



Case Study

Leading Consumer Goods Company



The marketing group for a leading consumer goods company uses Box to improve team collaboration, securely share documents with external agencies, and access critical files on-the-go.

This customer is a leading consumer goods company, producing popular brands for personal care, baby care, and other products.

“ Collaborating with external agencies has been great. They like that they can access files from any computer and not be tied to the company’s network. Being able to open files on their iPhones and Blackberrys is a bonus. ”

Analyst - Innovation Group
Consumer Goods Company

Challenge

Ben, an analyst with the company’s Innovation group, was approached by some of the company’s marketing teams, who complained about the difficulty of collaborating on files during their weekly three-hour branding meetings.

After observing their branding meetings, Ben saw how problems with seemingly simple tasks caused major distractions from the work at hand. Meetings revolved around the review of project plans, commercial spots, banner ads, packaging design, and other essential campaign materials. Ben observed team members not receiving files after they were sent, difficulties downloading files through slow and complex server applications, members having to re-send files, and people not being able to open files at all. Together, these issues were an unnecessary drag on the time and productivity of these critical branding meetings. They needed a solution that would provide a more reliable team workspace for sharing files.

As Ben sought a solution to this immediate problem, he also wanted to address lingering security issues in sharing files, especially with external agencies. “Anyone with a login could access files even after they weren’t part of the company or working with one of our current agencies.”

Solution

Ben and the company’s Innovation group selected Box.net because it provided a straightforward, unobtrusive, secure, and cross-platform solution to help its marketing teams share and exchange files. Founded in 2005 with the mission to help people access their information easily from any location, Box.net now has over 2 million users from thousands of businesses that look to Box.net to help replace FTP software, simplify file management, and accelerate team productivity.

First and foremost, Box eliminated the problems marketing teams had in uploading, downloading and sharing files and provided a common workspace central to their branding meetings. “Box serves as a repository for initiatives, new plans, and spots. It improves our team’s productivity in these weekly three-hour calls because everyone can open the necessary files and not have to worry about who’s got what and where,” Ben explained. He added that it did not take long to get the team up and running on Box: “All I did was show some screen shots and talked about the main features – it felt similar to social sites they used, so they picked it up quickly.”

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Because Box is a web-based service, it provides many added benefits to the team around access, file editing and security. Individuals on specific teams and those working with them from outside agencies can access files anywhere: "Collaborating with external agencies has been great. They like that they can access files from any computer and not be tied to the company's network. Being able to open files on their iPhones and Blackberrys is a bonus," Ben said.

In addition, team members appreciate the ability to work on files right inside Box, such as using the integrated Zoho service for editing documents, spreadsheets, and presentations online. Box also keeps the company's content secure. When people share files or folders, Box allows them to use secure, password-protected links to content and set user-specific and time-sensitive file permissions.

Perhaps the greatest value of all is the fact that Box lets the company's marketing teams focus on their work: "Box is a collaboration tool we can trust."