based on ISO 27002, it provides guidance for controls around Personally Identifiable Information (PII) in the public cloud. It also provides additional protections not encompassed by ISO 27002.

► **TCDP 1.0**

The Trusted Cloud Data Protection Profile (TCDP) for cloud services is the testing standard for data protection certification in accordance with the German Federal Data Protection Act (BDSG). It represents the legal requirements for subcontracted data processing as a testing standard.



▶ **SOC 1**

The Box System and Organization Controls (SOC) 1 Report covers processes and controls relevant to customers' financial reporting.

▶ **SOC 2**

The Box SOC 2 report covers security and availability controls defined by the American Institute of Certified Public Accountants (AICPA).

▶ **FINRA**

Box can store and retain data in compliance with the Financial Industry Regulatory Authority (FINRA) as established by section 17a-4 of the SEC Act. This governs how certain electronic records should be preserved in non-rewritable, non-erasable formats for specific periods of time.

▶ **FedRAMP**

Box is compliant with the Federal Risk and Authorization Management Program (FedRAMP), the cloud security standard of the U.S. government. This certifies Box to meet additional security and compliance controls to manage sensitive non-classified data for federal civilian agencies.

▶ **PCI DSS**

The Payment Card Industry Data Security Standard (PCI DSS) is a global data-security standard established by payment card brands to guide all entities that process, store or transmit cardholder data. This affirms that Box upholds basic security measures for the protection of payment card data.

▶ **GDPR**

The Global Data Protection Rule (GDPR) harmonizes data-privacy laws and regulations across the EU, protects EU citizens in the area of data privacy and reshapes the way organizations across the region (and beyond) approach data privacy. Box is committed to fulfilling GDPR requirements and has Binding Corporate Rules (BCRs) to enable GDPR compliance.

▶ **GxP**

Box GxP Validation enables pharmaceutical and life-sciences organizations to validate Box so they can work with, manage and distribute all of their clinical, lab and manufacturing content.

▶ **TÜV Rheinland**

The German certification body has awarded Box the status of Certified Cloud Service. TÜV Rheinland certifies that Box has implemented and maintained effective processes and controls that meet the data privacy and security objectives as defined by TÜV Rheinland's inspection catalog, which is based on requirements from the German Federal Data Protection Act, EU Data Protection Regulation, ISO 27001, IT Infrastructure Library and ISO 20000.

▶ **BSI C5**

Box has achieved Cloud Computing Compliance Controls Catalog (C5) certification as awarded by the German Federal Office for Information Security (BSI). C5 defines the bar that cloud providers should meet when dealing with German data, and combines existing security standards like ISO 27001 with increased transparency in data processing.

▶ **Department of Defense Cloud Computing SRG Impact Level 4**

Box has received the Department of Defense SRG Impact Level 4 authorization from the Defense Information Systems Agency (DISA). This allows Box to support the Department of Defense in managing sensitive non-classified data.

Ways to use Box to boost security for business process communications



Monitor, revoke and expire access

Comprehensive audit trails show who accessed each file, when they accessed it and whether they've viewed, downloaded or updated it. By sharing with a secure link, you can also add a password, set an expiration date for access or revoke access at any time.



Define granular permissions and access rights

Invite partners to collaborate in a folder and choose from seven different levels of access rights.



Extend security policies to outside parties

You can't dictate the email password requirements of your partners. But you can require compliance with Box policies and acceptance of terms of use when they access content in Box. This helps give you more control over security when sharing documents with other agencies or outside partners.



Integrate content into business process applications

Box Embed creates a secure view into Box content from other applications like Salesforce, DocuSign and Jive. This eliminates content sprawl and provides one secure place to manage the confidentiality and integrity of your business information.

“Compliance is a key component of almost everything we do in the information technology sector. The fact that Box was built for achieving compliance with new regulations and laws lets us bypass so much of the workaround mentality you find with legacy systems.”

Steve Boelhouwer, Web Services Supervisor, City of Santa Barbara



Ways Box provides security and data protection:



User security

Get granular user security across devices, apps and content types

- Over 1,400 integrations with third-party applications
- Native integration with security and identity management providers
- APIs to integrate Box content into any custom app
- Granular access and collaboration controls
- Native device and mobile controls



Information governance

Simplify retention, discovery and content policies

- Retention management
- Defensible eDiscovery with in-place legal holds
- Automatic content policy enforcement
- Watermark documents



Infrastructure

Protect your data by working in a secure, resilient environment where you can detect and manage threats

- Multiple data centers, 99.9% SLA with optional in-region data storage
- Full encryption in transit and at rest plus optional customer-managed keys
- Penetration tests and secure software development lifecycle



Compliance

Meet evolving global compliance standards

- GxP Validation
- HIPAA
- FINRA
- PCI DSS
- FedRAMP
- DoD Cloud Computing SRG Level 4
- Support for GDPR readiness
- ITAR
- IRS-1075
- FIPS 140-2
- NIST 800-171

How Box is leading the market with Cloud Content Management

The analyst community is increasingly recognizing the role Box is playing as a market leader for content management. Box was recognized as a Leader in Gartner's 2018 Magic Quadrant for Content Collaboration Platforms (formerly EFSS), an industry-standard measurement for a company's vision and ability to execute on that vision. Box was also named a Leader in the Forrester Wave™: Enterprise Content Management – Business Content Services, Q2 2017 and a Leader in The Forrester Wave™: Enterprise File Sync and Share Platforms – Cloud Solutions Q4 2017.

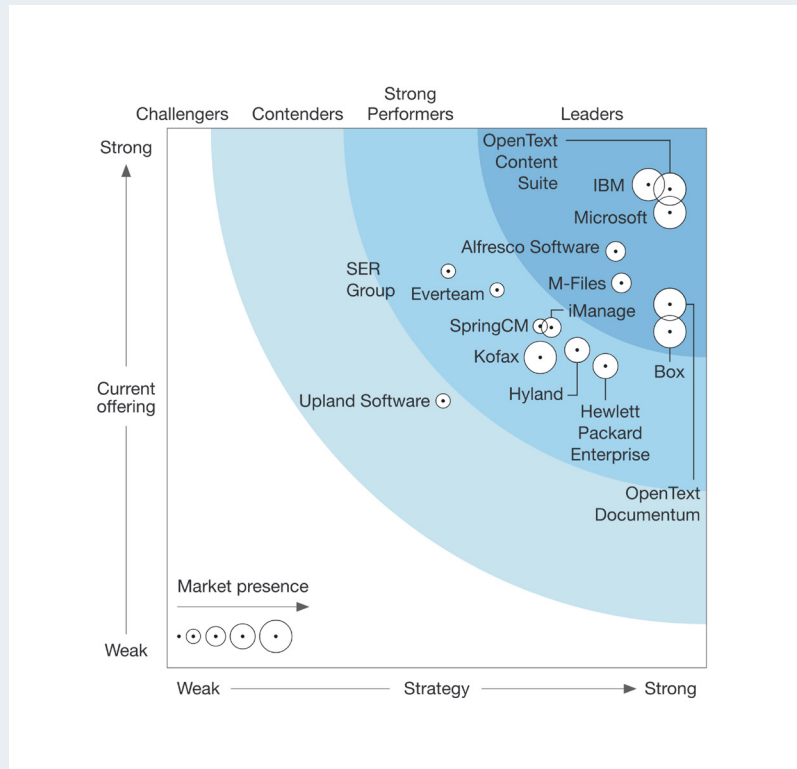
Check out the Box Blog (blog.box.com/blog/) for the latest announcements on how industry analysts are recognizing Box.



Box named a Leader in Gartner's 2018 Magic Quadrant for Content Collaboration Platforms

"Box offers a complete set of capabilities including workflow, metadata management, content collaboration and intelligent services, on a scalable secure public cloud platform."¹¹

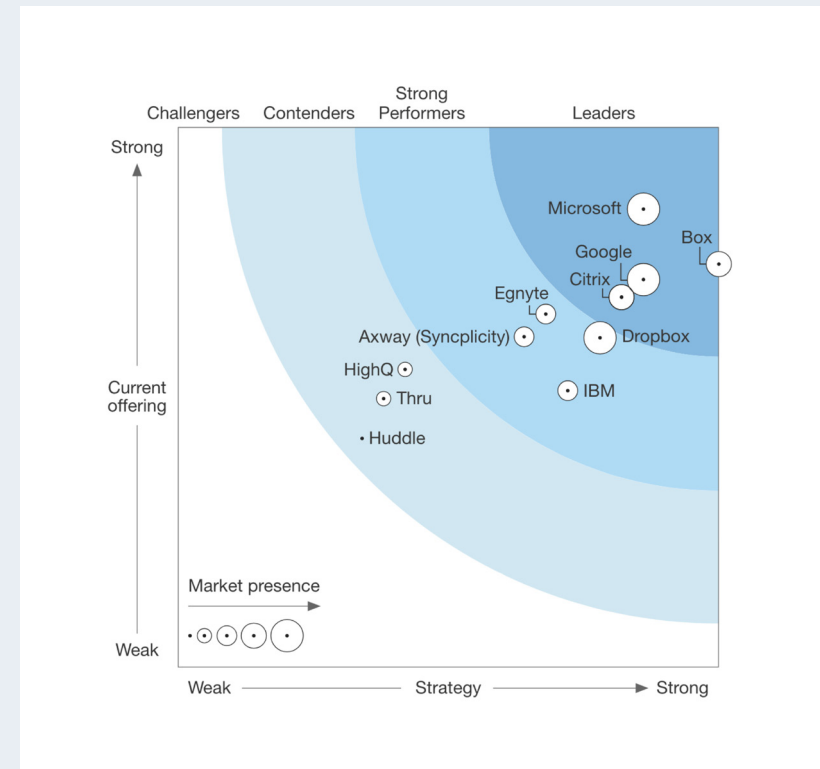
¹¹ www.box.com/resources/gartner-ccp-magic-quadrant



Box named a Leader in The Forrester Wave™: Enterprise Content Management – Business Content Services, Q2 2017

“Box attracts interest from customers that are embarking on their own cloud-first road map for content management and collaboration. Box is also attracting solutions providers and independent software vendors looking to use its API-rich platform as a content repository for their own vertical or line-of-business applications.¹²”

¹² bit.ly/2y9oUHX



Box named a Leader in The Forrester Wave™: Enterprise File Sync and Share Platforms – Cloud Solutions Q4 2017

“Box appeals to regulated industries, such as government, financial services, and life sciences, by offering governance bundles and premium services that include security and compliance certifications, key management, data residency, life-cycle management, and legal hold capabilities. Customers report strong satisfaction with Box’s file sharing capabilities and content repository services.¹²”

¹² bit.ly/2MqKESl

How Box can help

Corporate history and mission

Box was founded in 2005 to help businesses bring all of their people, information and applications together to transform the way they work. After humble beginnings, being born out of a college research project and developed by its four founders in a Berkeley cottage, Box has grown to now serve 87,000 customers and 69% 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](https://www.box.org), provides nonprofits with the technology resources they need to innovate and achieve their goals.

How Box can create value for your company

No matter your industry, Box can help accelerate your business growth and ultimately save you money. By boosting efficiency, reducing IT infrastructure costs and significantly decreasing the chance of costly data breaches, Box is ready to help you save.

A study by Forrester Research¹¹ based on surveys and interviews with Box customers found that customers can see up to a 405% return on investment (ROI) and a productivity improvement of over 20% in its first three years with Box.

Try using the Box ROI Calculator ([box-roi.com](https://www.box-roi.com)) to learn how your company can save costs, boost productivity and reduce risk with Box.

¹²www.box.com/resources/forrester-tei

The Box offering

Over the past 10 years at Box, we've continuously striven to build and improve our product to better serve our customers.

Designed for the needs of end users, IT and developers, Box lets you securely manage, share, organize and collaborate on content in the digital workplace.

Meanwhile, you can also efficiently manage the metadata, collaboration and workflows ([Box Relay](#)) related to that content to enable your digital business.

We've enhanced the security and hosting services and added a range of features design to meet the needs of enterprises for governance ([Box Governance](#)), compliance with a broad range of certifications from ISO to GDPR, encryption key management ([Box KeySafe](#)) and data sovereignty ([Box Zones](#)). We've also defined and published APIs that enable developers to build their own applications, and are rolling out two innovative machine-learning technologies ([Box Skills](#) and [Box Graph](#)) to make content more actionable and useful. Box continues to evolve, and by leveraging cutting-edge technologies like machine learning, we bring the latest and best suite of services to our customers for Cloud Content Management.



We believe that every company can and should work like a digital company, and that Cloud Content Management is essential to achieving this.

With Cloud Content Management, manual processes become digital and automated. Employees no longer have to spend hours each day or week hunting for information, and productivity soars. Collaboration across the entire extended enterprise becomes seamless, and the latest machine learning technologies help you maximize the value of every piece of content you have. No more siloed content, no more searching for information.

With Box, you can finally work as one.

Meet some of our customers





To learn more about Box, visit <https://www.box.com/industries/government>