



Case Study - Professional & Creative Services

Navigation Device Company



Leading Navigation Device Company Utilizes Box to Quickly and Securely Distribute Marketing Assets to Offices around the Globe

Customer is a leading producer of navigation and communication devices. It has grown from a handful of individuals to thousands of employees in offices across several continents.

“Box is an integral part of what we do now, it’s the link that everyone hits on a daily basis.” »

Senior Manager
Communication Services
Navigation Device Company

Challenge

After years of managing all marketing from one in-house advertising agency, the company began expanding marketing responsibilities to its offices overseas—each desiring to localize its own marketing campaigns. In order to implement these campaigns, its US-based advertising department needed to share campaign assets, such as logos, copy and visuals, with each office to ensure quality and brand consistency.

The advertising team struggled to get these tools to the people who needed them in a timely and secure fashion, and the remote offices endured long waits and high shipping costs as the advertising department loaded large zip, PDF and image files onto discs and mailed them around the world. “We were burning a lot of discs and paying shipping. It was very inconvenient when someone needed something right away,” explained a senior manager of communication services.

The advertising team needed a solution that would allow them to immediately transfer digital assets to any office without compromising their confidential nature.

Solution

After attempting to find an internal solution to no avail, an employee at the company suggested Box. “When we looked into Box it seemed very feasible and it made a lot of sense,” the senior manager recalled. Founded in 2005 with the mission to help people access their information easily from any location, Box.net has over 2 million users from thousands of businesses that look to Box to replace FTP software, simplify file management, and accelerate team productivity.

The company seamlessly implemented Box into its global marketing operations. “We didn’t have to do any major training,” the senior manager explained. When the company launched Box, she merely assembled a quick tutorial on the site and sent it out to the international offices.

While the company had a long-held tradition of keeping all processes in-house, the team saw that it could trust Box to assist with the distribution of digital assets. “It’s a very reliable site,” the senior manager acknowledged. The team particularly valued Box’s time-based access controls. When someone shares a file, he or she can choose the time frame in which it remains accessible to a given contact.

The advertising department now uses Box on a daily basis both to quickly transfer files from its headquarters to its international offices and to generate ideas back-and-forth when international offices develop campaigns. “We can put things on Box as soon as they’re finished instead of waiting until the end of the week to load a CD and send it through the mail.”

“Box is an integral part of what we do now,” she continued. “It’s the link that everyone hits on a daily basis.”

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