BOX HAS SECURITY EDGE OVER COMPETITORS

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THE BOTTOM LINE

In analyzing Box's content solution, Nucleus found that the vendor scored points over enterprise file sync and share (EFFS) market competitors such as Dropbox, particularly regarding security functionality and granular information governance. The vendor has emerged ahead by leveraging extensive control capabilities to reduce security risks without compromising usability in the process and will likely reduce the amount of time needed to establish workflows by 10 to 20 percent

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THE CASE FOR BOX

With Box's focus on customer-owned encryption, granular controls, embedded retention settings, and instant alerts, the company offers key functionality through its product that enables users to govern the amount of information they share both internally within organizations and externally. Importantly, the vendor's focus on security for organizational document management drills down and involves several layers of protection.

Box recently delivered significant advancements in security for its Box Capture mobile app feature which embraces the breadth of Box security functionality while accelerating the time required to upload and secure files as soon as needed. The Capture app enables users to instantly capture documents via mobile cameras and save the documents to the Box Cloud for instant sharing. In terms of security, saving the images or videos directly to the Box Cloud bypassing the local storage on mobile devices, limits proliferation of corporate content on potentially personally-owned devices.

Moreover, the application, through integrations with enterprise applications such as Microsoft Office 365, Google Apps, DocuSign, NetSuite, Salesforce, and IBM (as well as over 1,600 other independent software vendor partners), is positioned to deliver further functionality (utilizing Box security) for users seeking to leverage these products for their content collaboration needs.

INFORMATION GOVERNANCE

Automating compliance has been one of Box's focus areas for information governance in enterprise file sharing. Additionally, the company offers strategic governance partnerships with leading security providers including Symantec. EnCase, Recommind, and StoredIQ. Beyond this, the company has made it possible for users to share files with internal and external personnel via unique links. The permission settings for these links can be changed at any time, even after distributing them to outside personnel.

Box also addresses retention management needs by offering permissions that can be set to expire at certain times in order to comply with legal, regulatory, and business mandates regarding the retention of content. This is especially useful for industries such as government and finance in which maintaining the right information for specific time variables can be costly and involved.

Files shared with Box are all logged and auto-trailed, available in reporting and event management framework. Shared Box documents feature specific controls that enable administrators to drill down to keep track of who exactly has collaborated on a document (including external collaborators after links or documents themselves have been shared).

The granular controls offered by Box enable users to specifically outline what parts of files can be shared based on access permissions. In addition to this, Box can recognize when users attempt to make files accessible to other users that may not have the correct clearance and immediately alert administrators. In fact, watermarking features display accessing users' information on the documents as they are downloaded, providing another layer of protection.

Thus, the breadth of functionality given to administrators allows them to have full control and visibility over not only what is being shared but over the specific data associated with each file, establishing drill-down governance over all organizational information on the system. This is particularly important for enterprises that require large volumes of access and seek to do so while minimizing access errors.

It is important to note that Box also provides ongoing security support from its customer support managers, making it a key choice for users looking to leverage ongoing security maintenance. Specific customer support managers are assigned to each account so that customers always interact with the same personnel, cutting out repeated ramp up time.

USABILITY GAINS

Box has recently revamped its user interface (UI) and increased its focus on usability, addressing two areas that served as potential incentives for customers considering the product. Specifically, Box also released a new governance tool to facilitate easier data governance with pre-built functionality to speed up e-discovery and set up content security policies. This governance tool is key for supporting enterprises in the financial services, healthcare, and higher education spaces.

Recently, Box made custom metadata tagging an option for users looking to leverage even more granular metadata tags specific to organizational needs. These can be quickly configured using pre-built templates offered by Box. With device ownership prompts, encryption, and different levels of security varying by device, Box's usability gains make achieving secured document management faster.

The business process management (BPM) workflows inherent to the Box security features are scalable (with repeatable processes to manage complexity) and enable users to reduce time needed to be spent on complex tasks. Automated approvals and signatures for similar documents factor into streamlining these workflows. Nucleus estimates this scalability reduces time otherwise spent establishing workflows by a range of 10 to 20 percent, with some organizations seeing even greater time savings.

> ## Nucleus estimates Box's security scalability reduces time otherwise spent establishing workflows by a range of 10 to 20 percent, with some organizations seeing even greater time savings.

Box features triggers that automatically begin tasks for the relevant personnel as soon as a document is uploaded into its UI. This automated feature is a source of further time savings and a further push to keep files in front of the right personnel as soon as they are uploaded, reducing the degree of human error associated with organizational document sharing systems.

LOOKING FORWARD

Box's approach regarding the marketing of its security features has up until recently focused on educating IT personnel. From there, these empowered users then serve as organizational evangelists equipped to spread knowledge on how to maximize the extensive security benefits offered by the product. Therefore, the company stands to gain momentum as a security leader in the enterprise content management (ECM) market if it can educate users on the breadth of capabilities for security that Box provides and a complimentary level of usability.

Further along Box's roadmap, the company intends to provide even more partner-based metadata tagging to better classify each organizational file in addition to meeting retention requirements based on file type. Importantly, Box plans to provide democratized content-centric workflows that result in users seeing and working on the specific aspects of files relevant to their role, further ensuring that users only work on the aspects of a file that they need to work on (and limiting sharing of files overall).

With the recent trend to adopt ECM products that provide the performance and ease of use of cloud services while maintaining the level of security and control with on-premise deployments, customers should be considering investments in products that prioritize extensive security functionality while keeping in mind the ease-of-use factor. Based on the security features, integrations, and partnerships it has focused on in recent updates, Box is likely to edge out similar market competitors.