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Empowering Your Mobile Worker



CBA
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Integrating >>> Projects & Technology

The logo for CBA (Critical Business Analysis) features a stylized blue wave graphic to the left of the letters 'CBA'. Below the company name is the full name 'CRITICAL BUSINESS ANALYSIS'. The contact information includes the address, phone number, and fax number. At the bottom, the tagline 'Integrating >>> Projects & Technology' is displayed with three blue chevrons pointing to the right.

Mobile Workers Are on the Rise – Is Your IT Strategy Up to the Challenge?



According to Forrester Research, nearly 60% of all corporate employees share, access and manage content outside the office – with their iPhone, iPad, Blackberry, Android and more. Indications are that number's only going to increase.¹

It makes sense: mobile content management increases user productivity, ramps up customer engagement, enhances customer service, maximizes collaboration and drives more effective business decision-making.

What does all this user mobility mean for IT? Simply this:

A modern mobile strategy is no longer a “nice-to-have” ... it’s an absolute business necessity.

“ Now I work anywhere, anytime. I haven’t taken my laptop on the road for a long time and, in fact, I run the entire company off my iPad. ”

Lance Locher
Founder and Senior Vice President,
Clear Channel - Total Traffic Network

What would that strategy look like – specifically? For workers, these critical needs would be met, immediately and seamlessly:

- **Anywhere access:** Manage and access files from any device
- **Unified content view:** Keep desktop, browser and mobile data in sync
- **Cohesive collaboration:** So working together isn’t a challenge

And for IT, a modern mobile strategy would include:

- **Supportability:** Savvy IT departments are rolling out an ever-expanding variety of company-specific mobile apps
- **Security:** Remote device management coupled with auto logout and locking
- **Visibility:** Insight into how content is managed and accessed in the organization, featuring centralized security, password/permission management and comprehensive auditing and reporting

Clearly, the mobile worker's here to stay. Accordingly, nearly 50% of firms say they're focused on supporting more mobile applications for employees whose “office” is – increasingly – wherever they are.¹

Security Checklist

When assessing mobile content management solutions, consider that best-of-breed products feature robust security and device management capabilities. Insist on the following features:

Comprehensive security controls

- 256 bit AES encryption per file at rest, 30-day rotating encryption key
- 256 bit SSL encryption data transfer
- SAS 70 Type II certified, redundant data centers and DR policy
- 99.9% SLA Uptime Guarantee

Remote device management

- Auto-timed screen logout on mobile devices
- Custom 4-digit pass code
- Immediate access restriction on device
- Auto login to end user accounts for remote wipe

Access management controls

- Prohibit access to App/Web UI from admin console
- Prohibit access to content (folders and groups) from admin console
- Domain Identity Control: SSO available on iPad and iPhone apps

Audit trail for discovery

- All global files can be accessed directly from central admin console
- Reporting of all Box activity based on a granular date range:
 - Usage statistics are tracked for files, individual users and groups
 - Downloads, uploads, previews
 - Tracked by IP Address



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¹ Forrester Research, “The Rise of Wannabe and Maverick Mobile Workers,” 2/16/2011

Enter Box's Mobile Apps: Empowering Users *and* IT

Your Company's New Path to Productivity



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With Box, your mobile workers access, view, share and manage Microsoft® Office files, PDFs, images, video and more from any device: desktop, laptop, iPad, iPhone, Android, Blackberry, you name it. Files are synced across desktop, browser and mobile device, giving users a consolidated view of their data.

Result: Users are more productive than ever before, quickly and easily accessing mission-critical content anywhere.

Customers are using Box on their mobile devices in many ways. Common tablet use cases include:

1. Replacing paper for executives

C-level executives/ board members / organization heads receive documents and information on their tablets, replacing bulky paper binders, outdated information and reducing preparation times.

Box allows these executives to review the latest versions of documents as well as make edits and re-upload them to Box.

2. Enabling mobile sales teams

Sales teams travel to customers and present directly from tablets- replacing bulky, heavy, awkward computers. Marketing uploads the latest collateral to Box allowing sales to have the latest versions in real-time.

Box allows sales reps to present documents as well as share materials with customers directly from Box – Sales always has access to the most update version anywhere, anytime. They can also save documents for offline access and can even project and print right from Box.

3. Enabling Field Engineers

Engineers in the field need to reference designs and paperwork relating to their job site. Box eliminates the need to ship their big paper binders back to the office – reducing hours/days of time lost in transit or tracking down missing documents.

Box allows these employees to review the latest versions of documents as well as make edits and re-upload them to Box. Further Box search allows them to quickly and easily find the reports/files they need.

4. Enabling Students and Faculty

Students need to take notes, read handouts and text books and collaborate on projects all from a single, portable device. With Box, students no longer need to carry big binders, heavy books and computers.

Box allows these students and faculty to read documents online. As well as create audio recordings of lectures and notes. Further Box allows them to download, edit, upload and share documents streamlining collaboration

Customers are using Box on their mobile phones to:

1. Create content quickly and easily

Users can take quick notes (video, photo, text or audio) and upload to Box seamlessly in the background.

They can create various media file types from within Box and link to the native photo, audio and video recording apps.

2. Check-in with the office on the road

Travelling, commuting workers can keep tabs on what's happening within their organization and keep track of who's accessing their documents and changes to their shared files.

The Box widget allows users to quickly check account activity at a glance. They also have the ability to easily review and comment on documents when they have been updated.

3. Review documents quickly

Mobile workers need to quickly check information and, with Box, they can.

Box's intuitive navigation and search make it possible, enabling the mobile worker to easily download and view critical files, including a wide variety of document types.

4. Share and collaborate easily

Mobile workers at conferences/events who are reading email remotely, are able to get documents to the right people, even when they're away from the office.

Box allows these mobile workers to find documents and share them quickly – through Box or their native email. They're also able to easily to create a folder, upload documents and invite collaborators.

Box's new apps enable all this user mobility and productivity, yet:

IT experiences a greater level of security, control and uptime confidence than ever before with:

- Comprehensive security controls
- Access management controls
- Remote device management
- Auditing and reporting

The mobile bottom line: Box includes – and exceeds – all the parameters found on even the most robust security checklist.

No wonder corporate powerhouses from Novartis to Bank of New York count on Box to power their mobile environment.

New York to New Zealand ... Box Puts Total Traffic Network in the Content-Sharing Fast Lane

A Box Mobile Case Study



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When the company you founded now serves more than 100 metropolitan areas around the world, mobile content-sharing isn't optional ... it's critical.

“ The ability to be organized when you have so many markets and so many people, with all of us on the road ... it drove us to seek a solution like Box. ”

Lance Locher, Founder and Senior Vice President, Clear Channel - Total Traffic Network.

A brief corporate snapshot: Since 1996, Clear Channel - Total Traffic Network has delivered real-time traffic data via in-car and portable navigation systems, broadcast media, wireless and Internet-based services. Today, it's the largest North American provider of consumer traffic subscription services.

Total Traffic Network's Challenge: Taking Content-Sharing on the Road

“Before Box, we used internal servers, local servers, individual servers and even tried SharePoint for awhile,” Lance explains, “but none of the solutions really gave us what we needed, particularly as the company moved outside the US.” Indeed, Lance adds with a chuckle, some of the company's earliest content-sharing solutions were somewhat primitive. “They sort of resembled a shoebox with some string around it,” he reveals.

The most pressing need, as the company's operations began to span the globe: mobile content management.

The Simple Solution: Box, the Three-Letter Word for Mobile File-Sharing

Desktop, laptop, iPad, iPhone, Android – Box goes where Lance goes, and that's “just huge.” Large media files, presentations, graphics ... with Box, Lance and his geographically dispersed teams collaborate on all of these and more, whether they're across the hall or across an ocean.

Another Box benefit, notes Lance: simplicity. “We use Box for all our file-sharing, to collaborate on data testing, to organize our files and more. And with employees all over the world speaking different languages, the ability to get people on one platform quickly, getting it up and running almost immediately – Box was a slam-dunk for us.”

Bottom line, concludes Lance: “I may have a salesperson in Japan, I may have somebody in Munich, and I need to share content in real time with them,” he explains. “We do a lot of travelling around the world – just last week, I was in Japan. So the ability to work in real time, with everybody around the world, from my iPad, on a train – it's just unheard of.”

Empowering Users and IT With Cloud Content Management: The Box Story

Founded in 2005, Box provides cloud content management for more than 5 million users and 73% of the FORTUNE 500. Box's dynamic content management and collaboration solution empowers users to access and share content online while giving IT professionals unprecedented visibility into how content moves within their organizations and beyond. Content can be accessed through any device and be extended to OpenBox partner applications such as Google Apps, NetSuite and Salesforce, too.