



Cloud Content Management for financial services:

Modernize business workflows and drive regulatory compliance

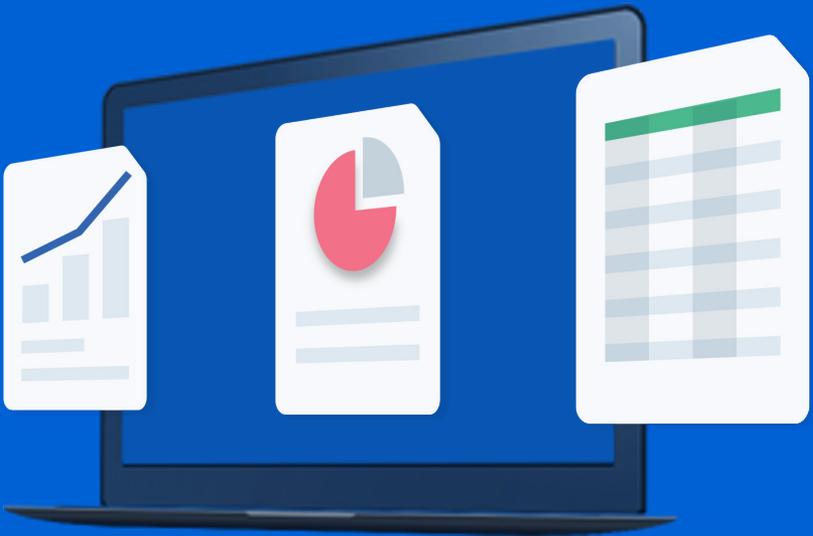




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Digital transformation in the financial world

Digital transformation is having a profound impact across the financial services industry. Old ways of working are no longer enough to keep up with rapidly evolving customer expectations, changes in market dynamics and business models as well a more stringent regulatory environment. Whether at an insurance company, a wealth management firm, a registered independent advisor (RIA), a consumer bank or an investment bank, business leaders are being forced to rethink the way they work internally and engage externally with clients and partners. And as businesses cope with the tectonic shifts of the digital age, they're also transforming to become more digital.

But becoming a digital company isn't easy. You can't take old ways of doing things, put an app on them and declare victory. To further digital business processes and enable employees and partners in digital workplace, you have to operate with a fundamentally different set of principles than you would have in the pre-digital era.

Digital transformation requires that financial services institutions address the following forces:



High customer expectations

Customers and employees expect their digital interactions with companies to be as seamless and easy as using their favorite apps on their smartphones. This means that you're not just competing with businesses in your industry anymore – you're competing with the very best consumer apps as well.



New and stricter regulation

Following the 2008 financial crisis, financial services companies are being forced to respond to a range of regulatory changes that require greater transparency, tighter controls over data governance and more comprehensive reporting.



Evolving partner ecosystems

As individual businesses change because of industry disruption, that means the ecosystems around them are changing too. Forward-thinking organizations are looking at their businesses as platforms and determining the most impactful partner strategy to deliver value to customers and shareholders.



Open innovation

Financial technology startups have driven significant innovation in the field and challenged industry stalwarts to rethink their business models and approaches to developing new products and services.



“By 2020, every
company will become
a digital predator or
digital prey.”

Forrester Research¹

bit.ly/2ABC7cV

This challenging industry environment has affected all sectors within financial services. To rise above the pressures of digital transformation, financial services providers are rethinking the way they work in some of the following ways:

Digital business processes and workflows

To keep pace with the speed of industry disruption, businesses need to draw on expertise from workers at all levels of the organization. It doesn't matter if it comes from an intern or a CEO: great ideas need to be implemented quickly. This is only possible when processes are digitized.

Scalable technology to address regulatory and compliance requirements

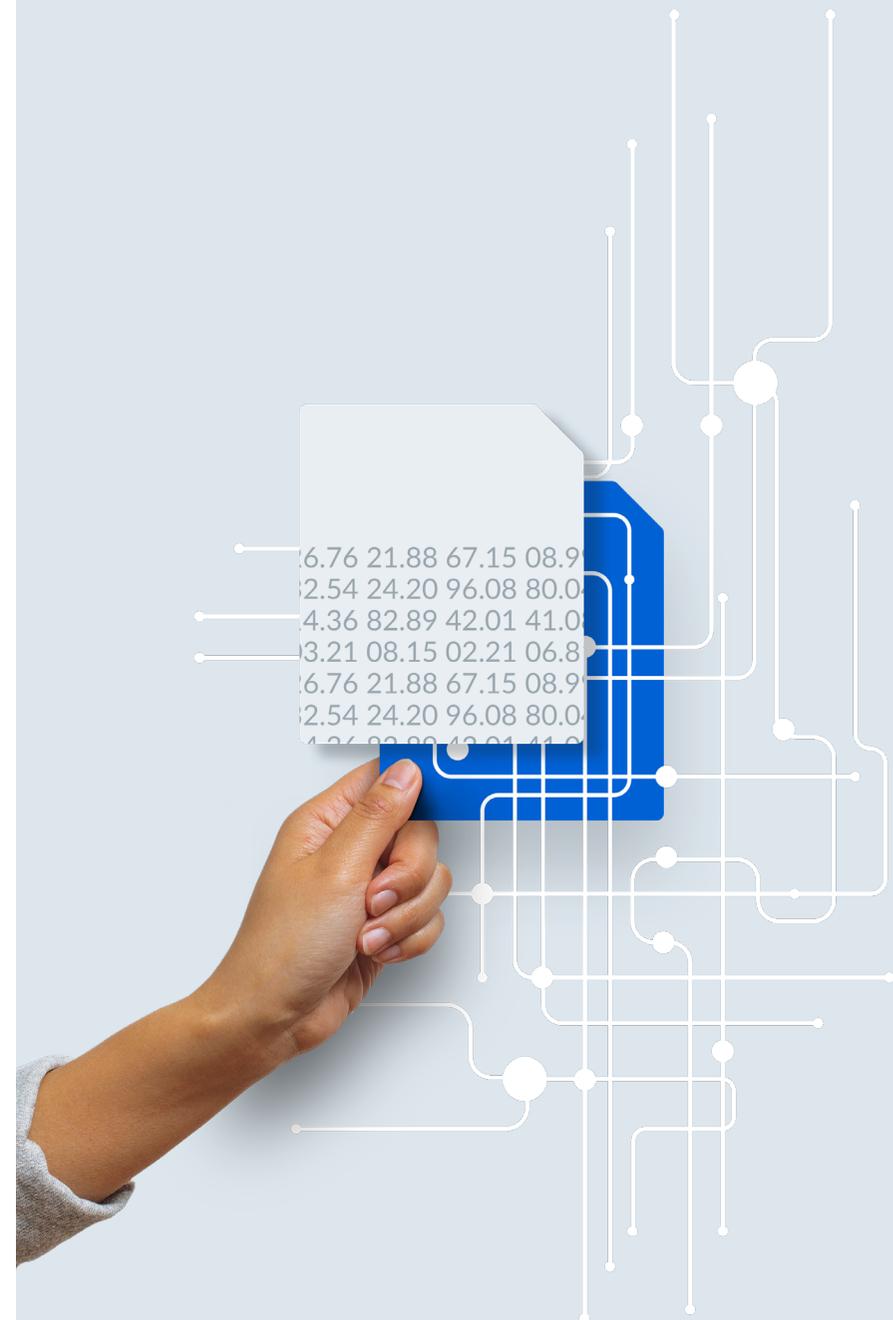
In the more tightly regulated post-Dodd Frank era, companies must be at the ready to quickly respond to emerging regulations. In 2018 alone, for example, institutions doing business in Europe must comply with new mandates such as MiFID II and the GDPR.

Extended enterprise ecosystems

In the past, organizations drew on talent almost exclusively from within their own four walls. Now, companies must build and work with entire ecosystems to jointly create and offer great products and services.

Phasing out legacy technology infrastructure

Most long-established financial institutions still rely on infrastructure that is decades-old and unable to move at the pace of the digital age. But by turning to the cloud, digital leaders are reducing operational costs and capital expenditure as well as increasing flexibility and scalability.

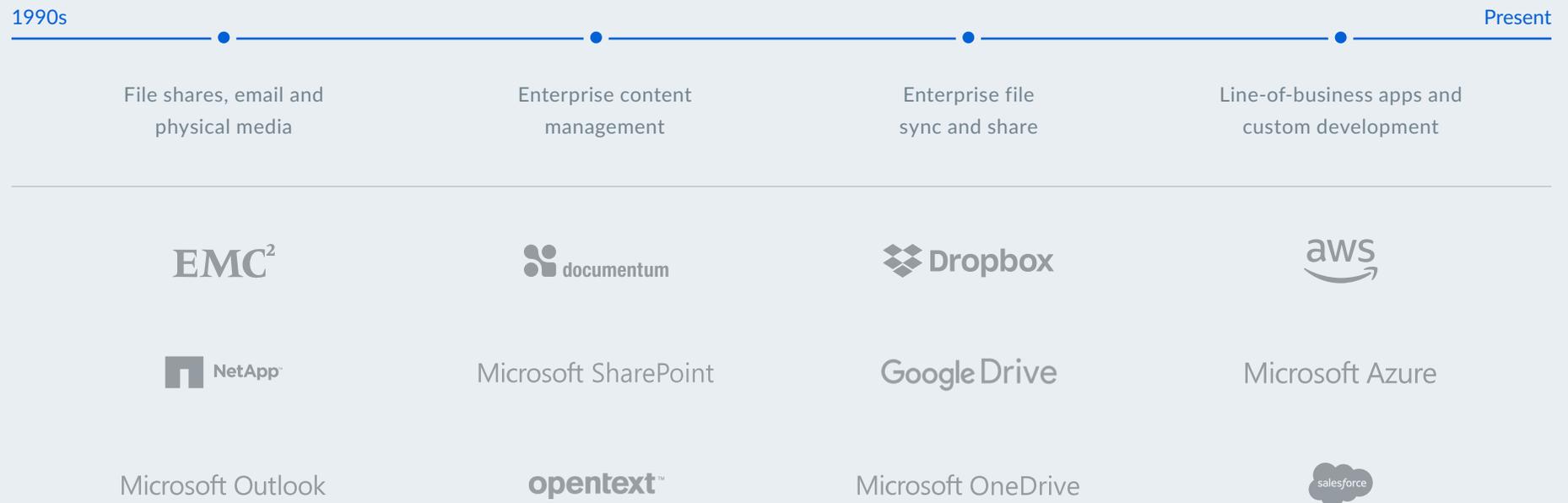


The common thread that runs through these new ways of working is content. But content services have evolved in a disconnected way over time.

As companies rushed to adapt, they often ended up with fragmented content systems that aren't agile or scalable. With an overload of devices, content management tools and productivity apps at their disposal, it can be hard for employees to work effectively and even harder for enterprises to secure critical information.

Take, for example, the loan approval process. With disconnected content management systems, employees might draft the terms of the loan in Microsoft Word and save it to their hard drive. Then, they turn to network file shares or consumer collaboration tools to iron out the details with internal teams, share it externally via email and at the end of the day reference the final product in Salesforce. Not only is this process full of friction, it's insecure and leaves multiple examples of the content scattered across different systems. As the pressures of digital transformation mount, these inefficiencies can cost businesses sorely.

But it doesn't have to be this way. If you are a business leader in banking, insurance or wealth management, then this eBook is for you. We'll look at how Cloud Content Management services like Box can help you improve the way you manage, secure, organize and govern your content to transform the way you work.



The central role of content in financial services

For any financial services provider, content lies at the very heart of the business. It is an essential component of a wide variety of business processes, driving relationships, transactions, compliance and many other core functions. Some content assets are shared across front-office and back-office teams.

Content enables an institution to function and thrive. It contains critical information about businesses and their customers, partners and employees. While content can take the form of standard documents like PDF and Microsoft Word files, it can also consist of other file types like images and video.

The following is a selection of use cases where Box can help:

Front office

- Client onboarding paperwork
- Loan applications
- Account statements
- Tax documentation
- Prospectus and investor information
- Adviser notes
- Risk analyses
- Financial models

Back office

- Regulatory reporting
- Trade records
- Portfolio management records
- Security video footage at banks and ATMs
- Photo and video evidence for accident claims
- Sales and marketing collateral



The opportunity of Cloud Content Management

Content is a common thread running through the major business challenges in digital transformation. By modernizing content management, financial services providers can establish a core building block to their digital businesses.

Cloud Content Management brings all of your people, information and applications together to transform the way you work. It's a radically simplified and far more secure way for teams to work together across the extended enterprise. Working closely with enlightened leaders, we've observed the following areas where Cloud Content Management can provide value to businesses in financial services:

- ▶ **The digital workplace**
Bring easy collaboration and flexible workflows to employees on any device, anywhere.
- ▶ **Digital business processes**
Enable processes to flow seamlessly across the extended enterprise and between organizations, customers and partners.
- ▶ **Developer enablement**
Give developers the tools they need to build engaging digital experiences quickly and make content flow seamlessly between the organization and its customers.
- ▶ **Intelligence**
Use machine learning to automatically unlock more value from content and the relationships around that content.
- ▶ **Security and data protection**
Bake security into your content management strategy by using a single, secure Cloud Content Management system for all of your content needs.

At Box, we've seen how Cloud Content Management has played a critical role in helping both digital leaders and newcomers achieve their goals. By effectively managing content in the cloud, you can reduce organizational friction, enable employees to work more effectively and finally derive the greatest value from the content that lies at the heart of your business.

A digital workplace for the modern workforce

Collaboration is broken at many companies today. The average organization has 210 different services that employees use to collaborate.² The result is that business-critical information becomes siloed within various applications, making it hard to share content and damaging productivity. With many financial services institutions, the split between regulated and non-regulated content only makes things more complicated, as employees often end up using different systems to manage the two different kinds of content. This damages productivity, increases the risk of errors and makes it harder to conduct effective audits and eDiscovery resulting in potential regulatory compliance exposure. As the pressures of digital transformation rise, companies must find better strategies and tools to enable employees and partners in the digital workplace.

At Box, we believe collaboration should be simple, intuitive and secure.

Employees should be able to access regulated and non-regulated content from any device, anywhere. And they should be able to work seamlessly with partners inside and outside the organization without compromising security or compliance.

In the digital age, enterprises are also often working with an entire ecosystem of partners and suppliers. Consider, for example, the process of an insurance agency onboarding a building contractor that's repairing a home in relation to a claim.

Employees today use an average of three different devices to complete their daily work.³

The insurance company and the contractor will need to share sensitive onboarding documents and invoices as the work gets completed. By working in Box, the two parties can share and collaborate on all of their documents in the cloud. This lets them avoid using insecure solutions like email attachments and consumer tools, and prevents sensitive documents from getting scattered across partner and supplier hard drives. Employee and partner productivity goes up, and coordination across the entire extended enterprise becomes simple, painless and secure.

“It's not about rewriting your app, it's about rewriting your company.”

Aaron Levie, CEO, Box

²bit.ly/2hWhDQB

³gtnr.it/2j1q0q5

Ways Box enables the digital workplace



Secure file sharing



External and team collaboration



Mobile and field productivity



Team workflow



Network file share replacement

Easily and securely share content internally and externally

Create secure, compliant shared workspaces for internal and external collaborators

Enable employees to upload, access and edit content from any device

Easily create and manage document workflows across internal and external teams

Replace costly network file shares

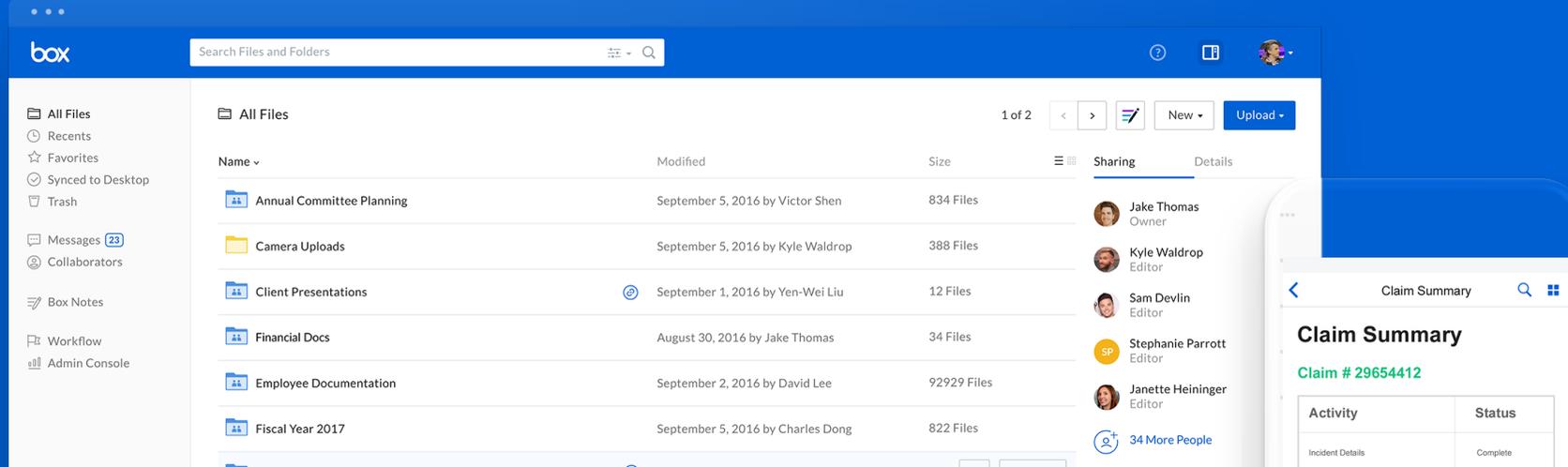
- Collect due diligence materials in virtual data rooms
- Publish standard operating procedures
- Share financial reports
- Distribute board packets

- Manage loan origination process
- Use real-time notes for teams

- Take photos, videos and document scans (e.g. remote banking, insurance claims processing)
- Enable field sales with easy access to content
- Provide employees access to training materials

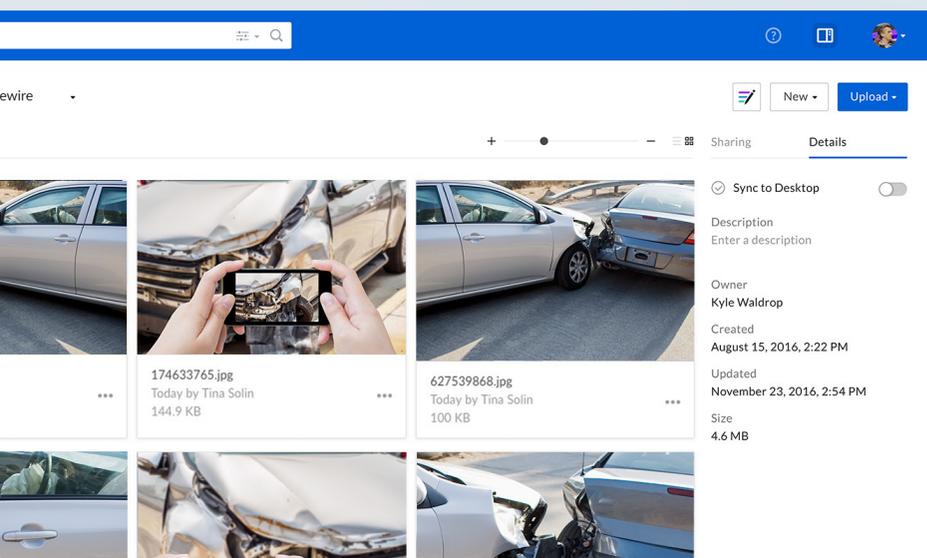
- Build, review and publish new collateral
- Onboard new employees, suppliers and partners
- Process contracts

- Migrate departmental file storage to the cloud
- Consolidate archival document storage
- Ensure compliant retention and disposition, including for GDPR



How Box puts insurance claims processing in the fast lane

- ▶ **Connected experience**
Customers, agents and adjusters can reduce the number of services they use to file a claim since Box is directly integrated into claims management systems like Guidewire.
- ▶ **Rich media support**
Customers, agents and adjusters can upload and preview more than 100 file types, including photos and video, in one central location and without having to download or limit themselves to specific types of media.
- ▶ **Streamline redundant processes**
Each multimedia file gets seamlessly aligned with the associated claim in Guidewire, which reduces time spent, confusion and friction for customers and employees.
- ▶ **Reduce complexity and maintain compliance**
Box ensures that content is not only retained for compliance purposes, but is also held for auditing purposes and governed appropriately.



How Box enabled digital transformation at Freedom Financial

Freedom Financial Network, a debt relief and financial solutions provider based in California, turned to Box to boost security, improve collaboration and create a better digital experiences for customers. Now, Freedom Financial employees can collaborate directly in Salesforce on their Box documents, which eliminates the need to hop between different applications to get their work done. One-hundred percent of customer documentation is web-based rather than on paper, and signatures are completed using Box's eSignature integrations rather than through difficult-to-secure email attachments. Freedom Financial has also used Box Platform to create white-labeled customer experiences on web and mobile.





“Anyone can sign up and start to use Box and be productive – almost immediately. It doesn’t matter what network you’re on and you can get to Box from any device.”

Nationwide



Digital business processes for the extended enterprise

Business processes in financial services have changed dramatically in recent decades, and interactions that once were rigid and took place in person now flow seamlessly and constantly between organizations and their customers through the web and mobile devices. Banks, insurers, investment firms and wealth advisors must now face the challenge and opportunity of managing these fast-paced, ever-changing flows of information that involve more people and data inside and outside the organization than ever before. Many still try to rely on traditional, on-premise content management applications, but these tools often can't keep up with the growing needs of the business or meet end-user expectations.

The good news is that with Cloud Content Management, businesses can extend processes across corporate boundaries, and ultimately improve business interactions throughout the extended enterprise and between the enterprise and its customers. **By organizing all of your content in the cloud and transforming workflows around that content, you gain the agility to operate as a truly digital business.**



of employees rely on email to complete repeatable tasks



spend half their day working on repeatable tasks



of employees have 50+ repeatable tasks weekly

A Cloud Content Management system needs to enable modern businesses to:

▶ Easily manage digital assets in one place

With support for custom metadata, Box can help tag, organize and retrieve all kinds of digital assets such as media files for insurance claims, loan applications or other sensitive documents. Users can access regulated and non-regulated information in one central repository from any device, any time, and financial organizations can even apply machine learning for intelligent metadata tagging. Important content can flow dynamically between people, organizations and devices.

▶ Automate business processes

Legacy approaches to enterprise content management have historically been difficult to build and implement. By managing content in the cloud, businesses are finally in the position to transform and automate key processes. Processes like onboarding new clients, approving loans and mortgages and automating complex workflows can all be accomplished using Cloud Content Management.

Using APIs, enterprises can also easily build custom apps and automate processes around content in the cloud. Meanwhile, end users can kick off dynamic custom workflows to streamline and automate otherwise time-consuming routine activities.

▶ Manage content retention and disposition

With Cloud Content Management, governance and compliance can be managed where your content already lives and without adding friction to the end-user experience. You can also lower the costs of document storage and retention while maintaining compliance and making content more accessible.

With access to better digital asset management, automating routine workflows and simplified document retention and disposition with Cloud Content Management, processes that all too often feel onerous to businesses can be made simple.



Ways Cloud Content Management enables the digital business

 **Modern records management**

 **Simplified digital asset management**

 **Secure document vaults and portals**

 **Custom apps and digital experiences**

 **Content ingestion and document workflow**

Manage records in one secure cloud location while reducing costs

Securely manage all of your rich digital media assets in one place

Build customized portals for sharing documents in one secure location

Build custom apps for content submission and sharing

Enable secure document workflows across the extended enterprise

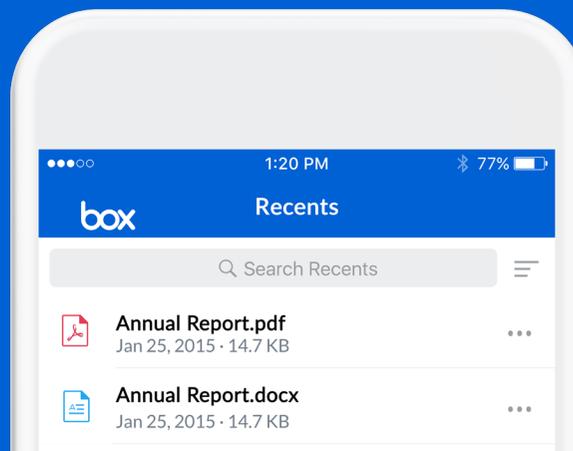
- Digitize and apply machine learning to extract value from paper records
- Manage employee records
- Ensure compliance with retention and disposition policies
- Enable native eDiscovery to comply with legal holds

- Protect, categorize and manage your intellectual property
- Centralize approval workflows for loans and claims
- Streamline creative workflows
- Analyze asset performance

- Wealth management portal
- Client onboarding portal
- Vendor portal
- Employee onboarding and training portal

- Claims adjuster app
- Wealth management and loan origination apps
- Tax submission app
- Homeowners' insurance inventory app
- Digital locker

- Digitize paper-based processes
- Onboard employees, vendors and clients
- Manage contract lifecycles
- Complete trade approvals and reporting
- Streamline mortgage application processing
- Manage NDA processes



How Box transforms the loan origination process



Secure file sharing with customers and partners

No matter the file type or size, lenders and borrowers can easily share and collaborate on documents anytime and on any device. And with the granular sharing permissions available in Box, they can be sure to do so securely.



Increased transparency

With customer portals and white-labeled apps using Box's APIs and SDKs, it's easier for banks to communicate with customers on what documents need to be submitted and to give increased transparency into what stage of the process customers are in.



Workflow automation

Use Box Relay to automatically kick off the right workflows when customers upload loan applications and other documents.



eSignature

With integrations with DocuSign and Adobe Sign, Box lets users send documents out for electronic signature from where the content already lives, eliminating the need for paper-based signature processes.

How two lenders transformed the loan process with Box

Guaranteed Rate, as the world's first digital mortgage lender, has fully embraced the digital business model. The organization chose Box as its content backbone to power secure content services for its web and mobile applications. Applicants can upload, view and manage documents digitally and provide eSignatures through Box's DocuSign integration. Guaranteed Rate's Digital Mortgage application has reduced loan processing time by nearly 50%.

Maxwell Financial Labs provides intelligent automation to mortgage lenders, enabling them to work more efficiently with borrowers and real estate agents. The company leverages Box to power the content layer of its web application. "As we were building Maxwell, we let Box Platform take care of the storage, redundancy and permissions for all of our content in order to improve efficiency," says Rutul Dave, CTO of Maxwell. "That way, we could focus our resources on other aspects of our process."



Enabling developers

The end users of the digital age expect every application they use to be secure, frictionless and delightful. Fortunately, just as user expectations have risen, Cloud Content Management makes it easier for developers to build exceptional digital experiences. By leveraging Box Platform APIs with Box as a secure content layer, developers can easily create content-driven apps and portals that enable the digital workplace and further digital business processes.

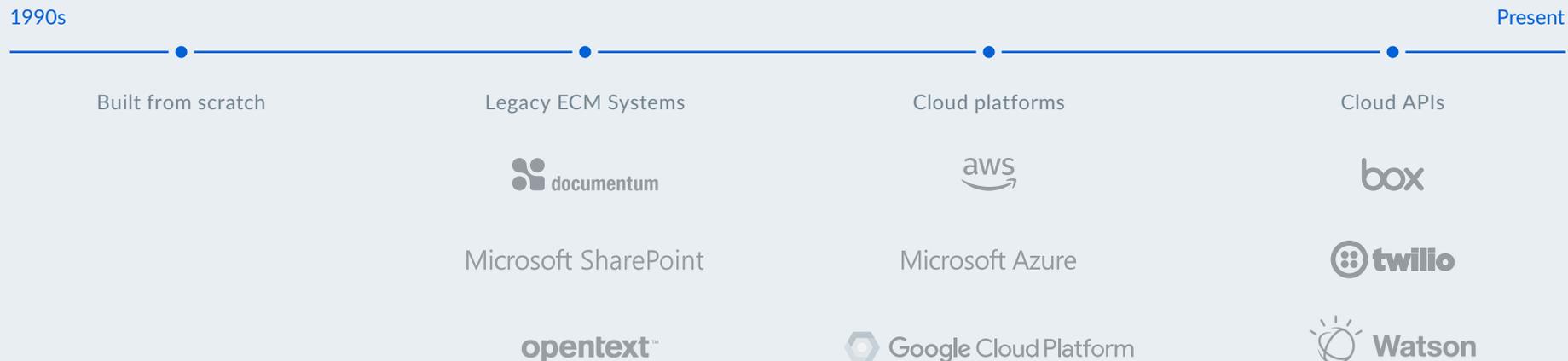
H&R Block, for example, was able to create a new app for tax season on top of Box Platform for customers to upload tax documents and start the tax-filing process from their smartphones.

Similarly, Walmart Academy built an app to train and enable its floor sales associates and LegalZoom built a legal services app to make the often confusing field of law more accessible to the average person. Through access to APIs and SDKs, Box makes it easier for developers to build and scale these types of content-driven applications in the cloud.

“User enablement is a top priority for us. Box met these needs and in only two months, we have seen a dramatic increase in usage from our employees across the world.”

Mike Bartholomy, Senior Manager, Information Security, Western Union

The evolution of app-building



How Box changes the game in wealth management



Customizable experience

Leveraging Box's rich set of APIs and SDKs, companies can easily build white-labeled apps and thereby create better customer experiences. A well-known investment firm in the state of Georgia, for example, was able to accelerate its timeframe for building an app by 172 days by using Box Platform instead of building an app from scratch.



Better convenience and collaboration

Customers and advisors can easily share, comment on and assign tasks to collaborate in real time on any device. This simplifies the process of adding necessary collaborators and reduces the overall turnaround time on requests. A typical company sees general users save at least 30 minutes a week in productivity and power users boosting productivity by 20% after switching to Box.⁴



More efficient communication

By integrating directly with your other preferred software services, Box streamlines communication by becoming a single content layer for sharing, accessing and previewing documents. For wealth managers, optimizing the client journey across the value chain can result in revenue gains of up to 20-25% and efficiency gains of up to 30-40%.⁵



Secure and compliant processes

Box provides granular permissions that enable customers to securely share files externally while meeting retention and compliance requirements like FINRA, PCI DSS and MiFID II.

⁴box.com/resources/forrester-tei
⁵on.bcg.com/2EozKeZ

How SunTrust deployed a secure content vault in just two months

SunTrust Bank, a well-known bank in the southeastern region of the US, used Box to build a secure digital content vault for its clients, financial advisors, brokers and investors. Users were able to easily access personal documents, submit documentation to edit policies, manage investment forms and statements and sign documents – all from an individual web portal or mobile device. Using Box, the team dramatically accelerated its system development timeframe from two years to two months.

How a major firm built a wealth management portal with Box Platform



A national financial services firm with over 11,000 employees was able to build a wealth management portal for customers using Box Platform. Previously, the firm offered an investor website but had no easy and secure way for financial advisors to share sensitive documents like performance reports, wills and trusts with clients online. Box Platform enabled the company to build a web portal for sharing these documents while avoiding infrastructure costs and accelerating the time to market.

In terms of infrastructure, the firm was able to avoid an estimated \$189,000 in costs to purchase and maintain its own infrastructure and \$473,000 in developer hours it would have taken to custom-build its own portal. It also was able to deploy the portal 172 days faster than if it had built the portal from scratch.

Strategic integrations

When you centralize content in the cloud with Cloud Content Management, you gain a consolidated content layer that enhances collaboration and simplifies your IT infrastructure. You can finally retire expensive, inefficient and difficult-to-maintain on-premise network file shares and move your work fully to the cloud. And by integrating in the cloud over 1,400 software providers including Guidewire, Docusign, Adobe Sign, Office 365 and Salesforce, Box helps you ensure a smooth experience that lets users interact with different systems without feeling like it's interrupting their workflow.

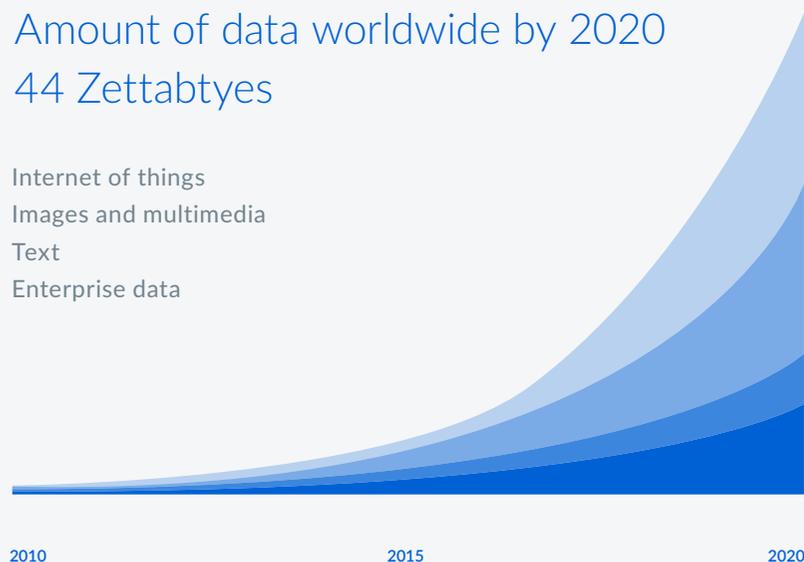
With Cloud Content Management, you get a secure, compliant hub that works for all of your content and that drives adoption by letting end users work on both regulated and non-regulated content. Leveraging Box as a GDPR-ready platform that can easily meet data residency requirements with Box Zones, companies can be sure to meet all of their global data residency needs. Employee productivity rises due to a frictionless user experience and business processes are simplified and improved.



Intelligence for actionable insights

Amount of data worldwide by 2020 44 Zettabytes

- Internet of things
- Images and multimedia
- Text
- Enterprise data



bit.ly/2jr3jA1

Digital transformation has created a veritable explosion of data — more data than financial services institutions have ever seen before. This has presented major challenges to businesses that still rely on legacy systems and now need to manage data from an array of new applications, devices and platforms. The cost to businesses is real when they can't harvest this new information: employees lose productivity when they can't find and use rich content, and leadership lacks meaningful business insight into the valuable data it owns.

But the good news is that just as data has been growing at unprecedented rates, another technological revolution has also been maturing: machine learning. And machine learning brings with it the ability to automatically extract insights from and structure data at scale.

By applying machine learning technologies to your content, you can generate insights about individual pieces of content as well as the relationships people have with and around that content. Instead of manually entering information for an auto insurance policy, imagine if the policyholder could upload a picture of her car's VIN number and license plate and machine learning could automatically extract the number and add it as metadata on the file. Or when a customer fills out a loan application, machine learning could extract the answers from the form and kick off the right workflows. Or whenever an agent receives a call from the customer, an audio recording of that call can automatically be transcribed using machine learning. These are some of the abilities machine learning can facilitate when you manage your content in the cloud with Box.

Box CEO Aaron Levie on how to leverage machine intelligence

“One of the biggest trends in technology today is artificial intelligence and machine learning. And there’s no better use case for both AI and machine learning than Cloud Content Management.

If you think about the explosion of unstructured data, whether it's documents or video files or images or X-Rays or 3D models, all of this content needs to be able to be organized and shared in a very secure way in organizations.

We think the power of AI or machine learning technologies is to be able to take all of that unstructured information and begin to make sense of it.

So for an enterprise, now I can begin to have insights about what's happening with my data to make sure my organization is as productive as possible.

At the same time, we know that AI technologies from a variety of partners like Google, Microsoft, IBM or Amazon can actually help us bring more intelligence to Box by making your content much smarter. So you can take things like images and recognize the objects or text within those images, you can take video and begin to transcribe the audio, or you can take documents and begin to summarize them and pull out metadata attributes.

AI and machine learning technologies allow us to dramatically improve how we’re working with and managing our content.”



Security and data protection

With the rise of digital transformation, IT services have steadily moved from a centralized computing model to a highly decentralized one. Mobility, cloud services and consumer apps have all fueled the need for employees to be able to work anytime, anywhere and from any device on both regulated and non-regulated content. At the same time that IT services have decentralized, they've also had to be easily deployed to remote employees, suppliers, partners and customers across the extended enterprise. While worker mobility and collaboration has created immense value for businesses, it has also posed challenges for IT and C-Suite leaders to secure content across a distributed ecosystem.

With Cloud Content Management, security risks can be reduced while still enabling and empowering everyday users.

When you centralize information in a single cloud platform, you can boost security and mitigate risk. A small and well-managed attack surface is easier to monitor than a highly distributed one, and centralization also makes it easier to add multiple layers of defense. Meanwhile, with control and reporting mechanisms in the cloud you can easily manage who has access to what content and have full transparency across every interaction a user has with sensitive content, including content affected by the Financial Industry

Regulatory Authority (FINRA), the Payment Card Industry Data Security Standard (PCI DSS) and the Global Data Protection Rule (GDPR).

Cloud Content Management also allows you to secure all of your business communications in the cloud rather than relying on insecure consumer solutions and email attachments for internal and external sharing. These consumer tools accelerate content sprawl, increase the risk of data breaches and rarely support defensible eDiscovery. Rather than security being seamless, it becomes a game of whack-a-mole. By managing content in the cloud, however, you can finally move away from sharing using insecure consumer tools and away from treating email as if it was a document management system.

“It’s been said that data stored in Box is more valuable than data not stored in Box. However there’s another one in financial services that sits near and dear to my heart which is data stored in Box has less liability than data not stored in Box.”

Brad Stroh, CEO, Freedom Financial Network

Maintaining security is critical given the major impact data breaches and regulatory failures can have on businesses' finances and brand reputation.

Without tight IT controls, the risk of human error exposing the company to data loss is high. Seventy-six percent of employees think it is acceptable to transfer confidential work documents to personal devices. Eighty-seven percent don't notify anyone when a USB drive is lost, 70% carry confidential business data while travelling and 52% percent don't notify security teams quickly when a computer goes missing. The global average cost of a security breach today is \$3.62 million, and is typically proportional to the number of documents that are lost. Meanwhile, the damage to brand reputation after a breach is long-lasting and not easily repaired.

Evolving global legislation and regulations only up the ante for IT leaders to take an active role in managing content.

Compliance management requires tackling convoluted industry, line-of-business and geography-specific standards. The European Union's General Data Protection Regulation (GDPR), for example, tightens regulations around any company handling the data of European citizens and residents.

As companies serve increasingly global customer bases and work with global partners across the extended enterprise, they need to be ready to meet regional data governance and residency requirements, or face significant penalties associated with failure to adhere. Only working in the cloud gives you the agility to swiftly respond to this ever-evolving global regulatory compliance landscape.

In the face of the challenges of distributed computing, the risk of data breaches and evolving regulatory requirements, financial services leaders should turn to Cloud Content Management to have the flexibility, transparency and controls they need to manage content effectively, meet business requirements and empower end users.



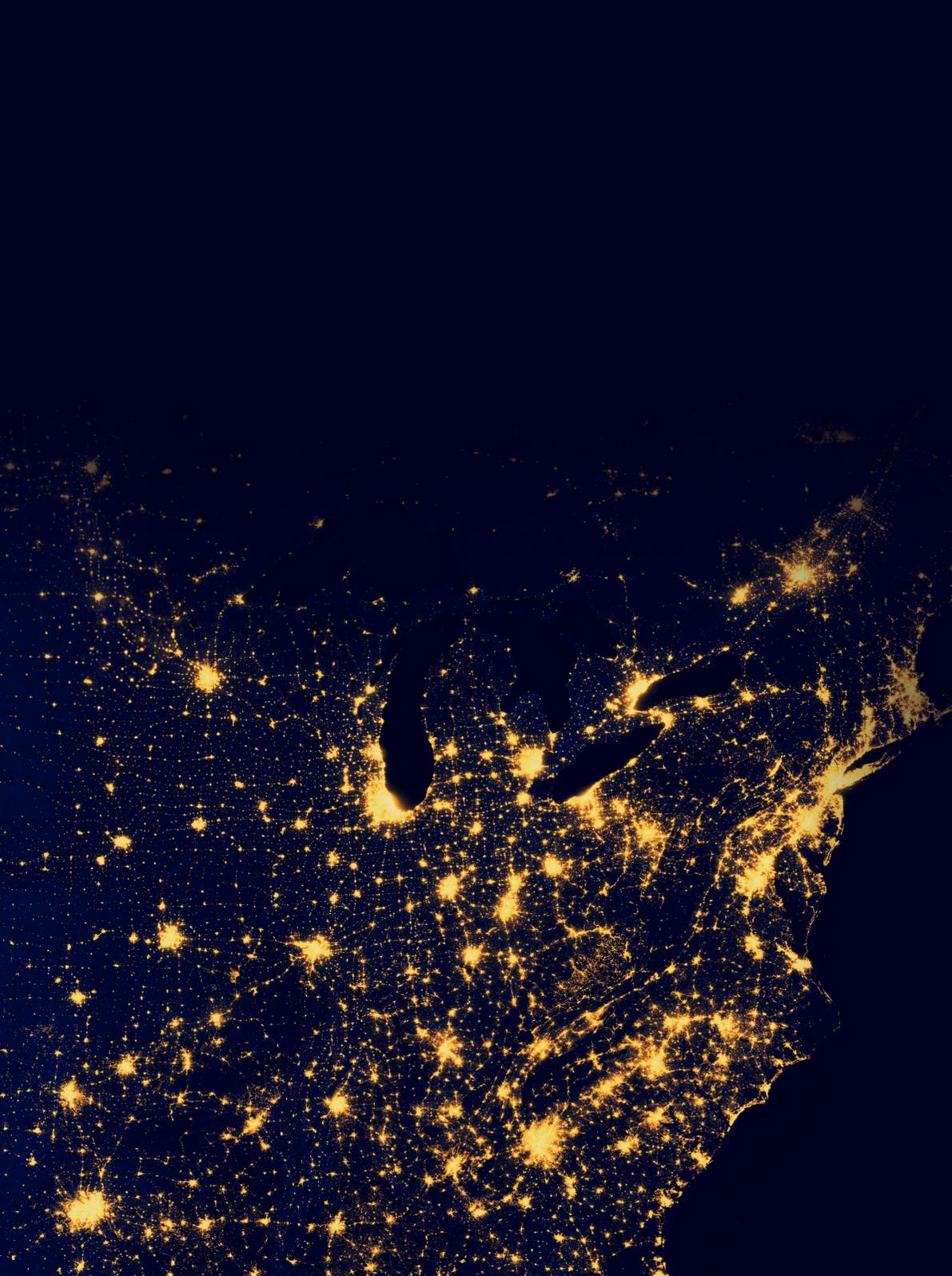
After a security breach,
the average company

- ↓ Has a 5% drop in stock price
- ↓ Loses 31% of relationships with consumers

Ponemon Institute¹⁰

⁸bit.ly/2zvoxcnc
⁹bit.ly/2k6LdHH

¹⁰ibm.co/2rLVOKR
¹¹bit.ly/2zvSXWr



S&P Global

“Security is key in everyone’s business. We have the ability to downgrade sovereign nations, so it’s an imperative for us. We have to be really thoughtful about putting the right controls in place and ensuring that information is not accessible where it shouldn’t be.”

Seth Fox, Global Head of Workplace Services, S&P Global

Certifications and audits

For any business, and especially for financial services providers, being proactive about maintaining compliance to geography- and industry-specific regulations is key. Here are some of the security certifications and audits Box has completed to help ensure the highest level of data protection for customers:

► **ISO 27001**

ISO 27001 is a globally recognized security standard that provides a guideline of the policies and controls an organization has in place to secure data. The standard sets out internationally agreed upon requirements and best practices for the systematic approach to the development, deployment and management of a risk/threat-based information security management system. Box has achieved ISO 27001 certification for our Information Security Management Systems (ISMS), covering the Box product and all supporting infrastructure.

► **ISO 27018**

ISO 27018 focuses on protecting personal data in the cloud. Based on ISO 27002, it provides guidance for controls around Personally Identifiable Information (PII) in the public cloud. It also provides additional protections not encompassed by ISO 27002.

► **TCDP 1.0**

The Trusted Cloud Data Protection Profile (TCDP) for cloud services is the testing standard for data protection certification in accordance with the German Federal Data Protection Act (BDSG). It represents the legal requirements for subcontracted data processing as a testing standard.



▶ **SOC 1**

The Box System and Organization Controls (SOC) 1 Report covers processes and controls relevant to customers' financial reporting.

▶ **SOC 2**

The Box SOC 2 report covers security and availability controls defined by the American Institute of Certified Public Accountants (AICPA).

▶ **FINRA**

Box can store and retain data in compliance with the Financial Industry Regulatory Authority (FINRA) as established by section 17a-4 of the SEC Act. This governs how certain electronic records should be preserved in non-rewritable, non-erasable formats for specific periods of time.

▶ **FedRAMP**

Box is compliant with the Federal Risk and Authorization Management Program (FedRAMP), the cloud security standard of the U.S. government. This certifies Box to meet additional security and compliance controls to manage sensitive non-classified data for federal civilian agencies.

▶ **PCI DSS**

The Payment Card Industry Data Security Standard (PCI DSS) is a global data-security standard established by payment card brands to guide all entities that process, store or transmit cardholder data. This affirms that Box upholds basic security measures for the protection of payment card data.

▶ **GDPR**

The Global Data Protection Rule (GDPR) harmonizes data-privacy laws and regulations across the EU, protects EU citizens in the area of data privacy and reshapes the way organizations across the region (and beyond) approach data privacy. Box is committed to fulfilling GDPR requirements and has Binding Corporate Rules (BCRs) to enable GDPR compliance.

▶ **GxP**

Box GxP Validation enables pharmaceutical and life-sciences organizations to validate Box so they can work with, manage and distribute all of their clinical, lab and manufacturing content.

▶ **TÜV Rheinland**

The German certification body has awarded Box the status of Certified Cloud Service. TÜV Rheinland certifies that Box has implemented and maintained effective processes and controls that meet the data privacy and security objectives as defined by TÜV Rheinland's inspection catalog, which is based on requirements from the German Federal Data Protection Act, EU Data Protection Regulation, ISO 27001, IT Infrastructure Library and ISO 20000.

▶ **BSI C5**

Box has achieved Cloud Computing Compliance Controls Catalog (C5) certification as awarded by the German Federal Office for Information Security (BSI). C5 defines the bar that cloud providers should meet when dealing with German data, and combines existing security standards like ISO 27001 with increased transparency in data processing.

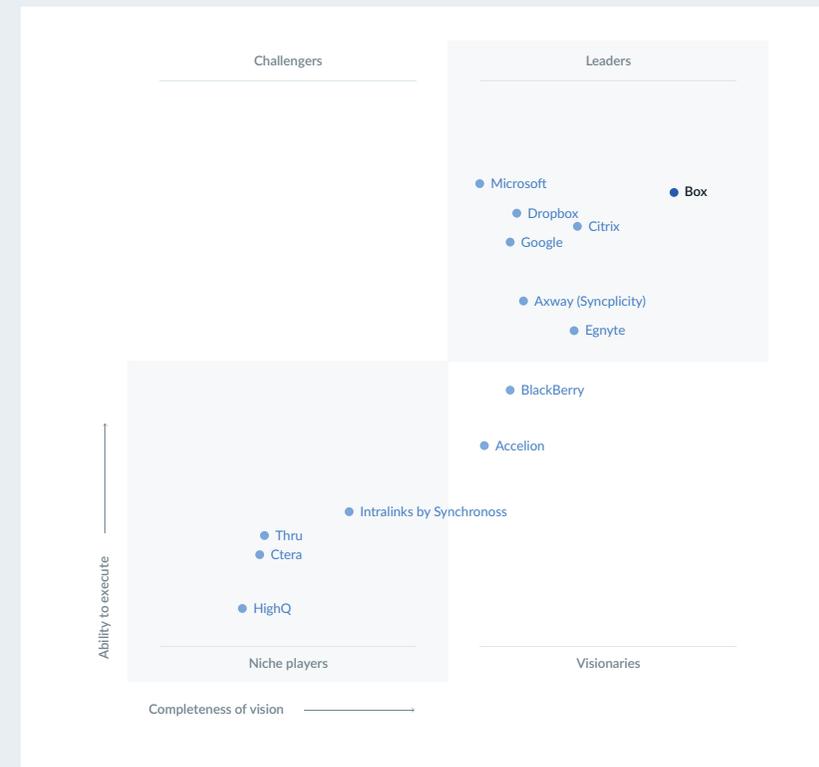
▶ **Department of Defense Cloud Computing SRG Impact Level 4**

Box has received the Department of Defense SRG Impact Level 4 authorization from the Defense Information Systems Agency (DISA). This allows Box to support the Department of Defense in managing sensitive non-classified data.

How Box is leading the market with Cloud Content Management

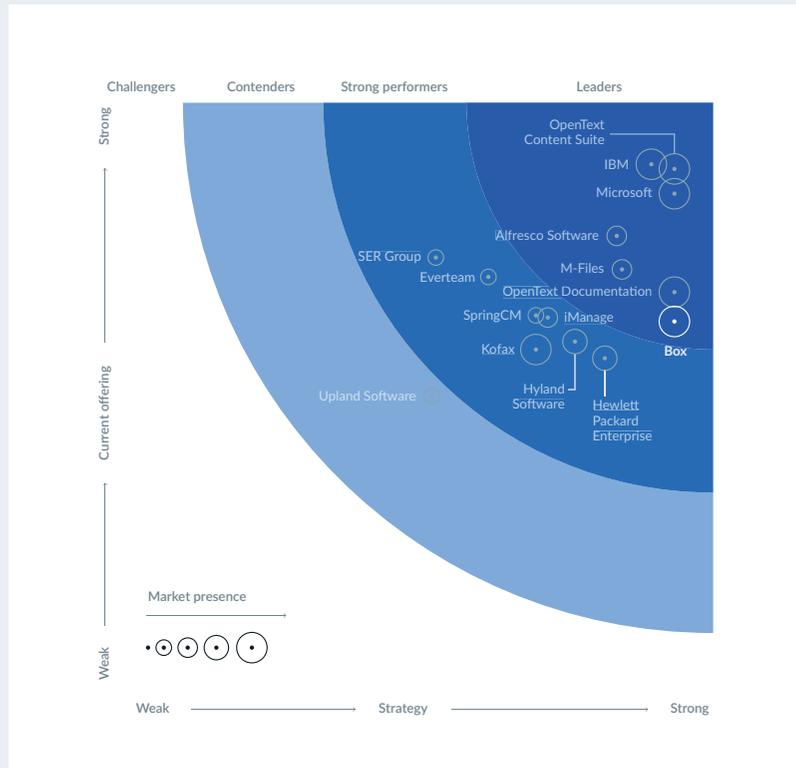
The analyst community is increasingly recognizing the role Box is playing as a market leader for content management. Box was recognized as a Leader in Gartner's 2017 Magic Quadrant for Content Collaboration Platforms (formerly EFSS), an industry-standard measurement for a company's vision and ability to execute on that vision. Box was also named a Leader in the Forrester Wave™: Enterprise Content Management – Business Content Services, Q2 2017 and a Leader in The Forrester Wave™: Enterprise File Sync and Share Platforms - Cloud Solutions Q4 2017.

Check out the Box Blog (blog.box.com/blog/) for the latest announcements on how industry analysts are recognizing Box.



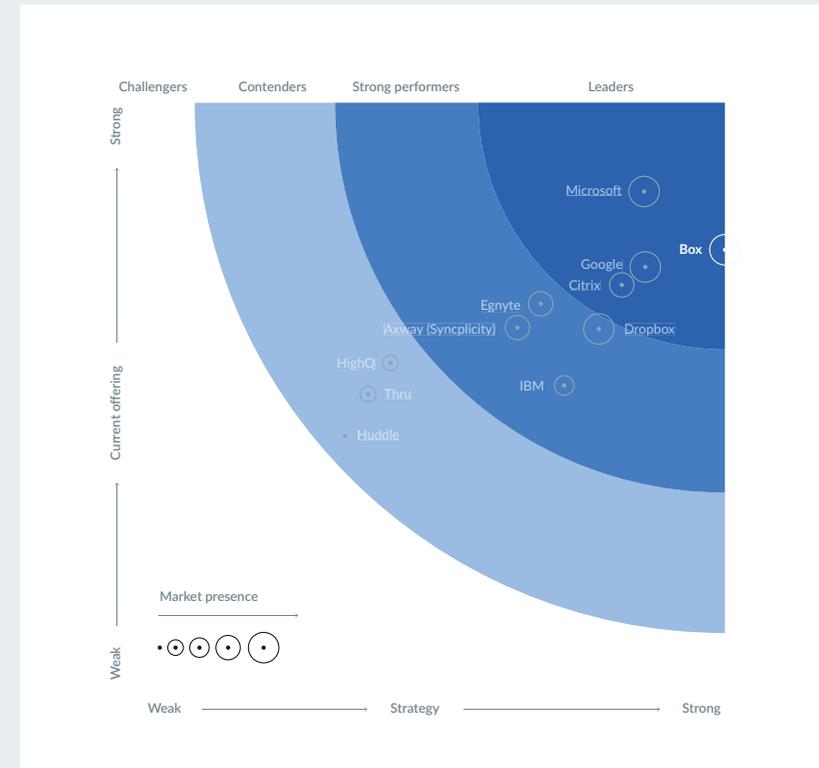
Box named a Leader in Gartner's 2017 Magic Quadrant for Content Collaboration Platforms

"Box has a strong vision on content services aiming to replace traditional on-premise content management systems and repositories. It delivers on that vision through enhanced capabilities on content transformation, streaming, real-time editing and machine learning, leveraging artificial intelligence technologies."



Box named a Leader in The Forrester Wave™: Enterprise Content Management – Business Content Services, Q2 2017

“Box attracts interest from customers that are embarking on their own cloud-first road map for content management and collaboration. Box is also attracting solutions providers and independent software vendors looking to use its API-rich platform as a content repository for their own vertical or line-of-business applications.”



Box named a Leader in The Forrester Wave™: Enterprise File Sync and Share Platforms – Cloud Solutions Q4 2017

“Box appeals to regulated industries, such as government, financial services, and life sciences, by offering governance bundles and premium services that include security and compliance certifications, key management, data residency, life-cycle management, and legal hold capabilities. Customers report strong satisfaction with Box’s file sharing capabilities and content repository services.”

Meet some of our financial services customers



How Box can help with Cloud Content Management

Corporate history and mission

Box was founded in 2005 to help businesses bring all of their people, information and applications together to transform the way they work. After humble beginnings being born out of a college research project and developed by its four founders in a Berkeley cottage, Box has grown to now serve 82,000 customers and 69% of the Fortune 500. Our in-house consulting arm, Box Consulting, helps companies implement and get the most out of Box, and our nonprofit, Box.org, provides nonprofits with the technology resources they need to innovate and achieve their goals.

How Box can create value for your company

No matter your industry, Box can help accelerate your business growth and ultimately save you money. By boosting efficiency, reducing IT infrastructure costs and significantly decreasing the chance of costly data breaches, Box is ready to help you save.

A study by Forrester Research¹¹ based on surveys and interviews with Box customers found that customers can see up to a 405% return on investment (ROI) and a productivity improvement of over 20% in its first three years with Box.

Try using the Box ROI Calculator (box-roi.com) to learn how your company can save costs, boost productivity and reduce risk with Box.

¹²www.box.com/resources/forrester-tei

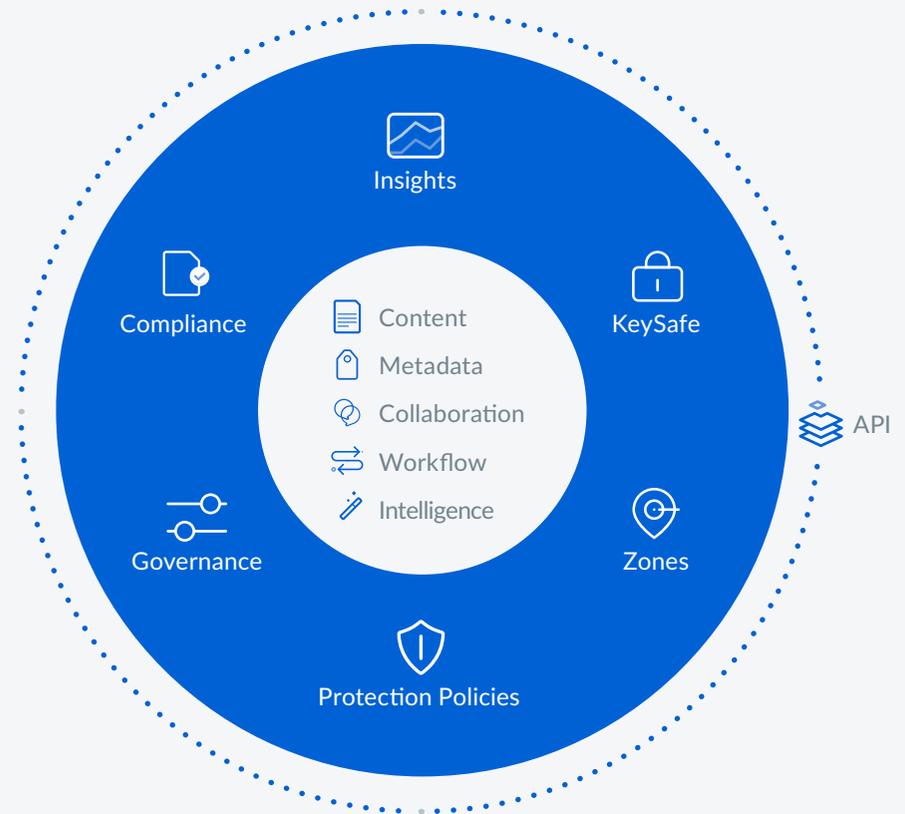
The Box offering

Over the past 10 years at Box, we've continuously striven to build and improve our product to better serve our customers.

Designed for the needs of end users, IT and developers, Box lets you securely manage, share, organize and collaborate on all of your content.

Meanwhile, you can also efficiently manage the metadata, collaboration and workflows ([Box Relay](#)) related to that content.

We've enhanced the security and hosting services and added a range of features design to meet the needs of enterprises for governance ([Box Governance](#)), compliance with a broad range of certifications from ISO to GDPR, encryption key management ([Box KeySafe](#)) and data sovereignty ([Box Zones](#)). We've also defined and published APIs that enable developers to build their own applications, and are rolling out two innovative machine-learning technologies ([Box Skills](#) and [Box Graph](#)) to make content more actionable and useful. Box continues to evolve, and by leveraging cutting-edge technologies like machine learning, we bring the latest and best suite of services to our customers for Cloud Content Management.



We believe that every company can and should work like a digital company, and that Cloud Content Management is essential to achieving this.

With Cloud Content Management, manual processes become digital and automated. Employees no longer have to spend hours each day or week hunting for information, and productivity soars. Collaboration across the entire extended enterprise becomes seamless, and the latest machine learning technologies help you maximize the value of every piece of content you have. No more siloed content, no more searching for information.

With Cloud Content Management by Box, you can finally work as one.



To learn more about Box, visit www.box.com/industries/financial-services