

box

Meet Cloud Content Management for life sciences:

Your path to becoming a digital-first agency

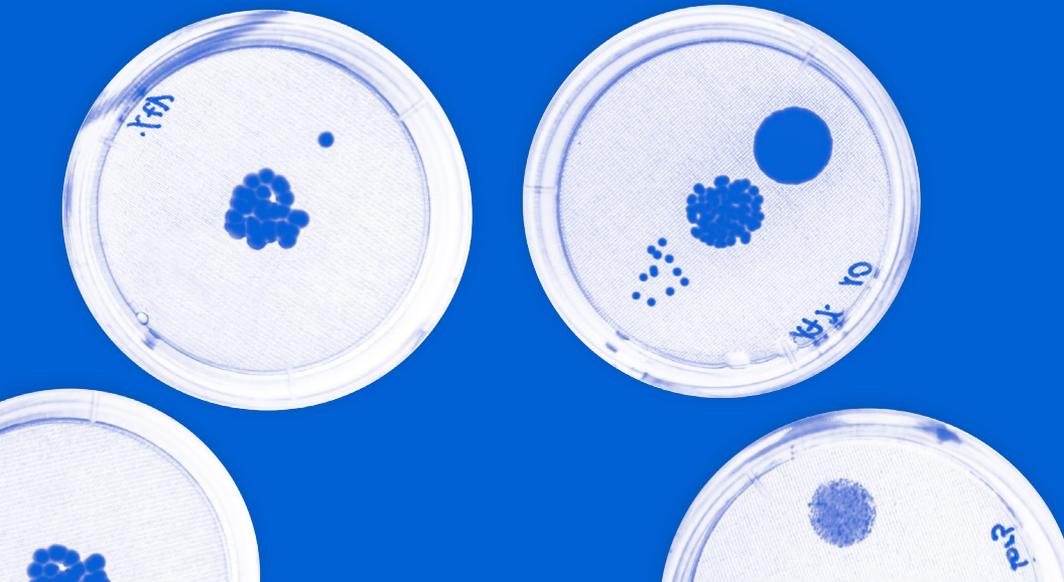




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Digital transformation in the life sciences

The life sciences industry is experiencing massive upheaval. R&D costs for new drugs are rising, outsourcing is becoming commonplace and there's an increase in M&A and divesting activity fueled by a desire to rationalize portfolios. Under constant scrutiny to stay within the bounds of regulatory law, pharmaceutical, biotech and medical device companies are carefully planning their transition from legacy technology stacks to the cloud, with its ability to enable accelerated processes, mobile collaboration and robust cybersecurity.

But the shift to a fully digital organization isn't easy. You can't take old ways of doing things, put an app on them and call it good. To become a digital company, you have to operate with a fundamentally different set of principles than you would have in the pre-digital era.

Digital transformation is forcing life sciences companies to rethink how they operate due to the following trends:



Markets are changing faster than ever

Price pressure comes from generic manufacturers and the risk of expensive, drawn-out R&D. The expiration or loss of patents can further decrease revenue streams. Biotech companies can't afford to waste time lingering in the approval process.



The ecosystem is shifting

As the landscape shifts, small biotech companies with several drugs or therapies in successful development are likely to be acquired by bigger pharmaceutical companies. Life sciences organizations are seeing increased IT overhead for e-discovery, records management, litigation holds and DLP.



New threats and regulations

Increasing FDA regulations and scrutiny on new solutions increase testing, documentation and development costs. Massive overhaul of US law, worldwide tax reforms and Brexit activity will greatly impact life sciences businesses.



Consumer expectations are higher than ever

There are now many channels through which companies reach audiences. Consumers expect every digital experience to be as seamless, fun and easy as using their favorite apps. This consumer self-serve mentality presents both challenges and opportunities for life sciences companies.

To face these challenges, companies need to change the way they work and manage content in the following ways:

The new digital workplace

To keep pace with digital disruption, life sciences organizations must attract and retain the best talent who can maintain great relationships with regulatory agencies. With providers now paid based on outcomes, the pressure is on to enable sales reps with information and tools that help them make providers more effective.

Make decisions with data

Life sciences companies are being bombarded with more information than ever before. Now, with real-time data at their fingertips showing physician and patient interactions, companies must use data rather than gut instinct to make key business decisions.

Work across the extended enterprise

Drug and device development requires heavy-duty collaboration between biotech, big pharma and academic research centers. The process brings together dispersed stakeholders, all of whom are intricately involved in bringing a new therapy to market.

Experiences powered by AI

With better data, software and machine learning, you can begin to automate traditionally manual tasks. In the digital workplace, this lets you harness the power of your data and free up time and talent on the activities that matter the most.

Will you be a digital leader?

The common thread that runs through these new ways of working is content. How you manage, organize, secure and get value out of content is the key that unlocks the power of digital transformation.

But the way many organizations work today is fragmented and often insecure. 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.

Sixty percent of organizations with mature enterprise content management systems have reported serious challenges with usability.

— AIIM.¹

¹bit.ly/2ibfLaA



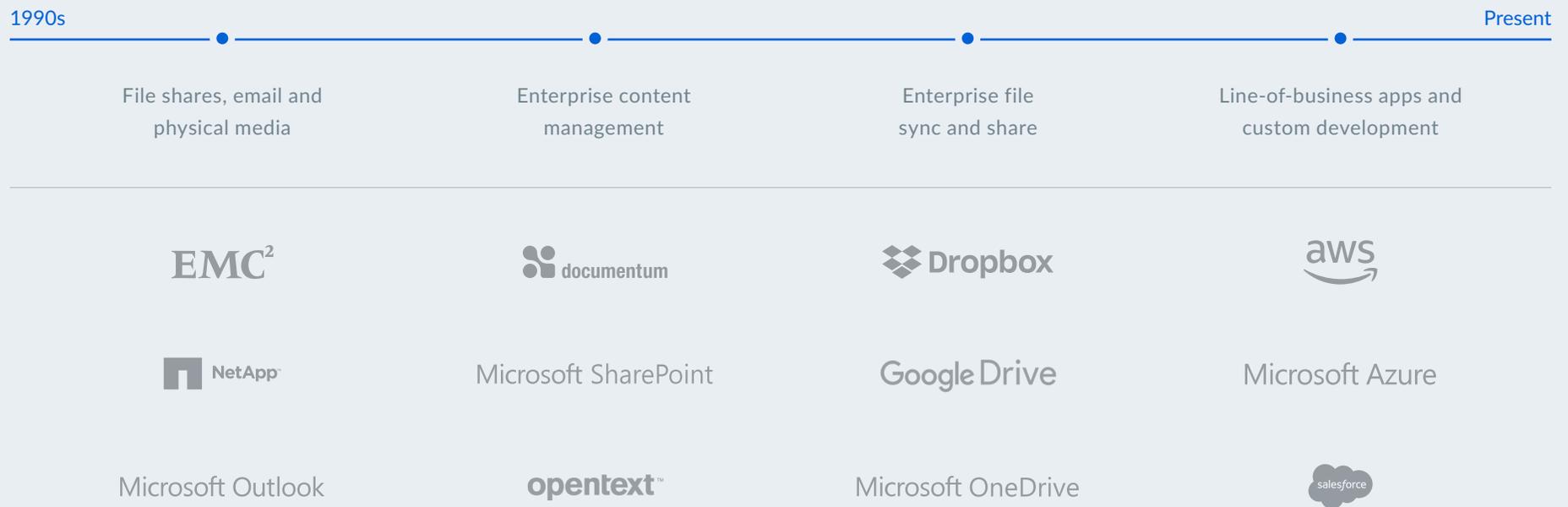
“At AstraZeneca IT we’re trying to drive change through innovation, and one of the strategies that we’ve deployed here is a cloud strategy. By bringing Box in, we’ve continued to reinforce that strategy of going with leading-edge cloud solutions.”

David Smoley, CIO, AstraZeneca



Content services evolved in a disconnected way over time. As organizations rushed to adapt, they often ended up with fragmented content ecosystems that aren't agile or scalable.

Take, for example, research and clinical development processes. With disconnected content management systems, employees might draft a contract on their hard drive, then use a combination of file shares and consumer collaboration tools to iron out the details with internal teams, then share it externally via email, and at the end of the day reference the final product in a shared folder. Not only is this process inefficient and full of friction, but it also leaves multiple examples of the content scattered across different systems, which can cause confusion and errors down the line. As the pressures of digital transformation mount, these inefficiencies can cost businesses sorely.



The opportunity of Cloud Content Management

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 within and across the extended enterprise. Working closely with enlightened leaders in life sciences, we've observed the following key areas of value provided by a Cloud Content Management strategy.

- ▶ **Digital workplace**
Bring easy collaboration and flexible workflows to employees on any device, anywhere.
- ▶ **Digital business**
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, help employees work more effectively and finally derive the greatest value from the content that lies at the heart of your operation. The following brief will take you through the ins and outs of Cloud Content Management and what it can do for you.

A digital workplace for the modern workforce

In many of today's organizations, collaboration is broken. The average organization has 210 different services that employees use to collaborate.² The result is that mission-critical information becomes siloed within various applications, making it hard to share content and damaging productivity. As the pressures of digital transformation rise, organizations 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 content from any device and from within the apps they already know, love and use. And they should be able to share them with partners inside and outside the organization without confusion or compromising security. In life sciences companies, external collaboration is critical, as stakeholders work with an entire ecosystem of partners sharing both regulated and non-regulated content. The pressure to collaborate quickly to bring solutions to market faster means that companies must enable secure, mobile, compliant collaboration throughout the research and clinical development process.

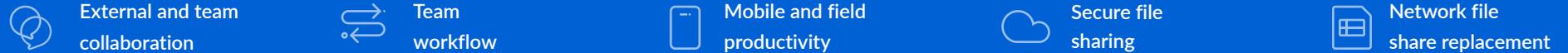
This capability must look backward, too. Regulation and compliance mandates that life sciences organizations archive their regulated content with strict, specific retention policies and legal holds in place.

With Box, it's easy to manage the archiving, search and retention of all types of content in a secure repository.



²bit.ly/2hWhDQB

Ways Cloud Content Management enables the digital workplace:



Create secure, compliant shared workspaces for internal and external collaborators

- Collaborate with other organizations and government agencies
- Coordinate on patient services
- Collaborate on marketing and sales content
- Use real-time notes for teams

Easily create and manage document workflows across internal and external teams

- Build, review and publish new collateral
- Onboard new employees, suppliers and partners
- Process contracts
- Complete product launch processes and approvals

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

- Secured distribution of approved content for mobile sales
- Audit trails of content sent to field reps
- Watermarking and governance for increased security
- Support for multimedia: video, 3D, DICOM

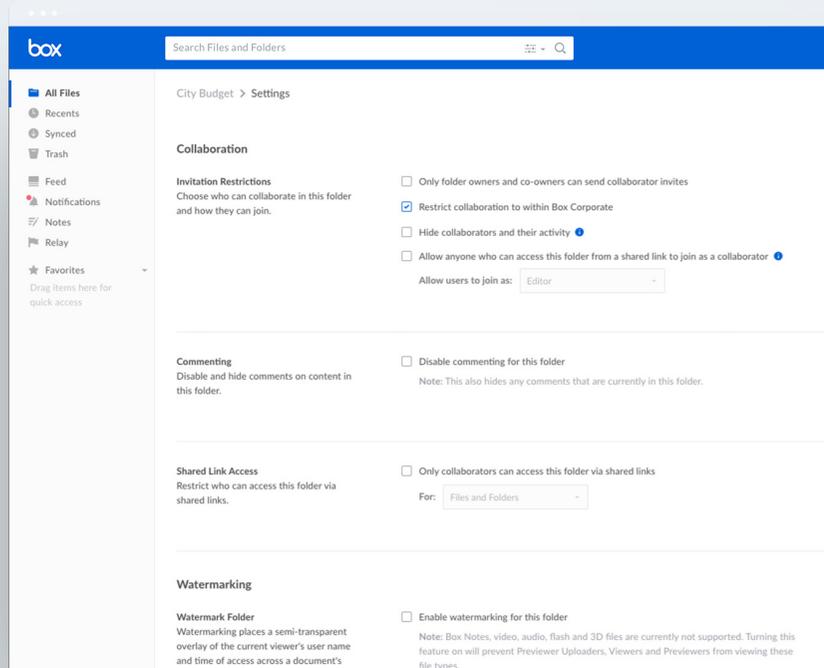
Easily and securely share both regulated and unregulated content

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

Replace costly network file shares

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

How to use Box for digital asset management



Provide sales reps with approved promotional information faster

Marketing departments can get FDA-approved promotional product information into the hands of hundreds or even thousands of sales reps faster, ensuring that they always have the most up-to-date version of any piece of collateral. A centralized repository, accessible in the cloud and on any device, enables fast access to content without sacrificing security. Intellectual property is protected by the ability to give individuals exact security classifications.

Share product catalogues and new products with physicians

Physicians are busy, and hearing about new drugs, devices and therapies just one small slice of their daily jobs. With product catalogs stored in the cloud and viewable on tablets, reps can share specific product information with physicians faster. Content search based on sophisticated metadata embedded within not just text files but images and videos helps pull up the right content quickly.

Create an audit trail with full traceability

While enabling sales teams with approved promotional materials on their mobile devices, you can ensure a comprehensive audit trail, keeping track of authoring and distributing of controlled content on a granular level.

Stick to compliance standards and abide by regulations

No matter your agency's compliance rules, Box was built to stick to them, with support for achieving compliance with FedRAMP, IT AR, IRS-1075, Do DSRG L4, FIPS 140-2, 800-171, HIPAA and PCI.

A woman with blonde hair, wearing safety glasses and a white lab coat, is looking through a microscope in a laboratory. The background is blurred, showing other lab equipment and a person in a white coat. The lighting is soft and focused on the woman and the microscope.

Boston Scientific

“ We’ve been leveraging mobile technology to improve how our sales teams communicate with physicians and health-care providers. Box is a secure, user-friendly tool for amplifying that mobile sales strategy—a platform our entire employee base can use to collaborate and drive productivity and innovation.”

Rich Adduci, CIO, Boston Scientific

Digital business processes for the extended enterprise

Life sciences companies are under pressure to modernize their processes around clinical trials and regulated content in order to get products to market faster. Interactions that once were rigid and took place in person must now flow seamlessly and constantly between organizations and end users through the web and mobile devices. Businesses must now face the challenge and opportunity of managing these fast-paced, ever-growing flows of information that involve more people and data inside and outside the organization than ever before. Many companies 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, organizations can extend processes across corporate boundaries, and ultimately improve 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 enables modern organizations to:

- ▶ **Automate business processes**

Legacy approaches to enterprise content management have historically been difficult to build and implement. By managing content in the cloud, organizations are finally in the position to transform and automate key processes. Processes like consolidating records, going paperless 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.

- ▶ **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, project specs, contracts and other legal documents. Users can access information in one central repository from any device, any time, and even apply machine learning for intelligent metadata tagging. Content can flow dynamically between people, organizations and devices in the digital business.

- ▶ **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. Policies can be automatically applied based on content type, taxonomy or other rules, with little or no human intervention, leading to higher accuracy and lower risk. Leveraging the power of the cloud, eDiscovery is instantaneous and allows for much deeper analysis of user access and behavior. Litigation hold can be applied invisibly to the end user, and automatic content classification can drive security, access and retention policies.

With access to better digital asset management, automating routine workflows and simplified document retention and disposition processes in the cloud, content management that all too often feels onerous to organizations can be made simple.

“Digital disruption is not just putting an app on top of an existing model... there need to be model changes to really drive difference via digital disruption, so the focus is changing the underlying model.”

Mike Meadows, CTO, Eli Lilly

Ways Box enables the digital business:

-  **Modern records management**
-  **Simplified digital asset management**
-  **Secure document vaults and portals**
-  **Content ingestion and document workflow**
-  **Custom apps and digital experiences**

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

Enable secure document workflows across the extended enterprise

Build custom apps for content submission and sharing

- 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
- Streamline creative workflows
- Protect, categorize and manage your intellectual property
- Centralize and manage product launch assets
- Analyze asset performance
- Employee onboarding and training portal
- Vendor and supplier portal
- Contract management portal
- Digitize paper-based processes
- Onboard employees, vendors and clients
- Manage contract lifecycles
- Complete trade approvals and reporting
- Manage NDA processes
- Intelligent capture and field extraction using integrated capture solutions
- Client collaboration app
- Wealth management and loan origination apps
- Customized sales productivity app
- Digital locker

How Box streamlines global product launch

“As our business continues to grow, we need a cloud partner that gives our employees—who reside in multiple global locations—easy and secure access to business information from anywhere, on any device. We also wanted a partner committed to rapid innovation that’s driven by our industry needs.”

Brian Shew, Vice President and CIO, Jazz Pharmaceuticals

- ▶ **Speed up all launch-related content activities**

With cloud-based support for activities such as the distribution of marketing and educational materials, real-time collaboration happens in one centralized place, and team members can stay up to date. Coordination with outside partners is also facilitated.

- ▶ **Automate launch workflows**

A unified cloud solution integrates the creation of marketing and customer-facing content with the approval and management process, applying automated workflows that bring a piece of collateral from inception to approval and distribution.

- ▶ **Push approved content to mobile devices quickly**

Your entire sales team receives up-to-date content in real time on their mobile devices, so their meetings with prospective customers always involve the most accurate information.

- ▶ **Engage patients on multiple channels**

The ultimate end user is the patient. With Box, content can easily be promoted through multiple channels in order to reach patients wherever they are.

Enabling developers

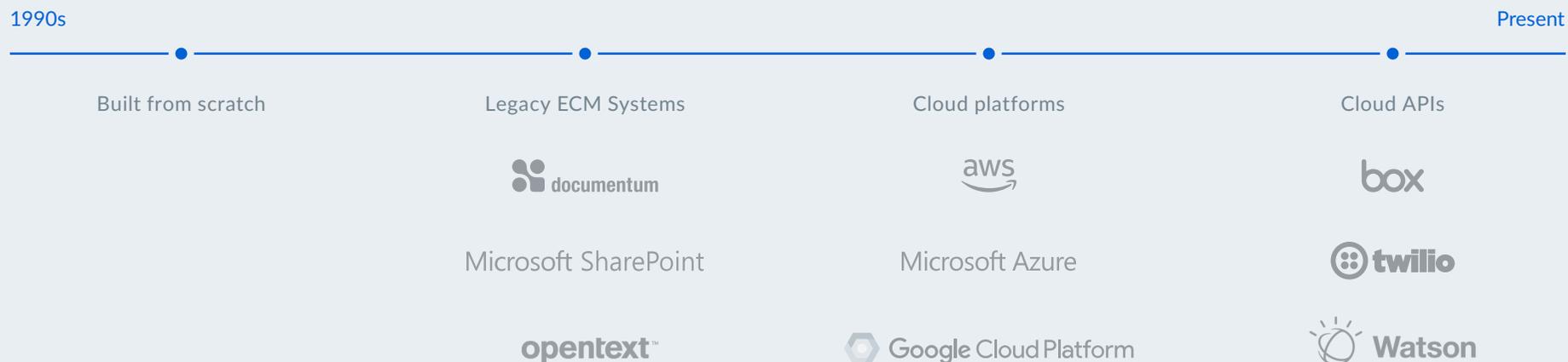
The end users of the digital age expect every application they use to be secure, frictionless and delightful. Fortunately, just as user expectations have risen, Cloud Content Management makes it easier for developers to build exceptional digital experiences. By leveraging Box Platform APIs with Box as 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.

The evolution of app-building



How to build a rich digital content experience with Box

► Content exchange and submission

Provide your users with access to their content and cases and allow them to easily and securely upload files using the Box Platform APIs. Users can also generate shareable URLs for files and folders.

► Preview

Display interactive file viewers for documents, presentations, spreadsheets, images, videos, 360-degree images and videos, 3D models, DICOM and dozens of other file types in your apps interface.

► Collaboration

Allow your users to collaborate on cases in your apps by adding text comments to files, creating and assigning tasks to each other and annotating file previews.

► Search

Help users find the exact content they're looking for with keyword search across file and folder names, file descriptions and in-file text.



of brands are exceeding customers' digital expectations.
— Accenture³



of consumers never engage with a brand again after a bad mobile experience.
— Sitecore⁴

³acntu.re/2iXSV3d
⁴prn.to/2jsQLbh

Strategic integrations

When you centralize content in the cloud with Cloud Content Management, you can improve collaboration, simplify IT and increase security. If your content management system integrates with other key services like Adobe Sign, Office 365, Slack and Salesforce, you can 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 security drives adoption by letting end users work in the cloud for more sensitive business-critical workloads. Employee productivity rises due to a frictionless end-user experience, and business processes improve because developers can integrate your Cloud Content Management solution into any back-end or partner system.

One of the ways in which Box works with life sciences organizations is to team up with leading life sciences Independent Software Vendors (ISVs) and System Integrators (SIs) to create specific, contextual solutions for content creation, management and distribution.

CHITA

Fully integrated with Box to provide a life-sciences-specific content management and collaboration platform that's 21CFR, Part 11 and Part 820-compliant, and can handle both regulated and non-regulated content.

Prolifiq

A cloud leader in sales enablement for the MedTech industry, which implements and enforces Good Promotional Practices (GPP). Thanks to a partnership with Box, all customers can keep their content securely in the cloud.

IQVIA

Allied with Box to provide life sciences customers with applications that enable complex workflows and increased global visibility and reuse of content, with industry appropriate security and data retention policies throughout the product lifecycle.

USDM Life Sciences

As a leading SI for life sciences, USDM Life Sciences helps customers develop cutting-edge solutions on the Box platform. Leveraging the Box API and SDKs, as well as existing Box integrations like Salesforce and DocuSign, USDM enables customers to build end-to-end cloud-based solutions for the life sciences industry using Box's platform capabilities.

CTC Life Science Corporation

CTCLS, a division of the greater ITOCHU Techno-Solutions Corporation and a leading SI partner for life sciences in Japan, provides content migration services, setting up external collaboration sites and workflow-driven applications with Box Platform, and deploying Governance for eDiscovery purposes in the Japanese market.

Intelligence for actionable insights

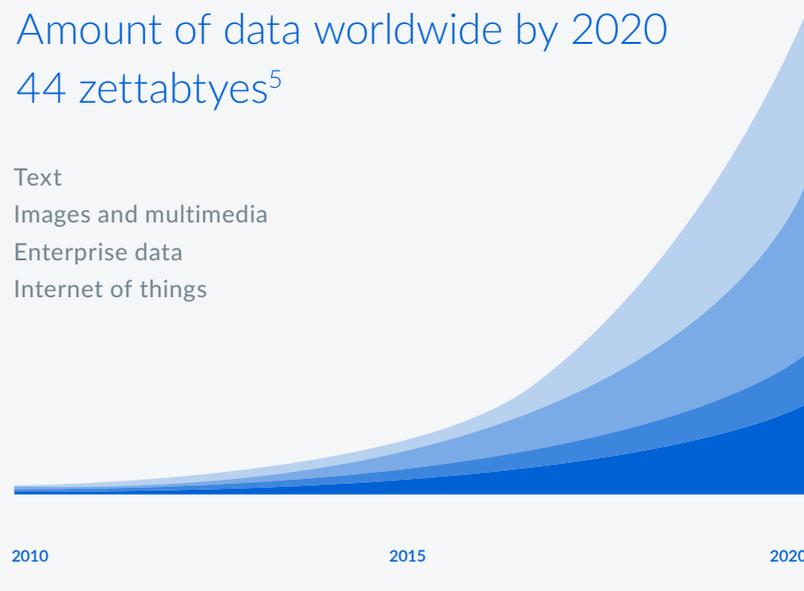
Digital transformation has created a veritable explosion of data — more data than the world has ever seen before. This has presented major challenges to businesses, which have had to try to use legacy systems to manage data from an array of new applications, devices and platforms. The cost to businesses 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 an unprecedented rate, 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 you can generate insights about your content.

Amount of data worldwide by 2020
44 zettabytes⁵

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



⁵bit.ly/2jr3jA1

“Content in Box is more valuable than content outside of Box.”

Jeetu Patel, Chief Product Officer, Box



Apart from understanding the content itself, you can also uncover insights about the relationships people in the organization have with and around that content. Instead of searching through huge digital folders of images, users can search for specific metadata, like objects or text featured in images or the location they were uploaded from. Instead of trying to intuit what content teammates are working on and what they should be reviewing, imagine if employees had a feed surfacing the most relevant content right when they need it. Instead of manually tagging documents and starting review cycles, what if every time a customer uploaded something like a supply request form or vendor application, it automatically kicked off the right workflow based on specific metadata fields. These are some of the abilities machine learning can facilitate when you manage content in the cloud.

Working in the cloud enables you to leverage machine learning to the greatest effect with your content.

In many ways the full potential of machine learning has yet to be realized. This means that algorithms are improving and new technologies are emerging at a rate of days and weeks rather than years.

By working in the cloud, you have the flexibility to easily make changes to the solutions you use so you can constantly leverage the best machine learning options available. While legacy, on-premise content management systems require that you shift data around to different services, when you work in the cloud, you can instead bring machine learning to where your content and processes already live. This lets you generate invaluable insights about your content so you are freed up to focus on what matters most: achieving your business goals.

Ways Box can bring machine learning to you:

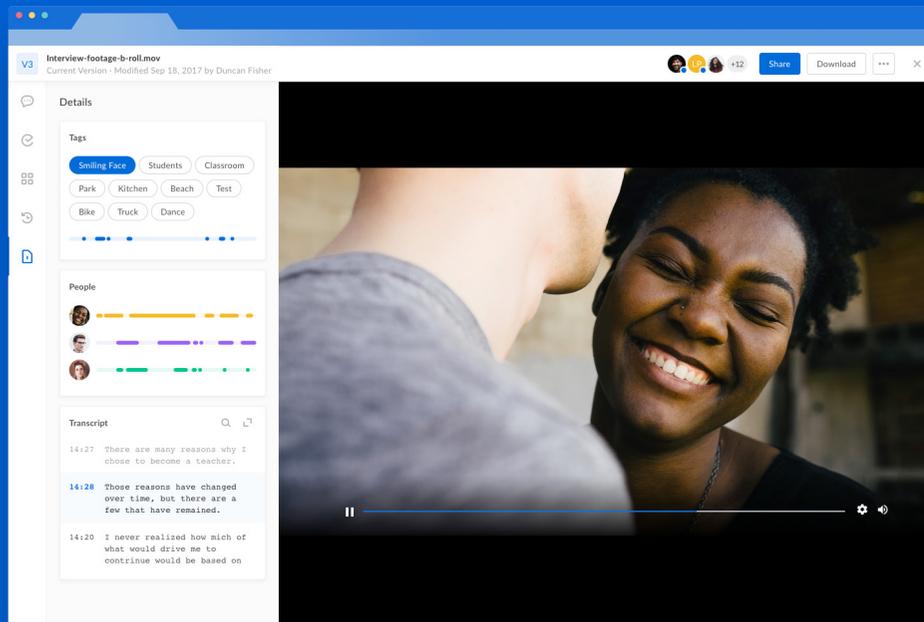


Image recognition

Recognize objects and text in images and automatically apply metadata

- Handwritten text extraction
- Facial recognition in law enforcement
- Satellite and drone imagery analysis



Audio transcription

Transcribe audio recordings and apply metadata

- Sworn testimony, interviews and hearings transcription
- Call center recording analysis and topic extraction
- Automated meeting minutes
- Newsroom media analysis



Video indexing

Recognize objects in video files, transcribe audio, detect topics and recognize faces

- Suspect identification
- Surveillance and law enforcement
- Depositions, sworn testimony and interview transcription
- Media topic extraction
- eDiscovery of video stores



Custom content processing with machine learning

Leverage any third-party machine learning service to process Box files and train custom Skills to work with your unique data sets

- Process call-center recordings based on the sentiments expressed
- Analyze contracts and invoices based on custom metadata fields

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.

“Unregulated, regulated content — it’s all critically important and needs to be secured in the right way.”

Nate Thompson, CIO, Premier Research

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.⁶ 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.⁷ 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.⁸ 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 quickly 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, agency 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 Institute⁹

⁶bit.ly/2zv0xnc
⁷bit.ly/2k6LdHH

⁸ibm.co/2rLVOKR
⁹bit.ly/2zvSXWr

Ways to use Box to boost security for business process communications



Monitor, revoke and expire access

Comprehensive audit trails show who accessed each file, when they accessed it and whether they've viewed, downloaded or updated it. By sharing with a secure link, you can also add a password, set an expiration date for access or revoke access at any time.



Define granular permissions and access rights

Invite partners to collaborate in a folder and choose from seven different levels of access rights.



Extend security policies to outside parties

You can't dictate the email password requirements of your partners. But you can require compliance with Box policies and acceptance of terms of use when they access content in Box. This helps give you more control over security when sharing documents with other agencies or outside partners.



Integrate content into business process applications

Box Embed creates a secure view into Box content from other applications like Salesforce, DocuSign and Jive. This eliminates content sprawl and provides one secure place to manage the confidentiality and integrity of your business information.

Ways Box provides security and data protection:



User security

Get granular user security across devices, apps and content types

- Over 1,400 integrations with third-party applications
- Native integration with security and identity management providers
- APIs to integrate Box content into any custom app
- Granular access and collaboration controls
- Native device and mobile controls



Information governance

Simplify retention, discovery and content policies

- Retention management
- Defensible eDiscovery with in-place legal holds
- Automatic content policy enforcement
- Watermark documents



Infrastructure

Protect your data by working in a secure, resilient environment where you can detect and manage threats

- Multiple data centers, 99.9% SLA with optional in-region data storage
- Full encryption in transit and at rest plus optional customer-managed keys
- Penetration tests and secure software development lifecycle



Compliance

Meet evolving global compliance standards

- GxP Validation
- 21 CFR Part 11
- HIPAA
- Support for GDPR readiness

How Box is leading the market with Cloud Content Management

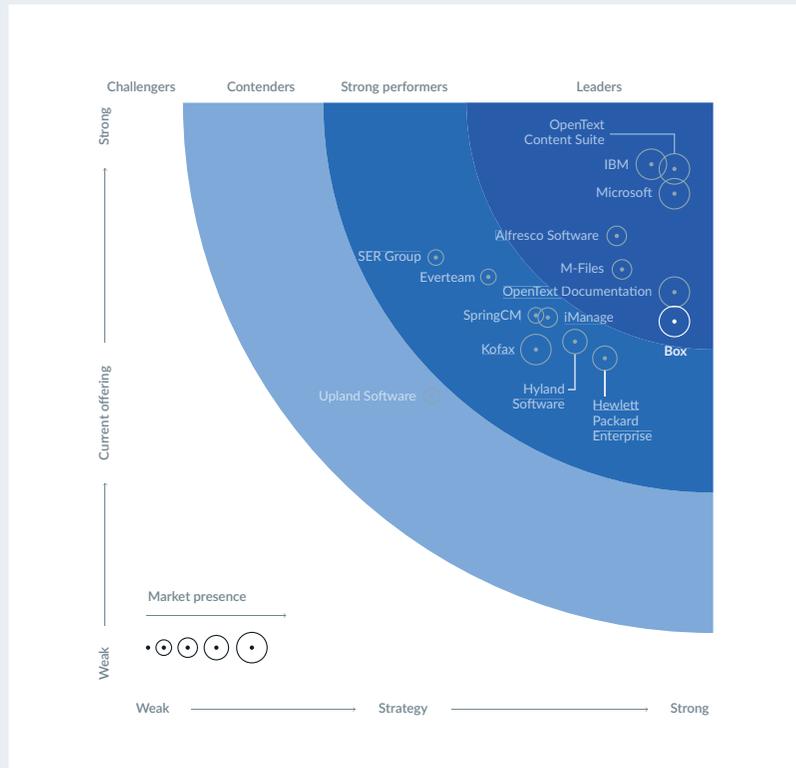
The analyst community is increasingly recognizing the role Box is playing as a market leader for content management. Box was recognized as a Leader in Gartner's 2017 Magic Quadrant for Content Collaboration Platforms (formerly EFSS), an industry-standard measurement for a company's vision and ability 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.



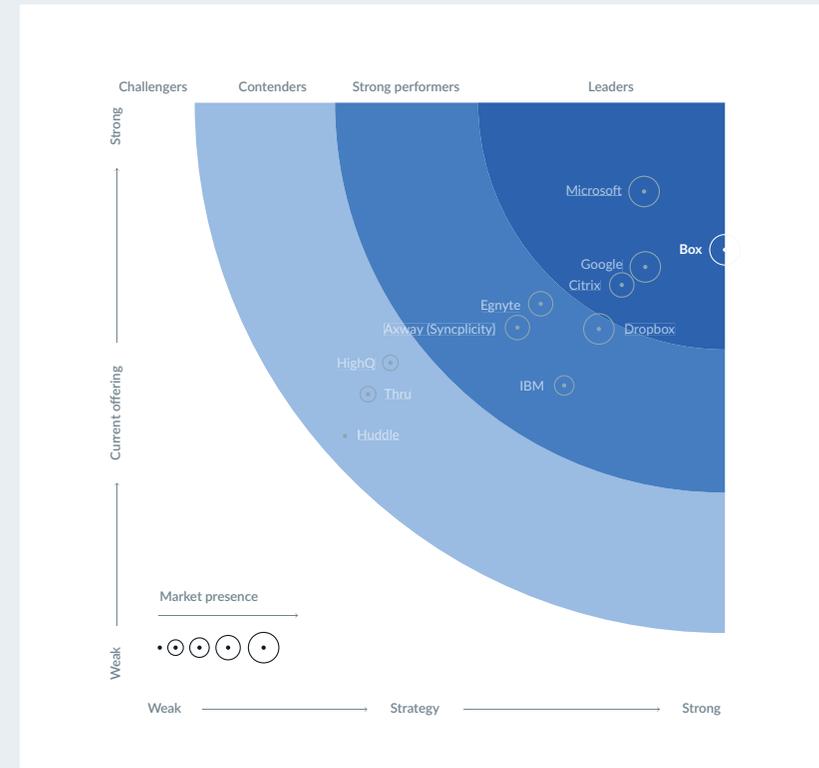
Box named a Leader in Gartner's 2017 Magic Quadrant for Content Collaboration Platforms

"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.”

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](https://www.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 Research¹⁰ 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 their first three years with Box.

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

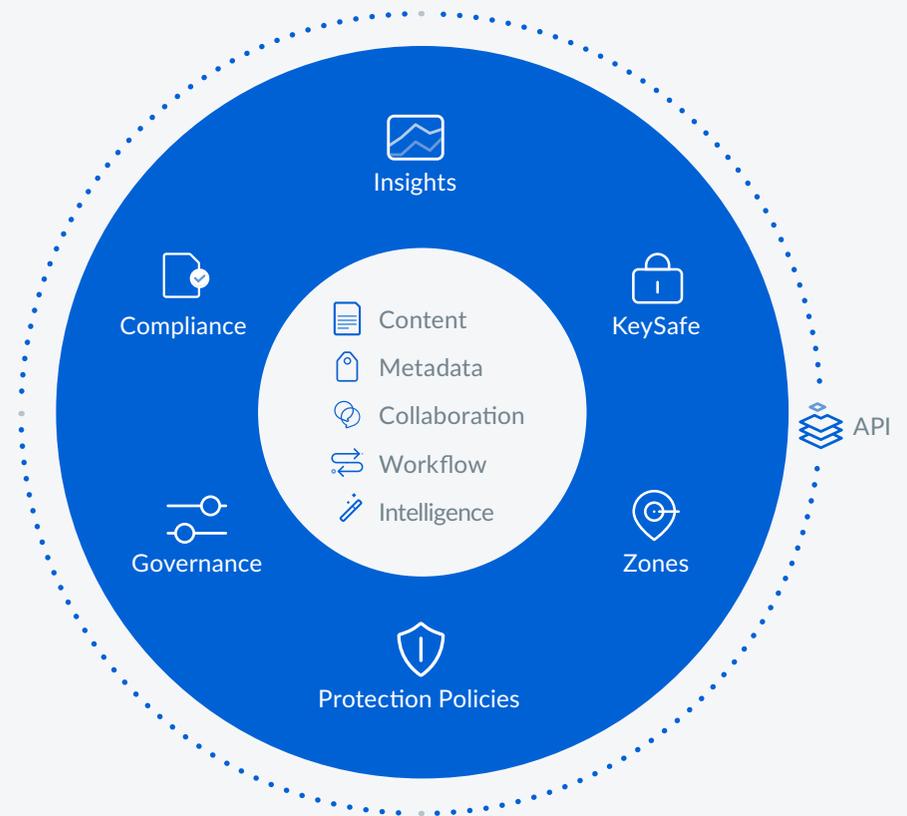
¹⁰www.box.com/resources/forrester-tei

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 content in the digital workplace.

Meanwhile, you can also efficiently manage the metadata, collaboration and workflows ([Box Relay](#)) related to that content to enable your digital business. 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. Internal and external collaboration become 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 Box, you can finally work as one.



To learn more about Box, visit <https://www.box.com/industries/life-sciences-biotech>