

Reaping New Value from Existing ECM Solutions with the Cloud

For many organizations, enterprise content management has been an unrealized dream and the source of technological and budgetary challenges. Most large companies have invested millions in ECM solutions, but many are less than satisfied with their results. Even those that are happy with their deployments typically see them used by only a small number of employees in specific application areas. And as shifting trends and new technology have pushed business to an increasingly mobile landscape, enterprises are finding that their legacy ECM solutions are even less accessible. In response, many organizations have adopted a hybrid cloud solution to supplement their IT infrastructure and finally reap ECM's long-promised benefits.

An ECM strategy has and will be a vital component of the business IT landscape. Thus, organizations must do something to control the information they gather and create each day.

"The content management software market—including document management, capture and image management, Web content management, digital asset management, and records management—grew 5.3 percent in 2010, rebounding nicely after the challenging prior year" said Melissa Webster, Program Vice President, Content and Digital Media Technologies at IDC¹. "We expect to see growth rates continue to strengthen in 2011, and in the out-years of our forecast period [through 2014], as the global economy improves."

Trials and Tribulations

However, companies' ECM investments don't always result in empowered knowledge workers. Improving efficiency and optimizing processes are drivers for continued investment in ECM, a 2011 study² by the Association for Information and Image Management (AIIM) found.

The AIIM study also discovered that:

- 68 percent of installed ECM systems have no browser or mobile access options
- 72 percent of larger organizations have three or more ECM/data management/records management systems. One-fourth have five or more
- 28 percent feel constrained by their ECM/workflow system when it comes to making process changes, and 15 percent said it has limited their ability to achieve an enterprise-wide solution

IT's Enterprise Content Management Enigma

True content solutions, which must address all your company's departments, need to be user-friendly so employees easily adopt

and use the solution's capabilities. Employees (intentionally or not) will avoid applications that they find complex or cumbersome, often resulting in lost productivity or the self-provisioning of unsecure consumer tools in the workplace.

ECM solutions are designed to centralize the management of enterprise content, enabling your organization to access information, fostering effective workflow, and ensuring the protection of corporate assets. Lackluster user adoption, ineffective external sharing and collaboration capabilities, and the absence of mobile capabilities are propelling a shift in content management requirements.

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Mark Brennan, Senior Director of Information Technology, Pandora

After all, businesses rarely function under one roof and the need for effective sharing outside the firewall is a must. Sending and receiving files via email or FTP can create data sprawl, clog internal networks, and ultimately become difficult to track.

In the AIIM survey less than one-third of respondents currently have mobile-enabled ECM solutions. It's not surprising that many companies are looking into alternatives: Mobile enablement is one of the top priorities for CIOs, verified by the explosion of smart devices like the iPhone, iPad, and Android. Even desk-bound-workers often work from home, meaning that the ability to extend ECM solutions outside the office benefits more than the mobile workforce.

Connecting to the ECM system, however, is not all that employees need. Workers want to easily find, access, and leverage current, relevant content. They don't want to work on a sales proposal, marketing collateral, or contract, only to discover a more up-to-date version is out there in email. And if a system isn't easy to use and intuitive, email is exactly the place people go first to share information updates. The ability to easily access, manage, organize, and share corporate information, regardless of how content is accessed—from a mobile device, internal network, or

1 <http://www.marketresearch.com/IDC-v2477/Worldwide-Content-Management-Software-Forecast-6567172/>

2 http://www.aiim.org/pdfdocuments/IW_ECM_State-of-Industry_2011.pdf

3 <http://www.eweek.com/c/a/Security/Insider-Negligence-Sophisticated-Attacks-Worry-Federal-IT-Managers-Survey-794694/>

remote office— ensures that all employees have the most current information they need to work effectively across teams.

To the Cloud

The cloud environment is a natural fit for corporations' decentralized access requirements of content management. By design, cloud solutions are easy to implement and use; accessible by a wide array of mobile and desktop devices; customizable; scalable, and cost-effective. Cloud technology is so well-proven that the federal government has mandated its adoption by all agencies³, and corporate adoption continues to grow rapidly.

Businesses are turning to the cloud because it reduces infrastructure spending; you don't need new hardware or software, and your IT department can work on business-focused value-added tasks rather than day-to-day maintenance.

Many organizations—including 82 percent of the Fortune 500—rely on cloud solutions provider Box[®] to fill the gaps of their ECM solution (and sometimes replace them completely). Box enables content access, collaboration and sharing from any device, any-time, anywhere. Today, more than 100,000 businesses use Box to connect employees with information and enable collaboration.

Box: Connect to the Cloud

Box is a content management and collaboration solution for the enterprise that is intuitive and easy-to-use, and provides the robust security, administrative, and reporting capabilities that IT administrators require. From the Box user interface, workers can access files and folders, manage content, create collaboration groups or secure deal rooms, and easily share content with secure links.

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Box's ECM Cloud Connect^{™4} lets organizations connect their on-premise IT infrastructure with Box, enabling secure access to content stored in an ECM system via Box's web and mobile application. If you're running Microsoft[®] SharePoint[™] or IBM[®] FileNet[™] for example, Box's ECM Cloud Connect allows you to bi-directionally synchronize or selectively transfer data between those systems and Box. This lets employees securely access, share, and collaborate on their corporate content from anywhere, and with new communities of co-workers who don't have access to those on-premise ECM systems.

As a provider of technology that's designed to help people work together, Box believes in forging strong partnerships with some of the best technology available. The company's solutions can connect to 40 ECM products, integrate with more than 150 apps,

Seeking New Capabilities for Old ECMs

Organizations have invested heavily in enterprise content management solutions, but many find their existing applications lack capabilities, integration, or adoption.

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and work with dozens of cloud partners, such as Salesforce[™] and NetSuite[™].

With Box's ECM Cloud Connect, you now accomplish:

- **Enterprise Mobility:** Enable the mobile workforce to access corporate assets and current, relevant information
- **Content Synchronization:** Synchronize content and maintain version controls between any ECM system, such as SharePoint or FileNet, and Box
- **Increased Adoption and Productivity:** Empower employees by providing business solutions that work with the same intuitiveness as their consumer technology

These capabilities open-up your ability to reap the full ROI of your ECM implementation—without ripping and replacing. Employees, partners, and customers use Box's simple, intuitive interface to collaborate and share documents, delivering gains in productivity and cuts to spending, and your company continues to benefit from the systems of record in which they're invested.

Security is crucial, of course, and Box uses complete end-to-end encryption and is certified SAS70 Type II and Safe Harbor compliant. Box provides password protection and time-based file controls; role-based access controls and permissions; full audit trail capabilities and reporting; single sign-on (AD/LDAP) integration, and integration with Mobile Device Management providers for mobile security.

Through Box's centralized administration console, IT departments can streamline account set-up, user provisioning and de-provisioning, generate usage reports, and gain greater insight into how content moves throughout the organization.

"When you have offices in 110 cities in four countries, the ability to work in real-time with everybody around the world, from an iPad, from a train—it's just unheard of," said Lance Locher,

4 <http://blog.box.net/2011/03/21/introducing-ecm-cloud-connect/>

5 <http://blog.box.net/2011/08/23/boxworks-preview-the-box-effect/>

Founder and Senior Vice President of Clear Channel’s Total Traffic Network. Locher used Box to replace Clear Channel’s previous on-premise solution, and to enable his team to review content, sign contracts, and complete business tasks from anywhere.

■ A typical 100-person Box deployment saves more than 450 hours per month—or about 700 work days per year.

In fact, all your organization’s communities—IT, end-users, customers, and partners—will benefit. IT can leverage its existing ECM investment and securely extend content into the cloud, without the need for expensive, extensive user training, or costly support calls. Employees will easily interact with the powerful yet user-friendly front-end, no matter whether they’re using an office PC, their own tablet or smartphone, or a company-provided laptop. And at the right time, content in Box can be resynchronized with the ECM system for long-term records keeping and retention. Employees will feel—and be—more productive, more knowledgeable, and more valuable, as they freely interact and collaborate with others on documents and projects.

After all, a typical 100-person Box deployment saves more than 450 hours per month—or about 700 work days per year. At \$20 per hour, that adds up to \$108,000 annually. (Your knowledge

workers probably earn more than \$20 per hour.) There are other benefits, too. Collaboration increases employee engagement, spurs creativity, and may well result in better ideas for stronger products, new services, and a sharper competitive edge. Employees at amusement park Six Flags are 50 percent more productive since the company began using Box⁵, for example.

Your partners and, perhaps, customers will save time when they interact with you, and will know the status of projects by viewing shared documents.

“Box has increased productivity enormously—no more worrying about where a file is and whether it’s the latest version” says long-time customer Mark Brennan, Senior Director of Information Technology at Pandora. “When our audit accountants told us Box was safe and they trusted it, I knew we were on the right track.”

Improving collaboration and access to the growing collection of content are critical, fundamental components of companies’ future growth. With Box and the cloud, you get the most out of your existing ECM solution, and reap new rewards from yesterday’s investment.

For more information on Box solutions, please visit: <http://www.box.com/>