



Growth, Efficiency, and Expansion: Three Reasons to Choose Box, Now

Today, businesses of all sizes are adopting cloud services to accelerate growth, create more efficient operations and expand their reach. The most innovative companies in every market choose tools that remove barriers to cross-team collaboration, ensure the security of sensitive information and help deliver products on schedule – and they have the topline growth to prove it.

To compete in this environment, you must seek out any advantage to reach your next stage of growth. Moreover, businesses that proactively drive adoption of new tools attract better talent, realize true productivity and time-to-market advantages and better protect their information.

In this white paper, you'll find scenarios and economic justification for making a shift to enterprise content collaboration with Box. To reach our findings, we've collected data from current Box customers and analysis from the Enterprise Strategy Group (ESG), a respected independent analyst firm. The data reveals the total costs and expected benefits from deploying Box vs. reinvesting in inflexible, capital-intensive on-premise systems.

Stop Outgrowing Your Infrastructure

First, it's still true that in order to make money, you often have to spend money – investing capital in anticipation of growth and capturing new opportunities. What's changed is how much is necessary. For businesses facing the hard reality of 12% year-over-year growth in storage costs, or making the tough decision to reinvest in updating their aging file server, there are significant cost reductions in choosing the flexibility and low cost of the cloud.

To get started, let's examine the total annual and three-year costs for a range of companies, comparing the total cost of ownership (TCO) for Box to traditional on-premise infrastructure. As you can see from the charts below, Box is more cost-efficient than on-premise file storage for companies of any size (Figure 1).

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“The cost of Box - especially considering all it can do - made it a no-brainer compared to other content management solutions we considered.”

Rick Roman
Director of IT Operations,
Balfour Beatty

Figure 1 - Lower Annual Cost for Box

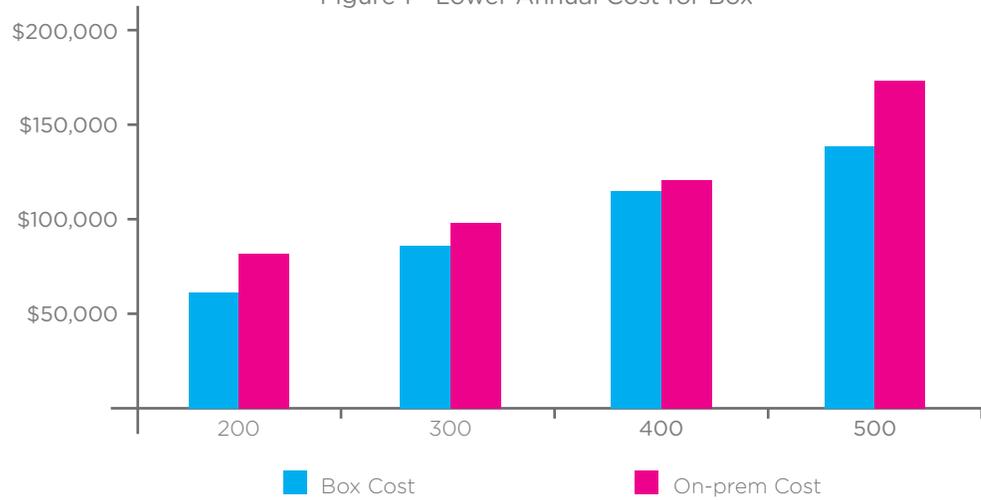
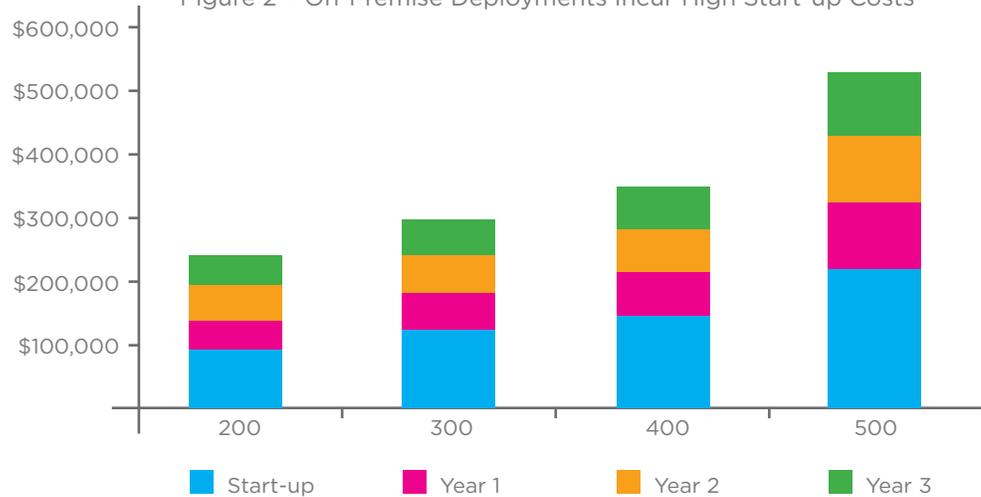


Figure 2 - On-Premise Deployments Incur High Start-up Costs



Why is Box less expensive? Businesses choose Box to unify their storage and collaboration and to avoid the upfront and ongoing costs of storage, data center infrastructure and LAN optimization. In the ESG study, companies of all sizes reported significant savings by eliminating on-premise file shares and dramatically cutting email storage capacity. Additionally, by reducing their investment in Virtual Private Networks (VPNs) and eliminating upfront capital outlays for new on-premise systems, these companies cut capital expenses even further. In general, on-premise costs aggregate a variety of additive costs (maintenance, upgrades, contractors, integration and support). Box avoids these hidden costs.

In summary, businesses save up to \$40,000 a year in operating and capital costs by moving to Box.

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“Once we get everybody on board, I know we’ll see even more time and cost savings.”

Brian Enos

Owner,
Reliant Behavioral Health

Efficiency = Collaboration + Productivity

Next, let’s talk about building a more productive, efficient organization. As you set your sights on new opportunities, you need to give your teams the tools they need to operate effectively in the field, answer questions authoritatively and share their knowledge back to the team. A big part of this is enabling your teams to be productive when they’re away from their desks – whether you’re equipping a remote sales force with tablets or working with a new partner on the other side of town.

Box users benefit from improved user productivity (time saved by employees using Box for file-sharing and collaboration tasks, expressed in time and the financial value of that time). This results in a positive return on investment, which increases directly with the number of Box subscribers. With Box, it’s simple and straightforward to get content onto any device, anywhere in the world – and teams need almost zero training to be productive from day one. Stop training on the basic tools and shift your focus to building the highest-performing team possible.

But what do the numbers say? Companies who choose Box realize significant returns from the improved productivity of employees. The ESG study found these efficiencies equate to a 50x increase in annual user productivity. That’s 7.2 hours of increased output per user, per year. Across our customers, we see these additional benefits:

- Reduction of initial setup, upgrade and administrative costs
- Elimination of data backups and recovery costs
- More efficient sharing and collaboration with Box

Expansion: Or, What Could You Do With \$200k/year?

Back to where we started: Real growth requires investment, but the challenge is often freeing up funds to fuel hiring, R&D or acquisitions. This is a common challenge for any business or departmental leader – where do I find the capital to invest in my future?

For example, let’s look at a company considering opening a sales office in Australia. They need to shift resources to recruit and hire talent, establish a base of operations and begin promotions – each, a hard cost. As revealed in the ESG data cited above, a typical 200-500-person organization can save up to \$120,000 a year in capital investment and gain an additional \$200,000 in topline productivity improvements by adopting Box and the cloud. There’s your seed capital.

In summary, the benefits of adoption are clear: Businesses on Box get more work done with current staff on hand and save money by eliminating the hassles of on-premise infrastructure. Looking deeper, the 7.2 hours of increased productivity for a 200-person company add up to 1,400 more hours of annual productivity. These benefits only increase as customer environments grow.

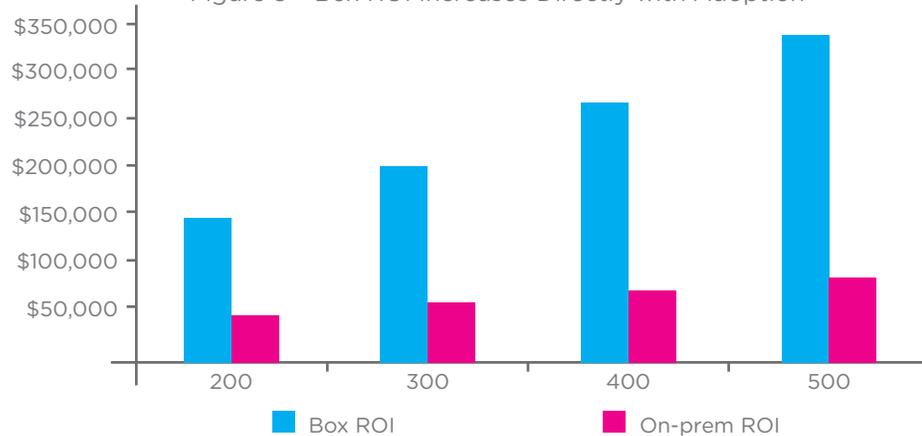
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Figure 3 - Box ROI Increases Directly with Adoption



You Can’t Afford to Wait

This is only the beginning, but the advantages of moving to the cloud and driving more productive collaborations diminish the longer you wait. The cost savings from deploying Box depend upon adoption and widespread use. In a 200-500-person company, this synergy translates into an immediate quarterly benefit of \$20k-\$50k, respectively. In other words, there is a significant cost to delaying a cloud rollout. Every quarter you wait, you’re leaving money on the table.

Ultimately, what Box gives you is the opportunity to scale. With unlimited storage, powerful collaboration capabilities, simplified management and improved visibility into your business, you get the flexibility to scale up or down to meet your company’s changing needs.

No matter how large your firm, Box provides tangible value and a positive ROI, as ESG’s independent analysis reveals. In addition to diverse costs savings, the Box enterprise content collaboration platform provides a wide range of IT efficiencies, from securing corporate content to enhanced mobile collaboration. Investing in Box has helped customers remain flexible, maximize resources and employees and free up IT resources to focus on revenue-generating activities.

Get a customized TCO estimate at <http://www.box.com/TCO>

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