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The Total Economic Impact™ Of Box
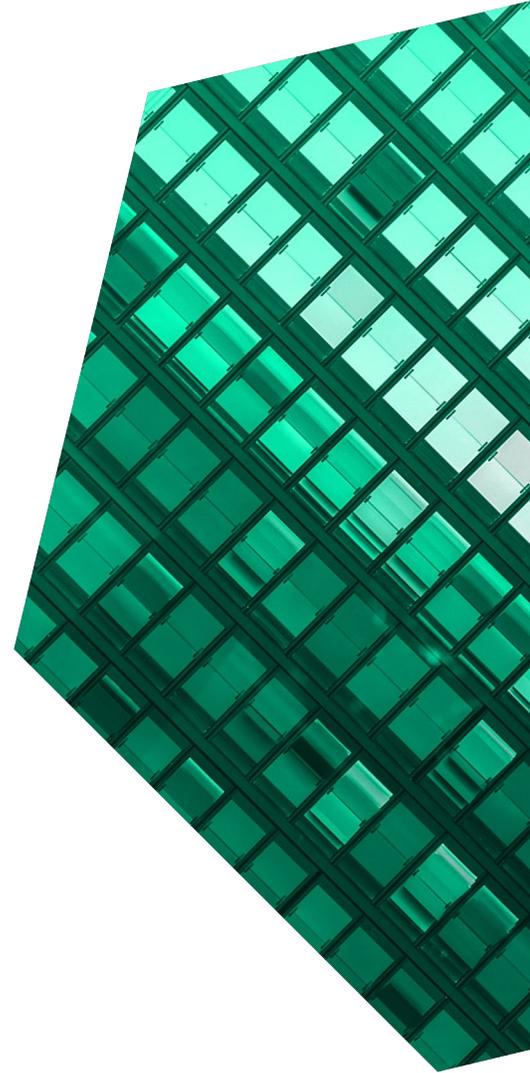
Cost Savings And Business Benefits
Enabled By Box

APRIL 2024

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Executive Summary

In the current era of work-from-anywhere, technology leaders deploy enterprise content management tools to help businesses tackle challenges information workers face when they're creating, consuming, and protecting content.[1] They now, however, want to extract more value out of their content repositories. To do so, organizations must invest in a secure intelligent cloud content platform like Box that enables them to unlock value from their unstructured data.

Box is the Content Cloud, a single platform that empowers organizations to manage the entire content lifecycle, work securely from anywhere, and integrate across best-of-breed apps. With Box, organizations can enable secure internal and external collaboration, compliant content management, content workflows, workspaces and portals, and e-signature from one central location.

Box commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Box.[2] The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Box on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed six representatives from four organizations with experience using Box. For the purposes of this study, Forrester aggregated the interviewees' experiences

KEY STATISTICS

Return on investment (ROI)
346%

Net present value (NPV)
$21.92M

and combined the results into a single composite organization that is an organization that operates in a highly regulated industry with 15,000 employees and $5 billion in annual revenue. Box serves as the primary repository for their unstructured data.[3]

Prior to deploying Box, the interviewees' organizations used a combination of local storage, file servers, network share drives, and legacy content/information management tools to support their content management needs. Employees relied on email and file sharing for communication and collaboration.

The legacy setup presented several limitations, including challenges in supporting hybrid work; difficulty for employees to access the content they needed to do their work; numerous cumbersome, manual common tasks; and user frustration in collaboration with internal and external parties. Furthermore, IT sprawl meant that meeting security and compliance obligations was incredibly

Reduction in risk of a data breach due to an internal incident

72%

challenging, and there were high costs across tooling and administration. These limitations led to a significantly hindered customer experience.

With Box, the interviewees noted their organizations were able to strengthen their security posture through secure external collaboration and compliant content management, increase incremental profit, and save on IT hardware and resource costs. Box also enabled the interviewees' organizations to improve employee productivity through workflow automation and by providing a single content layer across their applications.

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Security and compliance efficiencies totaling $3.2 million.** Automated content access controls; intelligent, context-rich data detection and data leak prevention; and overall increased visibility into file movement with Box results in time savings for the composite's security teams. The composite organization experiences 0.9 hours of savings related to a content access change and an 80% reduction in incidents related to unsanctioned file movement/changes. It also sees a reduction in time to resolve an incident related to unsanctioned file movement/changes by 0.9 hours and a 90% reduction in the number of endpoint devices requiring forensic search investigations.

  Furthermore, Box helps the composite organization centrally manage its unstructured data and stay compliant with important rules and regulations. The composite also uses Box to manage document access and retention policies and maintain auditable records of their data management practices. This resulted in 159,467 hours of savings related to classifying documents and a 20% reduction in time spent completing internal audit work over three years.

Box also mitigates the risk of a data breach related to an internal incident by 72% over three years. It does so through granular classification-based security controls, AI-powered alerts for potential data theft detection, and broader coverage for sophisticated malware, and by preventing access from unsafe devices or compromised user accounts.

- **An increase in incremental profit of $5.1 million.** With Box, the composite organization optimizes the usage of its unstructured data to acquire and grow customers/accounts and decrease time to market with new products, experiences, and information dissemination from a centralized, high-performance platform. By Year 3, 9% of the composite organization's annual revenue is affected by Box implementation.

- **Legacy environment retirement savings valued at $5.5 million.** Once Box is implemented, the composite organization migrates 300 TB of data, saving on related hardware costs. The composite organization also experiences savings related to legacy disparate tooling replaced by access to Box products, such as Sign, Canvas, and Notes. It also sees legacy security and governance software savings and savings related to maintaining the legacy environment.

- **End-user productivity improvements resulting in savings of $14.5 million.** Box's content management platform provided several convenient and productivity-enhancing features that improved employees' ways of working. All Box users at the composite experience a 70% reduction in time spent searching and sharing data. Some employees experience a 75% reduction in time spent on tasks related to using Box's advanced features, such as external collaboration, integrations with

productivity applications, document version controls, annotations, and more.

The composite also gains further time savings with Box Relay and Box Sign by automating routine workflows, such as onboarding and document reviews and approvals. Employees utilizing workflows with these Box products save 30 minutes per workflow, resulting in an additional 105,600 hours saved over three years.

> Box AI helps organizations better understand user behavior, content usage patterns, and collaboration trends in real time to make data-driven decisions that optimize operations.

Unquantified benefits. Benefits that provide value for the interviewees' organizations but are not quantified in this study include:

- **Enhanced employee experience and effective remote work.** After implementing Box, interviewees noted how having a user-friendly platform that centralized file storage, access, and collaboration without the need for a VPN login improved employee experience. Box's integration with productivity tools also simplified the remote work experience through enhanced communication and task coordination across teams.

- **Improved customer experience.** Box streamlined collaboration between internal teams, enabling faster delivery of products and services to customers. With secure file sharing and document management features, interviewees' organizations gained improved

access to and sharing of information and were thus able to respond more quickly to customer needs. Box's integration with business applications further enhanced customer-facing processes.

- **Enabled cloud transformation.** Interviewees highlighted that Box was a crucial tool for their organizations' digital transformation, enabling a secure and scalable shift from on-premises content storage and collaboration to the cloud. Box's cloud-based infrastructure eliminated the need for on-premises servers and storage, simplifying operations and reducing costs.

- **Unlocked legal efficiencies.** Storing, managing, and collaborating on legal documents and case files with Box unlocked time savings for the interviewees' organizations' legal teams while maintaining the confidentiality of sensitive documents. By leveraging Box's advanced search functionality and integration with other legal applications, legal professionals were able to focus more on value-adding activities.

- **Received support and services from Box.** Interviewees described how Box provided personalized support and services for their organizations through multiple channels, including live chat, phone support, and online documentation. The Box team regularly listened to customer feedback to inform their updates and feature enhancements, allowing the interviewees' organizations to reap additional value from their investment.

Flexibility. Additional use cases and business opportunities an organization might realize later once implementing Box include:

- **Box AI.** Interviewees' organizations planned to adopt Box AI to remain on the cutting edge and find new ways to optimize operations. Using advanced machine learning algorithms, Box AI provided the interviewees' organizations

with real-time insights into user behavior, content usage, and collaboration patterns for better, data-driven decision-making.

- **Scalability of features and users.** The interviewees noted that as their organizations added more users and data loads onto Box, the platform remained stable and highly performant. With Box's APIs and integrations, they were also able to extend and customize existing features to adapt to customer demands.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Box service fees totaling $4.7 million.** Box licensing is based on number of users and the Box subscription plan deployed. The composite organization leverages Box professional services for initial implementation and for assistance in ongoing migrations, integrations, and automations.

- **Internal fees totaling $1.7 million.** IT and engineering team members are involved in Box implementation and deployment and continue to roll it out to more users, migrate data, and maintain applications, integrations,

and the overall Box environment overtime. Developers are also involved in creating templated and customer-built workflows. All Box users are trained on the platform.

The representative interviews and financial analysis found that a composite organization experiences benefits of $28.26 million over three years versus costs of $6.34 million, adding up to a net present value (NPV) of $21.92 million and an ROI of 346%.

"Box allows us to synergize the entire company, bring together our resources, collaborate seamlessly and securely, and ultimately perform better."

— System engineer, energy industry

ROI
346%

BENEFITS PV
$28.26M

NPV
$21.92M

Benefits (Three-Year)

$3.2M

Security and compliance efficiencies

Security time savings

Improved ease of data governance and compliance

Reduced risk of data breach due to an internal incident

$5.5M

Legacy environment retirement savings

$5.1M

Incremental profit

$14.5M

End-user productivity improvements

End-user productivity gains

Improved efficiency through workflow automation and e-signature

Unquantified Benefits And Flexibility

Enhanced employee experience and effective remote work

Improved customer experience

Enabled cloud transformation

Unlocked legal efficiencies

Received support and services from Box

Box AI

Scalability of features and users

TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Box.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Box can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Box and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Box.

Box reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Box provided the customer names for the interviews but did not participate in the interviews.

DUE DILIGENCE
Interviewed Box stakeholders and Forrester analysts to gather data relative to Box.

INTERVIEWS
Interviewed six representatives at organizations using Box to obtain data with respect to costs, benefits, and risks.

COMPOSITE ORGANIZATION
Designed a composite organization based on characteristics of the interviewees' organizations.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

CASE STUDY
Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Box Customer Journey

Interviews			
Role	**Industry**	**Region**	**Revenue**
Senior technical manager	Advertising	Europe	$800 million
System engineer	Energy	Global	$40 billion
IT director	Entertainment	Europe	$5 billion
• AVP, IT product engineering • Technical architect • Product leader	Financial services	North America	$35 billion

KEY CHALLENGES

Prior to investing in Box, the interviewees' organizations used a combination of local storage, file servers, network share drives, and legacy content/information management tools to support their content management needs. As a result of merger and acquisitions and different departments adopting their own solutions, the interviewees noted their organizations' technology stacks continued to grow, and their content management environments became increasingly fragmented. Meanwhile, employees at the interviewees' organizations relied on email and file sharing for communication and collaboration. The interviewees noted how their organizations struggled with several limitations and challenges in their prior environment, including:

- **The rise in hybrid work.** According to Forrester's research, 62% of business professionals whose organizations transitioned at least partially to remote work during the COVID-19 pandemic expect a higher level of permanent remote work.[4] The delivery of reliable, easily accessible, and timely content and communication has become increasingly significant; it is crucial for IT and employee experience (EX) leaders to offer employees the necessary tools for effective communication,

regardless of their location.[5] However, in their legacy environment, employees often struggled with slow VPN logins, poor UI, and limited mobile/remote access.

The IT director at an entertainment organization said: "Our data was on-prem, and you needed a VPN connection to access all of it. And VPN connections are poor because they're slow, not secure, and are hard to use on a phone. We want to make sure our employees can work from anywhere, and our old setup was not allowing us to do that."

> **"We had a lot of different content tools in place through acquisitions. It was just extremely messy. And when it came to sharing data, there were so many different data centers and servers, it was hard to track down what you needed."**
>
> *System engineer, energy industry*

- **Obstacles to accessing necessary content.** Good technology investments can improve EX, but insufficient anywhere-work technology can lead to employee burnout: If an employee cannot find the needed document because it's hard to find or the employee lacks the necessary the necessary security credentials to access it, it will result in employee frustration.[6] Interviewees revealed that navigating multiple systems for their content needs was cumbersome and time-consuming. They described their organizations' data as disorganized and hard to find. Content was spread across inconsistently structured folder hierarchies, duplicates were common, and employees did not always have access to the content they needed. This led to frustrating work environments in which employees had to spend time navigating confusing content landscapes and troubleshooting data inconsistency issues rather than focusing on higher-value work.

- **Inefficient, manual workflows.** Interviewees noted that their organizations' business end users were often frustrated by how long it took them to complete common tasks, such

> **"As people would leave the company or change jobs, the ownership of the file shares became stale quickly and that made it difficult to do access reviews. You didn't know who to talk to, and employees couldn't access what they needed."**
>
> *AVP, IT product engineering, financial services industry*

> **"We needed to be able to share and collaborate internally and externally in a more controlled, secure fashion."**
>
> *Technical architect, financial services industry*

as invoicing and documentation processes. There were too many disparate systems to work with, no direction of where to go for what information, and processes that involved a lot of unnecessary manual steps. Additionally, most internal interactions were handled through email, and this back-and-forth further lengthened timelines.

- **Poor collaboration.** Internally, employees at the interviewees' organizations were frustrated by a lack of one place to edit, review, and share files with userwide visibility into changes. The product leader at a financial services organization explained: "If we wanted to edit a document, we would have to tell everyone else with access to the document, 'Stay out of it because I'm making changes.' Or sometimes the questions was 'Who has this file locked?' There would end up being 50 versions of one file for which we would all have to work on merging the changes together afterwards. And then there would be six different versions of the file in email, too."

It was also hard for employees at interviewees' organizations to collaborate and share content with external parties. They either had to deal with bounced emails due to oversized attachments, a cumbersome process of getting the external users access to local networks,

or just overall security blockages from both organizations involved.

- **IT inefficiencies.** A siloed legacy environment meant unnecessarily high costs related to multiple content-related tools and on-premises data storage. It also resulted in an environment that required significant effort and time to manage. The IT director at an entertainment organization shared: "Every company we acquired had their own IT setup, so we had 37 different IT strategies, IT ideas, IT tools, and IT landscapes. It was a lot of work to administer all these file services and manage all the integrations. We needed to harmonize it into one system."

- **Security and compliance concerns.** Interviewees noted that security was a top priority and that their organizations lacked a content management system that would help them stay compliant with rules and regulations, effectively manage access and retention policies, and efficiently complete audit work.

  The technical architect at a financial services organization said: "Compliance is really important for us. We have to have a content management solution that meets legislative requirements and recommendations, and our incumbent storage solutions had a lot of problems."

- **Technical limitations.** Interviewees reported that their legacy setup oftentimes could not support the full range of their organizations' data needs. For instance, the IT director at an entertainment organization explained: "We have a lot of data — more than 2.5 petabytes — because we are creating movies and shows. In our legacy environment, we had numerous different storage solutions in place, but they weren't necessarily enterprise-grade, could oftentimes not hold the large files we had, and did not support some of our file formats."

- **Hindered customer experience.** Interviewees' organizations were always looking to improve customer service, quickly respond to changes in the market, and capture new business, but there was an execution gap between how they wanted to engage customers and the capabilities of their existing systems. A goal of the interviewees' organizations was to meet customer expectations and stay ahead of the competition, but internal back-and-forth, data siloes, and downtime issues combined with the lack of a secure data environment hindered that success.

INVESTMENT OBJECTIVES

The interviewees' organizations searched for a solution that:

- Was a comprehensive, unified content management solution to reduce IT complexity and costs.

- Provides a modern end-user experience and empowers knowledge workers to optimize their workdays.

- Improves data sharing and collaboration to increase productivity.

- Automates content-centric processes.

- Has strong, built-in security protocols.

- Uplifts both employee and customer experience.

Why Box?

- Modern UI
- Secure internal and external collaboration
- Advanced data protection and compliance
- Seamless integrations
- Ease of deployment and management

> **"We looked deeper into Box and realized Box really is a solution for the enterprise because it could handle all our data, allows us to structure our data, and allows us to handle everything around data in one location."**
>
> *IT director, entertainment industry*

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the six interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. The composite organization is a geographically dispersed, fast-growing company in a highly regulated industry with $5 billion in annual revenue and 15,000 employees. The workforce is primarily comprised of knowledge workers, and email communication and file sharing are an integral part of their daily work. Eighty percent of the composite organization's data is unstructured.

Deployment characteristics. The composite organization implements Box to reduce complexity and cost through data centralization and seamless integrations while driving productivity and efficiencies for its knowledge workers in a secure environment.

The composite organization chose Box's Enterprise Plus plan, which gives users access to all Box products. Box is deployed to 5,000 employees

in Year 1, and this increases to 10,000 employees by Year 3. The composite organization also uses Box to migrate data from on-premises to the cloud. The organization migrates 100 TB of data in Year 1, and this increases to 300 TB of data by Year 3. Box becomes the organization's primary repository for unstructured data, with 90% of its unstructured data in Box by Year 3.

Key Assumptions For The Composite Organization

- **Operates in a highly regulated industry**
- **$5 billion in annual revenue**
- **10,000 employees on Box**
- **Uses Box as primary repository for unstructured data**
- **300 TB in Box**

> **"Box is the first product we have implemented where employees have come to us and said, 'We want to use it.' We didn't have to convince people to change their ways, they wanted to do it themselves."**
>
> *Senior technical manager, advertising industry*

Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Security time savings	$70,249	$112,386	$140,498	$323,133	$262,302
Btr	Improved ease of data governance and compliance	$638,882	$1,020,724	$1,277,765	$2,937,371	$2,384,379
Ctr	Reduced risk of data breach due to an internal incident	$113,906	$227,813	$341,719	$683,439	$548,565
Dtr	Incremental profit	$800,000	$2,000,000	$3,600,000	$6,400,000	$5,084,899
Etr	Legacy environment retirement savings	$1,350,000	$2,358,000	$3,127,500	$6,835,500	$5,525,770
Ftr	End user productivity gains	$2,790,125	$5,259,800	$8,066,500	$16,116,425	$12,943,900
Gtr	Improved efficiency through workflow automation and e-signature	$259,200	$604,800	$1,036,800	$1,900,800	$1,514,434
	Total benefits (risk-adjusted)	$6,022,363	$11,583,522	$17,590,782	$35,196,667	$28,264,249

SECURITY TIME SAVINGS

Evidence and data. Interviewees reported their organizations experienced savings related to conducting content access changes, investigations into unsanctioned file movements/changes, and performing forensic investigations once implementing Box.

- The interviewees noted that access controls in Box ensured that their organizations' resources were only accessible to authorized users. Additionally, Box Shield helped the interviewees' organizations monitor content access patterns of all employees in real time, and automatically alerted security teams to unusual access or download patterns. This prevented data leakage, which could lead to loss of reputation, customers, and/or revenue.

- The system engineer at an energy company noted that, if there was a new hire or transfer, it was a manual process to figure out who owned

> **"The Box platform is safe by design. It really does give us peace of mind around our content."**
>
> *Senior technical manager, advertising industry*

what files and adjust approval statuses. With Box, the file visibility and ability to change access controls was in one place.

- Interviewees said that Box also helped their organizations spot anomalous user behavior, which could signal compromised accounts or data exfiltration through the ability to train company-specific machine learning (ML) algorithms. With intelligent, context-rich data

detection and data leak prevention through Box Shield, the interviewees' organizations protected the flow of information and reduced content-centric risks without slowing down work. Additionally, the interviewees' organizations drastically reduced the number endpoints that required forensic investigations with Box due to increased visibility into file movement and the ability to be proactive rather than reactive.

- All interviewees mentioned their organizations were reactive when it comes to incidents related to content in prior environments. The product leader at a financial services organization explained: "We never had real-time data loss prevention scanning. But now, if PII data ends up in areas it shouldn't be in, the file is instantly quarantined. Before, it was done on a weekly or monthly basis. As such, we see a reduction in incidents and from improved visibility, time to resolve incidents."

- The senior technical manager from an advertising organization said their organization reduced security incidents around data sharing and classifications by 80%. Incident detection and resolution times went down from 1 hour to real time.

- The system engineer at an energy organization said their organization reduced the need for forensic investigations from five per month to almost down to zero. The system engineer commented: "In the past, we would find out that someone's computer was infected and then we would have to figure out what file server it was coming from and then still, we'd have to clean the laptop or desktop itself. With Box, if it detects malware, it prevents it from even going down to the local machine and it will tell you that the issue has been detected and fixed. These kinds of problems would take days to resolve because we would have to fully reimage a computer."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Twenty-five percent of employees need content access changes because they are new hires or transfers.

- Before Box, security analysts manually review content access activities of all departing employees, spending about 1.2 hours on each review. This is reduced by 75% with Box.

- Of the employees who now use Box, 0.1% experience incidents related to unsanctioned file movement in the legacy environment.

- The time to resolve an incident related to unsanctioned file movement reduces by 90% and the number of incidents reduces by 80% with Box.

- There are an equal amount of endpoint devices using Box as there are Box users. Of these, 0.5% require forensic investigation per year in the legacy environment.

- The number of endpoint devices requiring forensic investigations services reduces by 90% once implementing Box Shield.

- Forrester conservatively estimates that 80% of the total time saved per IT FTE is applied directly back to value-generating tasks, and it is therefore included in the benefit calculation. Individual employees may apply additional time savings toward professional development, training, and work-life activities which were not included in the benefit analysis.

- The average fully burdened hourly salary for an IT security analyst is $43.

- The average fully burdened hourly salary for an IT security architect is $72.

Risks. Security time savings may vary depending on the following:

- The number of employees and endpoint devices using Box.

- The percentage of employees needing content access changes.

- The security tools in place prior to implementing Box.

- The number of incidents related to unsanctioned file movement investigated.

- The number of endpoint devices requiring forensic investigation services.

- The percentage of productivity captured by the affected users.

- The fully burdened salaries of the affected users.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of $262,000.

> **"From a network file share perspective, I didn't know when people had necessarily previewed, deleted, printed, downloaded, or copied files, but I can now see all of that in Box. So, from an investigative perspective, I can go back in and look at any actions around content. And in a very granular way, I can lock down exactly which types of users can do what types of things around certain files or folders. We operate in a more secure environment in Box."**
>
> *Technical architect, financial services industry*

Security Time Savings

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Number of employees on Box	Composite	5,000	8,000	10,000
A2	Percentage of employees on Box needing content access changes	Composite	25%	25%	25%
A3	Number of employees on Box needing content access changes	A1*A2	1,250	2,000	2,500
A4	Time spent conducting content access changes per employee in legacy environment (hours)	Composite	1.2	1.2	1.2
A5	Time spent conducting content access changes per employee with Box Shield (hours)	Interviews	0.3	0.3	0.3
A6	Subtotal: Time savings conducting content access changes with Box (hours)	(A3*A4)-(A3*A5)	1,125	1,800	2,250
A7	Number of incidents related to unsanctioned file movement/changes investigated in legacy environment	A1*0.1%*12 months	60	96	120
A8	Time to resolve an incident related to unsanctioned file movement/changes in legacy environment (hours)	Composite	1.0	1.0	1.0
A9	Reduction in number of incidents related to unsanctioned file movement/changes with Box Shield	Interviews	80%	80%	80%
A10	Time to resolve an incident related to unsanctioned file movement/changes in Box environment (hours)	Interviews	0.1	0.1	0.1
A11	Subtotal: Time savings related to investigations into unsanctioned file movement/changes with Box Shield (hours)	(A7*A8)-(A7*(1-A9)*A10)	59	94	118
A12	Number of endpoint devices using Box	A1	5,000	8,000	10,000
A13	Number of endpoint devices requiring forensic investigation services per year in legacy environment	A12*0.05%*12 months (rounded)	30	48	60
A14	Time spent performing a forensic investigation per device (hours)	Composite	24	24	24
A15	Reduction in number of endpoint devices requiring forensic investigations services once implementing Box Shield	Interviews	90%	90%	90%
A16	Subtotal: Time savings performing forensic investigations (hours)	A13*A14*A15	648	1,037	1,296
A17	Productivity recapture	TEI standard	80%	80%	80%
A18	Fully burdened hourly salary for an IT security analyst	TEI standard	$43	$43	$43
A19	Fully burdened hourly salary for an IT security architect	TEI standard	$72	$72	$72
At	Security time savings	(((A6+A11)*A18)+ (A16*A19))*A17	$78,054	$124,873	$156,109
	Risk adjustment	↓10%			
Atr	Security time savings (risk-adjusted)		$70,249	$112,386	$140,498
	Three-year total: $323,133		**Three-year present value: $262,302**		

IMPROVED EASE OF DATA GOVERNANCE AND COMPLIANCE

Evidence and data. Interviewees noted their organizations' digital transformation efforts resulted in spreading critical content across different systems, making it harder to govern. And with data privacy laws constantly evolving, interviewees reported that their organizations faced increasing complexities in managing their global data governance.

Box helped the interviewees' organizations centrally manage their unstructured data and stay compliant with important rules and regulations, manage document access and retention policies, and maintain auditable records of their data management practices. Interviewees noted Box Governance provided enhanced visibility, controls, and automated classification around content. This enabled their organizations to create content management policies to properly retain, dispose, and preserve their data.

- Several interviewees said complying with various rules and regulations, including General Data Protection Regulation (GDPR), was a priority for their organizations and that Box made it considerably easier.

- The IT director at an entertainment organization said Box saved the time needed to manage documents. The interviewee said: "With Box, our users don't have to manually click all the compliance rules or retention policies. They are automated behind the scenes when they save the documents."

- The senior technical manager at an advertising organization shared: "Access rights and retention periods come from our data management plan integrated into Box. It's easy and it's automated."

- The product leader at a financial services organization said: "We used to have to do this manual reach out effort once a month to file share owners and say, 'Hey, look through your stuff and make sure you don't have anything that doesn't meet the file retention schedule that we have set out there.' Now, we have Box automatically doing that seven-year retention."

- Interviewees said auditors also saved time with Box since it became easier to find and access documents, and certain documents could automatically be sent to the right auditors. The technical architect at a financial services organization explained: "In our previous environment, a lot of times it was hard to find the file you needed or figure out exactly how it was used. But with Box's retention policies, even if a file is deleted, it's recoverable, and we have all the history around its creation and how it was shared. Audits are now a breeze because we have everything we need in one place, rather than having to go to individual network folders."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Forty percent of all Box users file documents, and each of those files 10 documents per week.

- Two minutes of employee time per document is saved due to Box Shield automating classification.

> **"Before Box, we had to manually write scripts and integrate them in house to classify data for every single document. Box makes sure our data is actually secure on classifications and saves us time doing it."**
>
> *System engineer, energy industry*

- The composite organization spends 6,240 FTE hours preparing for audits each year. That is equivalent to three FTEs.

- The composite organization saves 10% of that time once it begins transitioning users to Box's environment. This increases to 20% by Year 3 as more users are transitioned.

- Forrester conservatively estimates that 50% of the total time saved per FTE is applied directly back to value-generating tasks, and it is therefore included in the benefit calculation. Individual employees may apply additional time savings toward professional development, training, and work-life activities which were not included in the benefit analysis.

- The average fully burdened hourly salary for a business user is $40.

- The average fully burdened hourly salary for a compliance manager is $53.

Risks. Improved ease of data governance and compliance may vary depending on the following:

- The number of incoming documents and their compliance and security needs.

- The time spent preparing for audits in the legacy environment.

- The rules and regulations relevant to the organization's industry.

- The percentage of productivity captured by the affected users.

- The fully burdened salaries of the affected users.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of $2.4 million.

Improved Ease Of Data Governance And Compliance

Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Box users who file documents	A1*40%	2,000	3,200	4,000
B2	Average number of documents filed per year per user	Composite	520	520	520
B3	Time saved classifying a document due to automated classification with Box Shield (minutes)	Interviews	2	2	2
B4	Subtotal: Time saved due to automated classification with Box Shield (hours)	(B1*B2*B3)/60 minutes	34,667	55,467	69,333
B5	Total FTE time spent preparing for audits (hours)	Composite	6,240	6,240	6,240
B6	Time saved completing internal audit work with Box	Interviews	10%	15%	20%
B7	Subtotal: Time saved due to more efficient audits with Box (hours)	B5*B6	624	936	1,248
B8	Productivity recapture	TEI standard	50%	50%	50%
B9	Fully burdened hourly salary for a business user	TEI standard	$40	$40	$40
B10	Fully burdened hourly salary for a compliance manager	TEI standard	$53	$53	$53
Bt	Improved ease of data governance and compliance	((B4*B9)+(B7*B1 0))*B8	$709,869	$1,134,137	$1,419,739
	Risk adjustment	↓10%			
Btr	Improved ease of data governance and compliance (risk-adjusted)		$638,882	$1,020,724	$1,277,765
	Three-year total: $2,937,371		**Three-year present value: $2,384,379**		

REDUCED RISK OF DATA BREACH DUE TO AN INTERNAL INCIDENT

Evidence and data. According to Forrester research, insiders represent risk to organizations.[7] In fact, security decision-makers said almost one-quarter of breaches their organization faced in the past 12 months were the result of insider incidents.[8] Whether accidental or malicious, insider incidents can result in financial fraud, privacy abuses, intellectual property theft, or damage to infrastructure.[9]

Unstructured data is higher risk because it is often more complex and time-consuming to categorize and manage at scale and is shared externally. This increases its likelihood of being missed by access control or data loss prevention tools, thus increasing their vulnerability to breaches.

Interviewees noted Box mitigated some of these risks by detecting and preventing leakage of sensitive data via granular classification-based security controls and AI-powered alerts to detect potential data theft, providing broader coverage for sophisticated malware. Box also prevented access from unsafe devices or compromised user accounts. Additionally, with deep-learning-based malware detection, the interviewees' organizations discovered and contained malware spread before it became a data breach.

The interviewees mentioned experiencing one to three breaches in their organizations' prior environments. These breaches were completely avoided once moving their content into Box.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Forrester models the cost of a breach by employee count at organizations. According to Forrester data, the cost of a major breach for an organization with 15,000 employees is $907,911.[10] This cost does not consider the loss of data productivity, but includes the following:

> **"We want to store as much content as possible in Box because they offer data leak prevention, security, and governance for unstructured data, which was just not possible in our previous environment."**
>
> *Senior technical manager, advertising industry*

- Fines to regulatory bodies.

- Customer reimbursement/lawsuits.

- Incident response and remediation.

- Lost revenues.

- Brand equity rebuild costs.

- Cost of customer reacquisition.

- According to Forrester Research, an organization the size of the composite experiences 2.5 breaches per year, and 24.6% of them are due to an internal incident.[11]

- Eighty percent of the organization's data is unstructured. Of this data, 90% is migrated Box by Year 3.

Risks. Reduced risk of a data breach due to an internal incident may vary depending on the following:

- The current security environment.

- The volume and severity of breaches.

- The characteristics of the organization, in terms of size, industry, maturity, and security measures in place.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of $549,000.

Ref.	Metric	Source	Year 1	Year 2	Year 3
	**Reduced Risk Of Data Breach Due To An Internal Incident**				
C1	Average cost of data breach for an organization with 15,000 employees	Forrester research	$907,911	$907,911	$907,911
C2	Average number of data breaches per year	Forrester research	2.5	2.5	2.5
C3	Risk of data breach due to an internal incident	Forrester research	24.6%	24.6%	24.6%
C4	Subtotal: Annual risk of data breach due to an internal incident	C1*C2*C3	$558,365	$558,365	$558,365
C5	Percentage of unstructured data in an enterprise	Composite	80%	80%	80%
C6	Percentage of unstructured data stored in Box	Composite	30%	60%	90%
C7	Subtotal: Risk mitigated using Box Shield	C5*C6	24%	48%	72%
Ct	Reduced risk of data breach due to an internal incident	C4*C7	$134,008	$268,015	$402,023
	Risk adjustment	↓15%			
Ctr	Reduced risk of data breach due to an internal incident (risk-adjusted)		$113,906	$227,813	$341,719
	Three-year total: $683,439			**Three-year present value: $548,565**	

INCREMENTAL PROFIT

Evidence and data. To be prepared to scale, organizations need to double down on data infrastructure, and especially a solution that can store, analyze, and make sense of a deluge of unstructured data.[12] With Box, interviewees' organizations could understand their unstructured data and optimize its usage in order to acquire and grow customers/accounts and decrease time to market with new products, experiences, and information dissemination, all from a centralized, high-performance platform.

- The senior technical manager at an advertising organization explained: "Box really allows us to tap into markets and customers in more regulated industries that we couldn't work with before. For instance, we have automotive companies that require us to be certified to the highest standards. We couldn't work with them before implementing Box, but Box is certified in this highest standard security environment."

- The same interviewee said their organization had one customer who explicitly validated Box so there was a modern security exchange opportunity with them: "We were the first third-party company that was allowed to provide our own secure exchange platform. We had used their platform in the past, but it was ugly, uncomfortable, and limiting, which meant we couldn't arrive at the most fruitful outcomes. Box solved that issue for us."

- The senior technical manager noted that at least 20% of their organization's customers have very high security standards that could only be fulfilled with Box.

- The system engineer at an energy organization said their firm grew business by 30% in one segment of their company by centralizing its data and collaborating on data through Box. The system engineer explained: "We can have really great resources, products and services,

> **"Box has allowed us to do things we couldn't do beforehand; it's really proven to be a business-enabler. We've got areas of our company like our life insurance company that needed a way to securely exchange PHI [protected health information] type information. Box enables us to do that with the external labs."**
>
> *Technical architect, financial services industry*

but if our software doesn't stand up to it, then everything fails. In our pre-Box era, we would oftentimes miss SLAs [service-level agreements] with customers through failures with emails and file servers. As such, we lost customers. With Box, we no longer see those delays and have bounced back with those customers and seen additional growth.

- The IT director from an entertainment organization said their organization improved its time to market for new productions by 25% due to improved collaboration and the ability to have everyone on the same page when it came to production updates and changes. As a result, the organization worked on more projects in a year than it was able to previously. The IT director added, "Our employees are very happy, too, because they can work from anywhere and collaborate in real time on new ideas."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite organization generates $5 billion in revenue per year.

- Two percent of the composite organization's revenue is affected by Box in Year 1. This grows to 9% by Year 3 as adoption and usage of the platform expands.

- This composite organization realizes a 10% increase in revenue within these revenue streams attributable to Box.

- The composite organization's operating margin is 10%.

Risks. Incremental profit may vary depending on the following:

- The organization's annual revenue and the percentage of revenue that goes uncollected due to issues related to content systems and security.

- The organization's data practices in place prior to using Box.

- The Box tools in use, and how widespread Entrata usage is within the organization.

- The organization's operating margin.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of $5.1 million.

Incremental Profit

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Annual revenue	Composite	$5,000,000,000	$5,000,000,000	$5,000,000,000
D2	Percentage of revenue affected by Box implementation	Interviews	2%	5%	9%
D3	Revenue increase attributable to Box	Interviews	10%	10%	10%
D4	Subtotal: Revenue uplift due to Box	D1*D2*D3	$10,000,000	$25,000,000	$45,000,000
D5	Operating margin	TEI standard	10%	10%	10%
Dt	Incremental profit	D1*D2*D3*D4	$1,000,000	$2,500,000	$4,500,000
	Risk adjustment	↓20%			
Dtr	Incremental profit (risk-adjusted)		$800,000	$2,000,000	$3,600,000
	Three-year total: $6,400,000		**Three-year present value: $5,084,899**		

LEGACY ENVIRONMENT RETIREMENT SAVINGS

Evidence and data. By implementing Box, interviewees' organizations reduced IT complexity and cost. As a result, interviewees noted their organizations could save on on-premises data storage fees and legacy productivity and security/compliance tool fees. Additionally, the resources needed to manage the legacy environment were reallocated to more value-adding tasks.

- Interviewees noted their organizations retired products related to notetaking, e-signatures, whiteboards, workflow automation, and external file sharing by using all these capabilities within the Box platform.

- The IT director said their entertainment organization saved $200,000 per year on the backup solution it needed to use when storing data on-premises. The same interviewee noted their organization saved $300,000 per year on local file storage environments.

- The senior technical manager at an advertising organization said their firm saved on cloud storage. They shared: "We're able to store more on Box for less because they have a fair use model for storage consumption. That means hundreds of thousands of dollars in savings per year."

- The technical architect said their financial services organization retired file share fees in terms of network infrastructure and security and governance tooling, saving the organization more than $2 million per year.

- In regard to a reduction in management effort, the system engineer said their energy organization needed a squad of 12 people to manage its file servers. Since implementing Box, their organization fully moved its data to the cloud and reassign eight FTEs to support new business initiatives.

- The IT director at an entertainment organization said their firm reduced its data system management effort by 75%. They explained: "We now have one single IT team instead of all these folks managing their own data systems based on their location. Our IT department is overall strong and more centralized."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- A total of 300 TB of data is migrated to Box over three years. This includes data that was previously stored on-premises as well as new data which would no longer need to be stored on-premises.

- Hardware costs are $150 per TB per month. This includes server fees and overhead fees such as electricity, rent, cooling, etc.

- The composite organization experiences $20 per user per month savings regarding legacy disparate tooling replaced by access to Box products, such as Sign, Canvas, and Notes. Total savings increase as the number of employees onboarded to Box increase.

- The composite organization also gradually retires legacy security and governance software as Box is deployed more widely across the organization.

- Three FTEs involved in maintaining the on-premises environment as well as retired legacy tooling can be reassigned by Year 3 of implementing Box.

"We have been able to decommission more than 200 servers since implementing Box. And our data is now in a more accessible yet secure environment."

System engineer, energy industry

Risks. Legacy environment retirement savings may vary depending on the following:

- Legacy data storage setup (e.g., on-premises vs. the cloud).

- Data storage needs.

- The current data storage model.

- The number and cost of legacy software and services.

- The rate of decommissioning the legacy environment.

- The salaries, types, and number of FTEs managing the legacy environment.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $5.5 million.

> **"We were able to reallocate a full FTE, which was previously used for maintaining our data environment, because the management effort with Box is nearly nonexistent. As a fast-growing company, we are always looking for efficiency, and Box allows us to be efficient with our resources."**
>
> *Senior technical manager, advertising industry*

Legacy Environment Retirement Savings

Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Total TB migrated to Box	Composite	100	200	300
E2	Hardware costs per TB	Interviews	$1,800	$1,800	$1,800
E3	Subtotal: Data storage savings	E1*E2	$180,000	$360,000	$540,000
E4	Legacy per user per month tool savings	Interviews	$1,200,000	$1,920,000	$2,400,000
E5	Legacy security/governance software savings	Interviews	$0	$100,000	$175,000
E6	Subtotal: Legacy software and services savings	E4+E5	$1,200,000	$2,020,000	$2,575,000
E7	IT headcount reassigned once retiring legacy environment	Interviews	1	2	3
E8	Fully burdened annual salary for an IT FTE	TEI standard	$120,000	$120,000	$120,000
E9	Subtotal: Avoided management effort	E7*E8	$120,000	$240,000	$360,000
Et	Legacy environment retirement savings	E3+E6+E9	$1,500,000	$2,620,000	$3,475,000
	Risk adjustment	↓10%			
Etr	Legacy environment retirement savings (risk-adjusted)		$1,350,000	$2,358,000	$3,127,500
	Three-year total: $6,835,500		**Three-year present value: $5,525,770**		

END-USER PRODUCTIVITY GAINS

Evidence and data. Information workers rely on communication, easy access to trusted information, and the ability to collaborate with peers to get their jobs done.[13] With Box, interviewees mentioned that it was easier for employees to organize, access, and search for their data. Additionally, they were able to share content with third parties without having to worry about file-size limitations.

Interviewees noted their employees saved even more time if they also started using more advanced features like integration with productivity applications, document version controls, in-document collaboration, and multiuser authoring, assigning tasks to content and using annotations.

- Employees who need to access information or complete related tasks in multiple applications or interfaces not only spend extra minutes jumping between interfaces, but also must take additional time to recover from the disruption to regain the "flow" of work.[14] The IT director from an entertainment organization said having all their data across all teams in one place and ensuring everyone has access to the same information through Box saved their employees 75% of their time finding necessary data and internal and external collaboration. The IT director explained: "Before, it was an email here, document there, and a presentation somewhere else. There wasn't a centralized place for all this information. With Box, we have that, and everyone who needs to has visibility into it."

- The system engineer at an energy organization shared: "Box improves productivity for our entire organization because we are all centralized. Box is our primary source and preferred sources of data storage." The interviewee also stated that their organization spends 95% less time on external collaboration — breaking down bulky files could sometimes take up to an hour previously.

> **"It was always a pain point to try to send massive files through email or different extensions being blocked by the security at different companies. Box allows us to share bulky files externally with ease in a secure environment."**
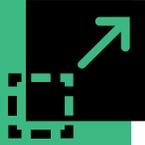>
> *System engineer, energy industry*

- Interviewees at a financial services organization estimated that business users save 30 minutes per week searching for data. The AVP of IT product engineering said: "That doesn't even account for recreating documents you can't find and having to rebuild knowledge. That's a whole other ballgame."

- The senior technical manager at an advertising organization said the time it took to edit and share content and move data was reduced by 80%. The interviewee added, "We now have transparency into what is being down with the data, both internally and externally."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- In Year 1, 5,000 employees are Box-enabled. This increases to 10,000 employees by Year 3.

- Users experience a 70% reduction in time spent searching and sharing with Box due to more organized and centralized access to data and the ease of searching and sharing content.

- Twenty-five percent of Box users are power users who take advantage of Box's full suite of features, including integration with productivity applications, document version controls,

According to Forrester's Future Of Work Survey, 2022, employees who are highly engaged in their work report that easy access to the information they need to do their job is one of the top things they appreciate about their work environment. Ninety-six percent of employees with high employee experience (EX) report this satisfaction, compared with just 38% of employees with low EX.[13]

Risks. End-user productivity gains may vary depending on the following:

- The total number of Box-enabled users and power users.

- The nature of employees' work.

- The scale and complexity of an organization's operations.

- The percentage of productivity captured by the affected users.

- The fully burdened salaries of the affected users.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of $12.9 million.

in-document collaboration, and multiuser authoring, assigning tasks, using annotations, etc. This increases to 50% by Year 3.

- Power users experience a 75% reduction in time spent on tasks related to Box's advanced features.

- Forrester conservatively estimates that 50% of the total time saved per business user FTE is applied directly back to value-generating tasks, and it is therefore included in the benefit calculation. Individual employees may apply additional time savings toward professional development, training, and work-life activities which were not included in the benefit analysis.

- The average fully burdened hourly salary for a business user is $40.

"Box is the perfect solution for enabling distributed teams to work together in one place. Data is transformed, managed, used, shared, and worked with to result in additional value for our organization, all from within the platform."

Senior technical manager, advertising industry

Ref.	Metric	Source	Year 1	Year 2	Year 3
End-User Productivity Gains					
F1	Number of employees on Box	Composite	5,000	8,000	10,000
F2	Average time spent searching and sharing data per employee per week in legacy environment (hours)	Composite	0.50	0.50	0.50
F3	Reduction in time spent searching and sharing data with Box	Interviews	70%	70%	70%
F4	Time saved on searching and sharing data per employee per week with Box (hours)	F2*F3	0.35	0.35	0.35
F5	Subtotal: Time savings due to improved data searching and sharing with Box (hours)	F1*F4*52	91,000	145,600	182,000
F6	Percentage of employees considered Box power users who use advanced features	Composite	25%	35%	50%
F7	Average time spent on tasks related to Box advanced features per employee per week in legacy environment (hours)	Composite	1.50	1.50	1.50
F8	Reduction in time spent on tasks related to Box advanced features with Box	Interviews	75%	75%	75%
F9	Additional time savings per employee per week using Box advanced features (hours)	F7*F8	1.13	1.13	1.13
F10	Subtotal: Additional time savings from using advanced Box features (hours)	F1*F6*F9*52	73,125	163,800	292,500
F11	Productivity recapture	TEI standard	50%	50%	50%
F12	Fully burdened hourly salary for a business user	TEI standard	$40	$40	$40
Ft	End-user productivity gains	(F5+F10)*F11*F12	$3,282,500	$6,188,000	$9,490,000
	Risk adjustment	↓15%			
Ftr	End-user productivity gains (risk-adjusted)		$2,790,125	$5,259,800	$8,066,500
	Three-year total: $16,116,425		**Three-year present value: $12,943,900**		

IMPROVED EFFICIENCY THROUGH WORKFLOW AUTOMATION AND E-SIGNATURE

Evidence and data. Digitization of business processes is a top driver for investment in content management systems. Workflow, task management, e-forms, and digital signatures are core capabilities that eliminate paper and reduce the need for employees to interact with routine documents.[16]

With Box, and in particular Box Relay, interviewees' organizations automated routine content-centric workflows, such as customer and employee onboarding, paperwork processing, and document reviews, approvals, and uploads. By layering in Box

Sign, the interviewees' organizations had access to seamless, secure e-signatures integrated right into where their content lives.

- The IT director at an entertainment organization said their firm saw huge time savings through automated workflows related to informing teams about changes, such as letting IT and payroll know when an employee was joining or leaving. The IT director explained: "This was previously done through email, and one of our teams had 450 joiners and leavers in a year. That was a lot of emails. Now, we're completely avoiding this step."

"We have a lot of integrations within Box that are core to our operations. With Box, our workflows are more automated, and they actually flow."

IT director, entertainment industry

- The IT director also noted their organization used Box Sign for internal and external processes. The interviewee said: "While we are saving monetarily, it's also the fact that there's just one overall solution and Box Sign is part of it. It doesn't matter if it's used for internal or external signatures, it's always the same process and it's always right where the content is."

- The system engineer at an energy organization commented on the value Box Mobile, along with Box Relay, created for their organization. The interviewee explained: "Mobile has really streamlined our invoicing processes. Our drivers can upload bills directly into Box from their device which has an automation process attached to it to notify our billing department. This can then be billed to our customers in almost real time. This has saved us three to five days to get a bill out to a customer."

- The senior technical manager at an advertising organization stated that, without the improved productivity seen in workflows with Box, their firm would have had to hire 3% more employees to meet demand.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Thirty workflows are automated in Year 1. As more users and teams are onboarded to Box, this increases to 120 workflows by Year 3.

- On average, these automated workflows are run 100 times a month, and each process run, if done manually, would take employees 30 minutes to perform.

- Employees see an 80% reduction in time spent completing a workflow with Box.

- Forrester conservatively estimates that 50% of the total time saved per business user FTE is applied directly back to value-generating tasks, and it is therefore included in the benefit calculation. Individual employees may apply additional time savings toward professional development, training, and work-life activities which were not included in the benefit analysis.

- The average fully burdened hourly salary for a business user is $40.

Risks. Improved efficiency through workflow automation and e-signature may vary depending on the following:

- The number, scope, and complexity of workflows automated and using e-signature.

- The percentage of productivity captured by the affected users.

- The fully burdened salaries of the affected users.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of $1.5 million.

"The e-signature process is amazing. We get notified when something needs to be signed within Box and can just do it right away, seamlessly."

System engineer, energy industry

Improved Efficiency Through Workflow Automation And E-Signature					
Ref.	Metric	Source	Year 1	Year 2	Year 3
G1	Number of workflows automated with Box	Composite	30	70	120
G2	Average number of times workflow is run per month	Composite	100	100	100
G3	Time to complete workflow in legacy environment (hours)	Composite	0.50	0.50	0.50
G4	Reduction in time spent completing workflow with Box	Interviews	80%	80%	80%
G5	Time saved per workflow with Box (hours)	G3*G4	0.40	0.40	0.40
G6	Subtotal: Time savings through workflow automation with Box (hours)	G1*G2*G5*12 months	14,400	33,600	57,600
G7	Productivity recapture	TEI standard	50%	50%	50%
G8	Fully burdened hourly salary for a business user	TEI standard	$40	$40	$40
Gt	Improved efficiency through workflow automation and e-signature	G6*G7*G8	$288,000	$672,000	$1,152,000
	Risk adjustment	↓10%			
Gtr	Improved efficiency through workflow automation and e-signature (risk-adjusted)		$259,200	$604,800	$1,036,800
	Three-year total: $1,900,800		**Three-year present value: $1,514,434**		

UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Enhanced employee experience and effective remote work.** Interviewees reported that Box improved employee experience by providing a convenient, centralized platform for storing, accessing, and collaborating on files all without a VPN login. Having a robust search and navigation functionality and secure collaboration and file sharing capabilities allowed the interviewees' teams to seamlessly work together on projects, fostering productivity and innovation. The interviewees noted Box also elevated the remote work experience through its integration with various productivity tools, making it easier for remote teams to communicate and coordinate tasks efficiently without the burden of frequent

content-switching.[17] By creating a frictionless working environment, employees were empowered to focus more on core tasks, improving overall levels of engagement and satisfaction.

The system engineer in energy said: "The biggest thing is we can use Box without having to be on the VPN. The only time we need to be on the VPN is if we need to access a file server or to access a software we use internally. In the beginning of [the COVID-19 pandemic], the VPN was just horrible for employees trying to access files and folders. It took us three weeks to get that fixed and it was a major pain point for those unable to connect to the VPN because they couldn't do their work. Box just makes it so much easier."

- **Improved customer experience.** By facilitating seamless collaboration between internal teams, Box enabled the interviewees' organizations to

"Before Box, we were primarily on-prem. Box was one of the first tools to help us accelerate our journey to the cloud. We are currently hybrid and are moving rapidly toward a cloud-first environment strategy with the help of Box."

Technical architect, financial services industry

deliver products and services to their customers faster. With secure file sharing and document management features, teams were able to easily access and share relevant information, ensuring timely responses to customer needs. Box's integration with business applications further streamlined customer-facing processes, allowing the interviewees' organizations to respond to customer demands more efficiently. Box's stringent security standards also helped protect sensitive customer data, which allowed customers to feel confident that the interviewees' organizations were keeping their information secure throughout the entire customer lifecycle.

The system engineer in energy explained: "We have [an integration] that pulls directly from our [CRM] and goes directly to a customer portal site so our customers can see the invoicing, the order paperwork, and quotes in real time. We have applications that help process and in quotes and put them in correctly. We've integrated Box in this way across many different departments to better serve our customers."

- **Enabled cloud transformation.** Interviewees cited Box as critical to their organizations' digital

transformation to fully embrace the cloud, allowing their organizations to shift content storage, management, and collaboration from on-premises to the cloud in a secure and scalable fashion. According to Forrester Research, this cloud migration trend is expected to continue to grow, with 67% of software decision-makers whose organizations have adopted enterprise content management (ECM) planning to increase their spend on ECM software over the next 12 months.[18] Through its cloud-based infrastructure, Box eliminated the need for on-premises servers and storage, reducing costs and complexity for organizations.

Box's intuitive interface and integration capabilities enabled the interviewees' organizations' teams to seamlessly transition from traditional file storage methods to cloud-based workflows, boosting productivity and efficiency. Throughout this modernization effort, interviewees noted Box's robust security features gave their organizations peace of mind that sensitive data was protected in the cloud, meeting compliance requirements and mitigating risks associated with data breaches.

The system engineer in energy said, "Our biggest thing that we've accomplished with Box is moving entirely from on-prem to the cloud over the last five years."

- **Unlocked legal efficiencies.** Interviewees explained that Box unlocked legal efficiencies for their organizations via its secure and centralized platform for storing, managing, and collaborating on legal documents and case files. Through features like version control and access controls, Box enabled legal teams to collaborate effectively while maintaining the confidentiality of sensitive legal documents. Being able to quickly retrieve relevant documents with Box's advanced search functionality saved valuable time for legal professionals at the interviewees'

organizations, allowing them to focus more on high-value activities that required their legal expertise. Interviewees also noted that Box's integration capabilities with other legal applications further streamlined workflows and reduced manual effort.

The system engineer in energy said: "Box allows our legal team to ensure that we are adhering to industry-specific compliance regulations as a company. This is especially critical for us because we operate in a highly regulated industry."

- **Received support and services from Box.** Interviewees highlighted that Box's support and services helped their organizations quickly troubleshoot and resolve challenges to minimize downtime and maximize productivity for users. Through various support channels, such as live chat, phone support, and online documentation, Box offered support tailored to the needs of each interviewees' organization. Interviewees also explained that Box regularly updates its platform with new features and improvements based on customer feedback, allowing their organizations to optimize their use of the platform and minimize barriers to achieving their business objectives.

The technical architect in financial services said: "We work really closely with Box because their team really supports us. We meet with them several times a week and I think it's been key from a partnership perspective that they are open to conversation and product direction. We feel like we have a voice in shaping their product. They support us in way that we would not be able to get with other solutions."

The AVP in IT product engineering at the financial services organization said: "Box's support services have been very valuable for us. We were able to leverage them for adoption and scaling our Box usage, which has been very helpful in expanding the value that we get from

Box. We've seen a lot of growth at our organization, and Box has been involved through the entire journey."

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Box and later realize additional uses and business opportunities, including:

- **Box AI.** Interviewees shared plans to implement Box AI to remain agile and competitive in today's dynamic business environment. Interviewees anticipated leveraging predictive analytics to analyze large datasets stored in Box to address emerging business problems and forecast future customer demands, allowing them to stay ahead of the curve. Through advanced machine learning algorithms, interviewees noted that Box AI helped their organizations better understand user behavior, content usage patterns, and collaboration trends in real time to make data-driven decisions that optimize operations. By automating repetitive tasks using Box AI, the interviewees' organizations also planned to free up valuable time for employees to focus on strategic initiatives.

> **"Box's customer service is amazing. We were having a minor issue, and they were willing to help right away. They also set up a postmortem with our team to answer all of our questions. Our other vendors don't do that."**
>
> *System engineer, energy industry*

The system engineer in energy said: "One of our call centers is currently testing our 500-page internal manual on Box AI. If they have a customer that's asking questions, they can use Box AI to ask the question to ensure that we are equipping our customers and sales teams with accurate information."

The IT director in entertainment explained, "We are currently evaluating the potential of using Box AI by determining how we can leverage it to make our organization more adaptable with less effort."

The technical architect in financial services shared: "We're looking at leveraging Box's AI capabilities. We think it's a big area of opportunity that we're going to utilize when we're able to establish a level of comfort with it."

The technical architect continued: "We plan to use Box AI to summarize documents and extract information quickly to save us time. Instead of having to dig through a 100-page document, we want to use the AI capabilities to get a summary of key findings."

- **Scalability of features and users.**
  Box's scalable infrastructure is built to handle increased user volumes and data loads without compromising performance or reliability. As a result, the interviewees' organizations were able to add new users and expand their usage of Box features without experiencing downtime. In addition, interviewees highlighted the ease and cost-effectiveness of scaling their data storage as compared to their previous solutions due to Box's flexible subscription plan. Using Box's APIs and integrations, interviewees noted their organizations were also able to extend and customize existing features to meet growing customer demands.

The senior technical manager in advertising explained: "Box makes scaling easy. We get

> **"We want to be more innovative with Box AI and use it for idea generation. One example would be to use it to brainstorm topics to cover to save time on setting a meeting agenda. We hope to get a lot of user productivity out of it."**
>
> *Product leader, financial services industry*

about one new client a week and are easily able to get them to share hundreds of terabytes of data to quickly get started on a new project. Before Box, storing additional data was burdensome and expensive."

The IT director in entertainment shared: "Box is much more scalable than our previous solution. We don't have to worry about how much data we need or how much storage we have to buy because of new projects. We don't have to think about that anymore."

The product leader in financial services said: "We plan to expand our use cases within Box next year, and the fact that we've got unlimited data makes it that much easier."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix A).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Htr	Total Box service fees	$82,500	$1,260,820	$1,956,812	$2,439,140	$5,739,272	$4,678,462
Itr	Internal fees	$36,036	$484,730	$686,259	$821,788	$2,028,814	$1,661,278
	Total costs (risk-adjusted)	$118,536	$1,745,550	$2,643,071	$3,260,928	$7,768,086	$6,339,740

TOTAL BOX SERVICE FEES

Evidence and data. The interviewees' organizations paid Box for licensing based on the number of users and the Box subscription plan deployed. Box has a selection of plans including different Box products to choose from, and the interviewees noted their organizations selected theirs in accordance with their needs in terms of security, compliance, collaboration, and workflow. The interviewees' organizations also leveraged Box professional services for initial implementation and for assistance in ongoing migrations, integrations, and automations.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite organization utilizes the Box Enterprise Plus plan.

- The composite organization deploys Box to 5,000 users in Year 1. This increases to a total of 10,000 users by Year 3.

- The composite organization pays $75,000 for Box resources during initial implementation, $50,000 in Year 1, and $25,000 in Years 2 and 3 for ongoing assistance.

- Pricing may vary. Contact the Box for additional details.

Risks. Total Box service fees may vary depending on the following:

- Scale and scope of Box deployment.

- Complexity of integration needs.

- The organization's need for professional services.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $4.7 million.

> **"Box Consulting is really awesome. Whether it's for training or implementing any special use cases, they are here to help."**
>
> *Senior technical manager, advertising industry*

Total Box Service Fees						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Box license fees	Composite	$0	$1,096,200	$1,753,920	$2,192,400
H2	Box professional service fees	Composite	$75,000	$50,000	$25,000	$25,000
Ht	Total Box service fees	H1+H2	$75,000	$1,146,200	$1,778,920	$2,217,400
	Risk adjustment	↑10%				
Htr	Total Box service fees (risk-adjusted)		$82,500	$1,260,820	$1,956,812	$2,439,140
	Three-year total: $5,739,272			Three-year present value: $4,678,462		

INTERNAL FEES

Evidence and data. Interviewees described the implementation, training, and ongoing management of the Box as simple and a relatively minimal time investment that required the following:

- **Involvement from IT and engineering staff for implementing the solution within an organization's environment.** This includes rolling it out to more users overtime, migrating data, and maintaining applications, integrations, and the overall Box environment. Interviewees noted their organizations typically rolled out Box with a land-and-expand strategy, starting with a group of users, specific use cases, and an initial data migration plan, before expanding to more end users and increasing use cases and data migration.

- **Training for all Box users.** The interviewees said their organizations used training videos and how-tos provided by Box and also created resources and conducted in-person training internally. Some interviewees' organizations also held more personalized team training around best practices for using Box in their daily tasks. The senior technical manager at an advertising organization explained, "It's like using a phone, it's pretty self-explanatory."

- **Time taken to set up workflow automations.** The interviewees' organizations set up both templated and customer workflows based on need, a majority of which were created using Box's prebuilt Relay workflow templates. At some interviewees' organizations, using templated workflows relieved developer resources from being involved in the workflow automation process.

The interviewees' organizations took an average of three months to implement Box, integrate it into their environment, and roll it out to different teams and departments.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Five IT/engineering resources are involved in implementation and ongoing management. They dedicate 20% of their time during the initial three-month implementation period to planning and deploying the solution. They spend 20% of their time year over year managing the solution, migrating data, and expanding deployment.

- The average fully burdened hourly salary for an IT/engineering FTE is $63.

- All Box users are trained on the solution. Users dedicate 1.5 hours per year to become proficient

using the solution, understand how to use Box to optimize their workday, and stay up to date on any new Box products being deployed.

- The average fully burdened hourly salary for a business user is $40.

- Of the workflows being automated throughout the composite organization, 30% are customer built and 70% are built using Box's templated workflows.

- Custom-built workflows take a developer 12 hours to create while templated workflows take 4 hours.

- The average fully burdened hourly salary for a developer is $58.

Risks. Internal fees may vary depending on the following:

- The size, scope, and complexity of deployment and operations.

- The skill set of internal FTEs involved in implementation, training, and management

- The salaries of FTEs.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of $1.7 million.

> **There's hardly any management associated with the solution. The ongoing time spent with Box is more so around data migration and educating users on everything they can do with Box.**
>
> — IT director, entertainment industry

Internal Fees

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
I1	IT/engineering resources involved in implementation and ongoing management	Composite	5	5	5	5
I2	Time dedicated by resources (hours)	Interviews	104	416	416	416
I3	Fully burdened annual salary for an IT/engineering FTE	TEI standard	$63	$63	$63	$63
I4	Subtotal: Implementation and ongoing management fees	I1*I2*I3	$32,760	$131,040	$131,040	$131,040
I5	FTEs trained on Box	Interviews	0	5,000	8,000	10,000
I6	Training hours per FTE	Interviews	0.0	1.5	1.5	1.5
I7	Fully burdened annual salary for a business user	TEI standard	$40	$40	$40	$40
I8	Subtotal: Training fees	I5*I6*I7	$0	$300,000	$480,000	$600,000
I9	Number of new workflows automated	$G1_{CY}-G1_{PY}$	0	30	40	50
I10	Number of custom workflows (rounded)	I9*30%	0	9	12	15
I11	Time taken to set up templated workflow (hours)	Composite	4	4	4	4
I12	Time taken to set up custom workflow (hours)	Composite	12	12	12	12
I13	Fully burdened annual salary for a developer	TEI standard	$58	$58	$58	$58
I14	Subtotal: Cost of setting up workflows	(I10*I12*I13)+ ((I9-I10)*I11*I7)	$0	$9,624	$12,832	$16,040
It	Internal fees	I4+I8+I14	$32,760	$440,664	$623,872	$747,080
	Risk adjustment	↑10%				
Itr	Internal fees (risk-adjusted)		$36,036	$484,730	$686,259	$821,788
	Three-year total: $2,028,814			**Three-year present value: $1,661,278**		

Financial Summary

CONSOLIDATED THREE-YEAR, RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)
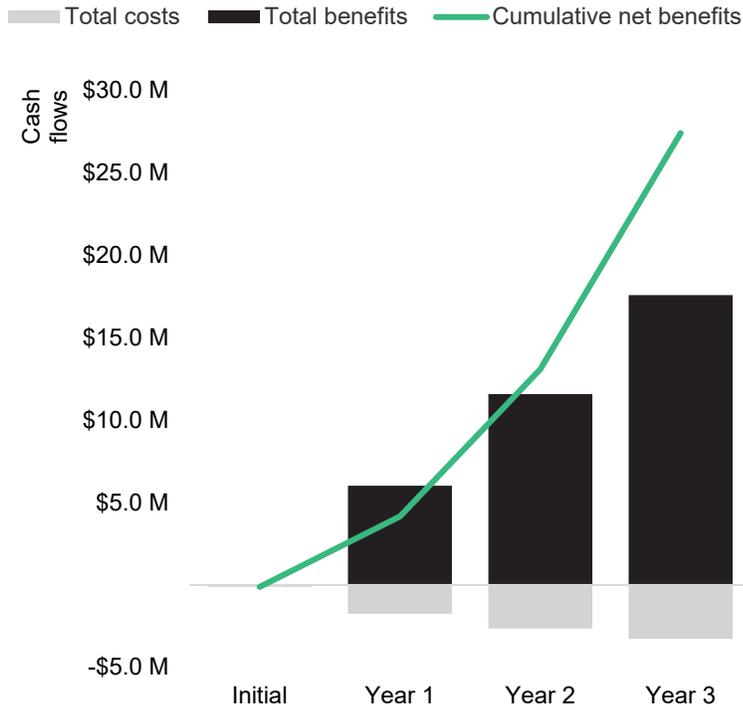
The financial results calculated in the Benefits and Costs sections can be used to determine the ROI and NPV for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI and NPV values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	($118,536)	($1,745,550)	($2,643,071)	($3,260,928)	($7,768,086)	($6,339,740)
Total benefits	$0	$6,022,363	$11,583,522	$17,590,782	$35,196,667	$28,264,249
Net benefits	($118,536)	$4,276,812	$8,940,451	$14,329,854	$27,428,582	$21,924,509
ROI						346%

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Endnotes

[1] Source: Assess Your Enterprise Content Management Maturity Level, Forrester Research, Inc., September 6, 2023.

[2] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

[3] Also known as content, unstructured data is information that can't be put into a database and is difficult to organize and analyze.

[4] Source: Forrester's Priorities Survey, 2022.

[5] Source: Five Trends Shaping Intranet And Employee Communication Technologies In 2022 To 2023, Forrester Research, Inc., May 10, 2022.

[6] Source: Don't Miss Your Anywhere-Work Opportunity, Forrester Research, Inc., March 29, 2021.

[7] Source: Forrester's Security Survey, 2023.

[8] Ibid.

[9] Source: Best Practices: Insider Risk Management, Forrester Research, Inc., June 30, 2023.

[10] Source: Forrester Consulting Cost Of A Cybersecurity Breach Survey, Q1 2021.

[11] Ibid.

[12] Source: Predictions 2024: Data And Analytics, Forrester Research, Inc., October 26, 2023.

[13] Source: The Rise Of Digital Employee Experience Teams, Forrester Research, Inc., May 18, 2022.

[14] Source: Five Trends Shaping Intranet And Employee Communication Technologies In 2022 To 2023, Forrester Research, Inc., May 10, 2022.

[15] Source: Forrester's Future Of Work Survey, 2022.

[16] Source: The Content Platforms Landscape, Q4 2022, Forrester Research, Inc., November 21, 2022.

[17] Ibid.

[18] Source: Rethink The Skills It Takes To Manage Content In The Cloud, Forrester Research, Inc., January 4, 2023.

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