WHITE PAPER

The Cloud: *REINVENTING ENTERPRISE COLLABORATION*

IDG survey points to need for collaboration across all business units and an end to spot solutions

IT IS NO SURPRISE TO ANYONE working in virtually any business anywhere in the world today, that knowledge is power. Having access to the most accurate, up-to-date corporate information, and the ability to easily collaborate on that information gives organizations the means to make decisions that drive the most positive business outcomes.

Collaboration and content sharing are not, of course, new concepts. But cloud computing has changed the nature of collaboration, content sharing, document storage and project management to enable more efficient, faster-acting and cost-effective enterprises.

According to a new study by IDG Research, which surveyed more than 260 large-enterprise IT managers, the vast majority of knowledge workers (86 percent) placed a very high level of importance on collaborating with internal coworkers and external stakeholders, and having access to the most up-to-date corporate information.

This kind of collaboration happens only when information can be easily accessed internally and externally, regardless of where users are, what networks they are on or what devices they are using. Cloud-based delivery models enable massively scalable document storage, collaboration and project management solutions for large enterprises.

box

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>
> — John O'Neill, professor of counselor education at CUNY

IT'S EASIER IN THE CLOUD

Cloud-based content storage and management is simple to use. After uploading files to a centralized storage server in the cloud, users can access, manage, share and view all of their files (regardless of media type) on the Web. But it's more than large-scale file storage. Cloud-based content management enables Web-based project management, including task creation and assignment, discussion areas, a unified repository for comments, and links to project-related Web sites.

The benefits of collaboration are many, and include increased productivity, better informed decision-making, better alignment between teams and upper management, increased innovation and competitiveness, and better visibility into ongoing projects.

Organizations that have made the transition to new cloud-based models have realized massive productivity gains.

CUNY Hunter College is a case in point. Researchers at Hunter College found themselves emailing files back and forth with external researchers in an attempt to coordinate efforts. External partners had a hard time accessing the files, which hindered progress on the team's group work.

So the college began uploading materials to the cloud, creating new folders to post meeting minutes, agendas, documents and timelines for future progress. In short, the service acts as a Web-based workspace, offering a seamless way to centralize content into an easily accessible repository.

"You can't collaborate if you can't share files," said John O'Neill, professor of counselor education at CUNY. "You can't collaborate if you can't centralize your materials somewhere and access them when you're not together as a group."

THE ALL-COMPANY APPROACH TO COLLABORATION

Despite the growing stability, security and number of consumer file-sharing tools, many companies still struggle to collaborate effectively. One reason may be that organizations tend to take a closed, team-based approach to sharing knowledge, which inhibits an open flow of communication across disparate business units, departments and communities.

Importance of Having the Ability to Collaborate Securely within and *Beyond* Organizational Boundaries BASE: 262 qualified respondents

SCALE **5: Critical** → 1: **No importance**

11% (3)

3% (2)

0% (1) No importance

42% (4)
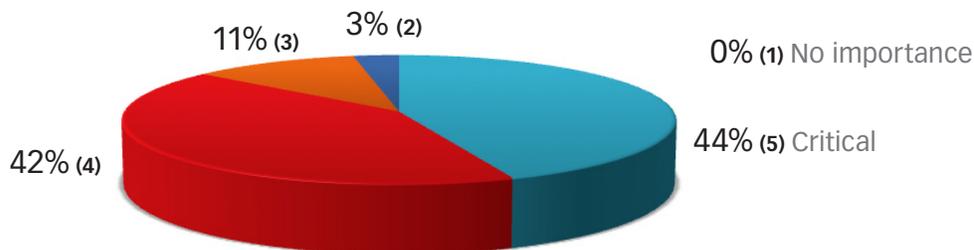
44% (5) Critical

This was borne out in the survey, in which 86 percent of respondents said that having the ability to collaborate securely both *within* and *beyond* organizational boundaries is critical or very important. Additionally, 55 percent said that having access to the latest technologies (cloud, mobile and socially enabled) is an important component to achieving that goal.

Unfortunately, many tools are introduced into an organization on an ad hoc basis; 64 percent said they are using separate solutions for basic file sharing and collaboration. That may be one reason why a whopping 60 percent rated their satisfaction with current collaboration tools and solutions as only "good" or "adequate."

So, what are enterprise customers looking for in a collaboration and content sharing solution? In terms of importance, the desired capabilities include:
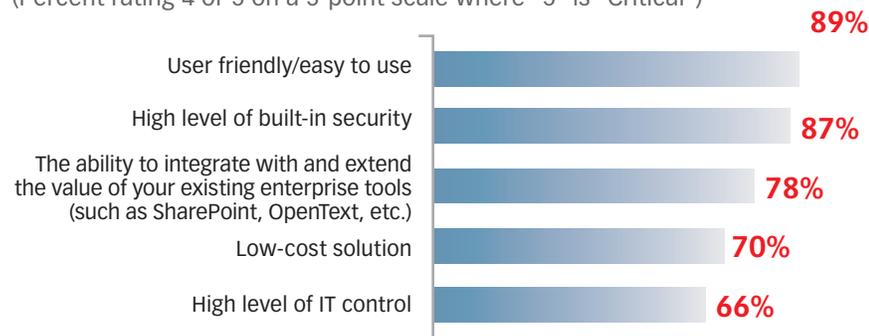
- Ease of use to increase adoption and lower training costs
- High level of built-in security
- Integration with existing enterprise collaboration products
- Low, predictable cost
- High level of IT control
- Mobile support for iPhone, iPad, Android, BlackBerry and Windows Mobile
- Cloud-based, scalable delivery model
- Integration with cloud-based CRM

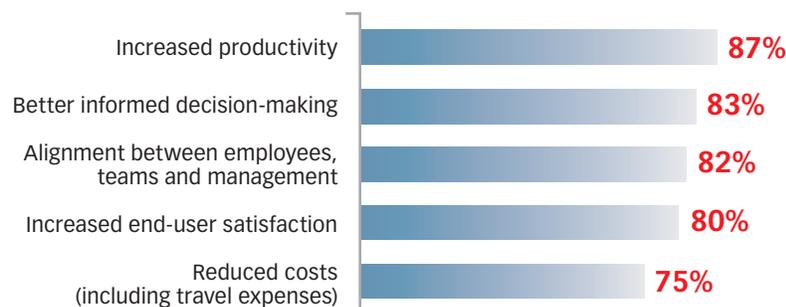## Important Features and Capabilities When Evaluating Collaboration Solutions and Tools BASE: 262 qualified respondents

(Percent rating 4 or 5 on a 5-point scale where "5" is "Critical")

User friendly/easy to use	89%
High level of built-in security	87%
The ability to integrate with and extend the value of your existing enterprise tools (such as SharePoint, OpenText, etc.)	78%
Low-cost solution	70%
High level of IT control	66%

Important Potential Benefits of Collaboration Solutions and Tools BASE: 262 qualified respondents

Increased productivity	87%
Better informed decision-making	83%
Alignment between employees, teams and management	82%
Increased end-user satisfaction	80%
Reduced costs (including travel expenses)	75%

Given what many companies are using now, it's no wonder they're looking for more secure and controlled solutions. Nearly half of respondents are using FTP servers, which are based on years-old protocols that were not designed to be secure, share files, collaborate and work in virtual teams.

WE CAN DO BETTER

Increasingly, enterprise activities are being organized around cloud and mobile technologies, which are absolutely essential for:

- Storing content on a massive scale
- Achieving a dynamic flow of information
- Ensuring that content is up-to-date and available from any device

Cloud-based solutions are paving the way for interconnected, open, easy-to-use yet secure environments where internal and external stakeholders contribute and share ideas. It's been a boon for tasks like application development.

Real-time collaboration "is very important for maintaining version control when many people are working on a project collectively," says Tony Hashem, vice president of IT infrastructure and chief information security officer at Genworth Financial, a global financial services company with over $100 billion in assets.

Cloud-based collaboration helps companies to deliver products and services faster. "When you collaborate in real time you don't have the 'throw it over the wall and see what happens' type of workplace situation, because you're working together as if you were face to face," Hashem says.

Hashem also notes the tangible benefits of cloud-based collaboration and content sharing: a reduction in travel expenses and the ability to leverage lower-cost labor markets.

According to the IDG study, three of the top four challenges slowing the adoption of collaboration solutions include security, training costs, and lack of integration with existing technologies. Box.net, a cloud-based content management provider, uniquely addresses each one of those concerns, delivering advanced security, simplicity and IT control to file sharing. Specifically:

- **SECURITY:** Cloud solutions enable monitoring and management of all user activity, such as uploading and downloading of files, setting access permissions for individual users and entire departments, password protection and time-based restrictions for shared files, generation and export of files and user activity, and file access for internal and external users.

- **SIMPLICITY:** To collaborate via the cloud, the user must create a project folder, and drag and drop files from the desktop into the folder. To share files, send a URL or invite stakeholders to view or edit. If you grant someone permission to edit, they can add comments, start a discussion, or upload their own files into the shared folder.

- **CONTROL:** Files can be restricted to preview only, so users can read but not download files; or upload only, so they can upload files without accessing the folder. Administrators are notified when a partner, client or vendor downloads a file, uploads new content, adds comments or starts a new discussion.

SOLVING PROBLEMS

Think of cloud-based content management as combining elements of traditional enterprise content management (ECM) with the collaborative elements of mobility and social networks.

The cloud breaks down barriers, enabling and improving access to corporate data from any device, while reducing the IT resources necessary to maintain and serve up content.

At the same time, enterprises are no longer burdened by the old way of doing things. Email size limitations, FTP security and firewall problems, version control challenges, time zone headaches and mobile access problems are all a thing of the past.

Today's knowledge workers need access to corporate data at any time of day and from any device. They need to share, edit and comment in real time, which was not possible only five years ago.

"We've always had collaboration in some form, whether it was email, faxing, or chat," says Hashem. "But collaboration today is real time. There is no latency. It's media, text, contacts, anything. There is nothing you can't do. Plus, cloud computing is a useful tool. It's about the ability to scale infrastructure without touching machines or buying machines."

"The future," he says, "is now."

Box: Simple and secure sharing across and beyond the organization

The hallmarks of Box's cloud-based content management solution are simplicity, security and interoperability. Truly, it could not be easier for users to store, access, edit and share files, regardless of media type and from any device. These are just a few of the reasons why Box is used by more than 8 million users around the world.

"Content management systems have traditionally been on-premise solutions that come with all the classic maintenance issues that implies," says Whitney Tidmarsh Bouck, Enterprise General Manager at Box. "We enable simple cross-company collaboration and mobile collaboration."

The main components of Box's collaboration solution encompass content management, mobile access, administrative controls, online workspaces and integration with the leading cloud-based enterprise applications.

Here's a look at these components one by one.

CONTENT MANAGEMENT
Manage all of your content in the cloud including uploading, downloading, tagging, editing and organizing. Users can share large files securely (including managing folder permissions from view-only to editing), sync files on your desktop and perform full-text search.

MOBILE ACCESS
Box enables mobile access to files in the cloud from all the major platforms and devices: iPad, iPhone, TouchPad, Android phones and tablets, BlackBerry and PlayBook. Further, users can access Box content from within more than a dozen mobile applications including GoodReader and DocsToGo.

ADMINISTRATIVE CONTROLS
Security is front-of-mind for any enterprise trusting their data to the cloud, and Box has all the bases covered. In addition to file encryption, AD/LDAP integration, auditing and other controls, administrators can manage users and file permissions including setting login credentials, storage allocations, specific and individual permission for shared files and folders, password management and expiration dates for shared file and folder access.

ONLINE COLLABORATIVE WORKSPACES
Box provides the ultimate in functionality and simplicity when it comes to collaborating. Turn any folder into an online workspace where you can invite people to view, edit and upload files. Easily track file versions by storing multiple versions of the same file, download earlier versions for reference, and reduce confusion by using the same link even as new versions are uploaded. Post and reply to comments, conduct discussions and reference comments by file version. Assign and manage tasks, and monitor all updates in real time.

INTEGRATION
A major complaint about many collaboration tools is that they don't work well with existing software and services. That's not the case with Box, where users sync, create and collaborate with the industry's leading enterprise cloud applications including Google Apps, Salesforce CRM, NetSuite, Yammer and Jive's social platform. Further, users can connect Box with up to forty of the leading ECM systems including Microsoft's SharePoint and EMC Documentum.

Box brings simplicity and security to enterprise file sharing and collaboration in the cloud