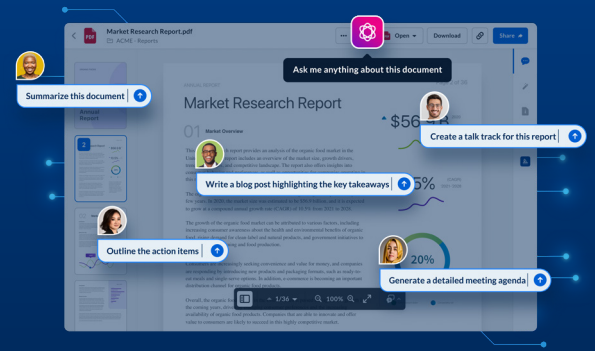




Transform unstructured data into insights with Box AI



Organizations today are drowning in a sea of unstructured data. It's the information in your slides, documents, spreadsheets, meeting notes, and more. And it's growing exponentially.

In 2022, 90% of all the data companies generated was unstructured, according to an IDC white paper sponsored by Box. This year, that volume is expected to grow by 28% to over 73,000 exabytes. That's the equivalent of the amount of video streamed to 2.7 billion screens, 24 hours a day, for a full year.¹

Because this unstructured data is often scattered across multiple systems in disparate formats, it's difficult to make sense of it all. But now, advancements in artificial intelligence (AI) give enterprises the power to analyze this data, find mission-critical insights, and power organization-wide improvement.

The future is now

Generative AI is the game-changing technology making this happen. It's powered by large language models (LLMs) trained by massive sets of internet data. These LLMs allow computers to process vast amounts of unstructured data, reason through business questions, produce clear and helpful answers related to a topic, and even generate content.

Accordingly, AI is already creating dramatic changes in the way employees work. In fact, 91% of chief marketing officers surveyed by BCG in April 2023 said that generative AI has had a positive or very positive impact on their efficiency.²

The real breakthrough, however, happens when you combine AI with your enterprise content. With Box AI, you can tap into the proprietary information you already store in Box — including unstructured data — and securely apply advanced AI models to revolutionize what you can do with your enterprise content. Read on to explore our commitment to secure and responsible AI, and how it can help your organization excel.

90%

of data generated by organizations is unstructured³

91%

of CMOs report a positive or very positive impact on efficiency with generative AI⁴

Say hello to Box AI

Box AI is a new suite of capabilities that natively integrates advanced AI models into the Content Cloud, an intelligent platform for managing content across the entire lifecycle. With Box AI, you can transform your content strategy and unlock your unstructured data's full potential. Because Box AI sits at the center of the Content Cloud, it has the power to drive every aspect of content management, including collaborating, categorizing, and automating processes.

Box AI amplifies the value of your enterprise content by leveraging the best of breakthrough AI — making every person in your company smarter and more productive — all while maintaining the same enterprise-grade security, compliance, and privacy standards that 115,000 customers trust us with today. That's of vital importance, because organizations can't harness the power of AI until they know it can be done safely and securely.

Box AI builds on the platform-neutral framework that we've been developing for more than a decade. We will continue to enrich that framework by applying the latest advanced AI models to the Content Cloud. Box AI is governed by Box's built-in permissions and is designed to keep our customers in control of their data, so users can only see and interact with content to which they already have access rights.

^{1,3} IDC White Paper, sponsored by Box, "Untapped Value: What Every Executive Needs to Know About Unstructured Data," Doc #US51128223, August 2023.

^{2,4} BCG, "How CMOs Are Succeeding with Generative AI," June 15, 2023.



With Box AI, you get full control over how you use AI in your enterprise.

You can choose which AI features to turn on and off. You can also select which users receive access to Box AI and which don't. And Box will never train Box AI models on customer data without the customer's authorization.

5 current and future Box AI use cases

Box is powering content functionality across productivity apps like documents, Box Notes, and, coming soon, Box Hubs. We're also developing integrations with Microsoft Copilot and Slack, along with platform tools that can help customers extend Box and include AI across their enterprise. Current and future Box AI use cases include:



Create content in seconds

Generate content such as emails, newsletters, and blogs from scratch. You can also refine existing content with a simple prompt. Use it to fix spelling and grammar errors, find the perfect voice and tone, or reformat your content to fit a specific length or format.



Get answers and unlock insights

Ask questions about a document, get insights from a spreadsheet, or summarize a presentation — all with just one click.



Extend Box AI to custom applications

With the Box API, you'll soon be able to extend Box AI capabilities to your custom applications, including summarization, text generation, and document Q&A (question answering).



Automatically populate metadata

With Box AI metadata extraction, we'll soon allow you to automatically populate metadata fields with suggestions from the Box AI API.



Ask questions across multiple documents

With Box Hubs, you'll soon be able to query multiple documents thanks to built-in Box AI.

How Box AI works

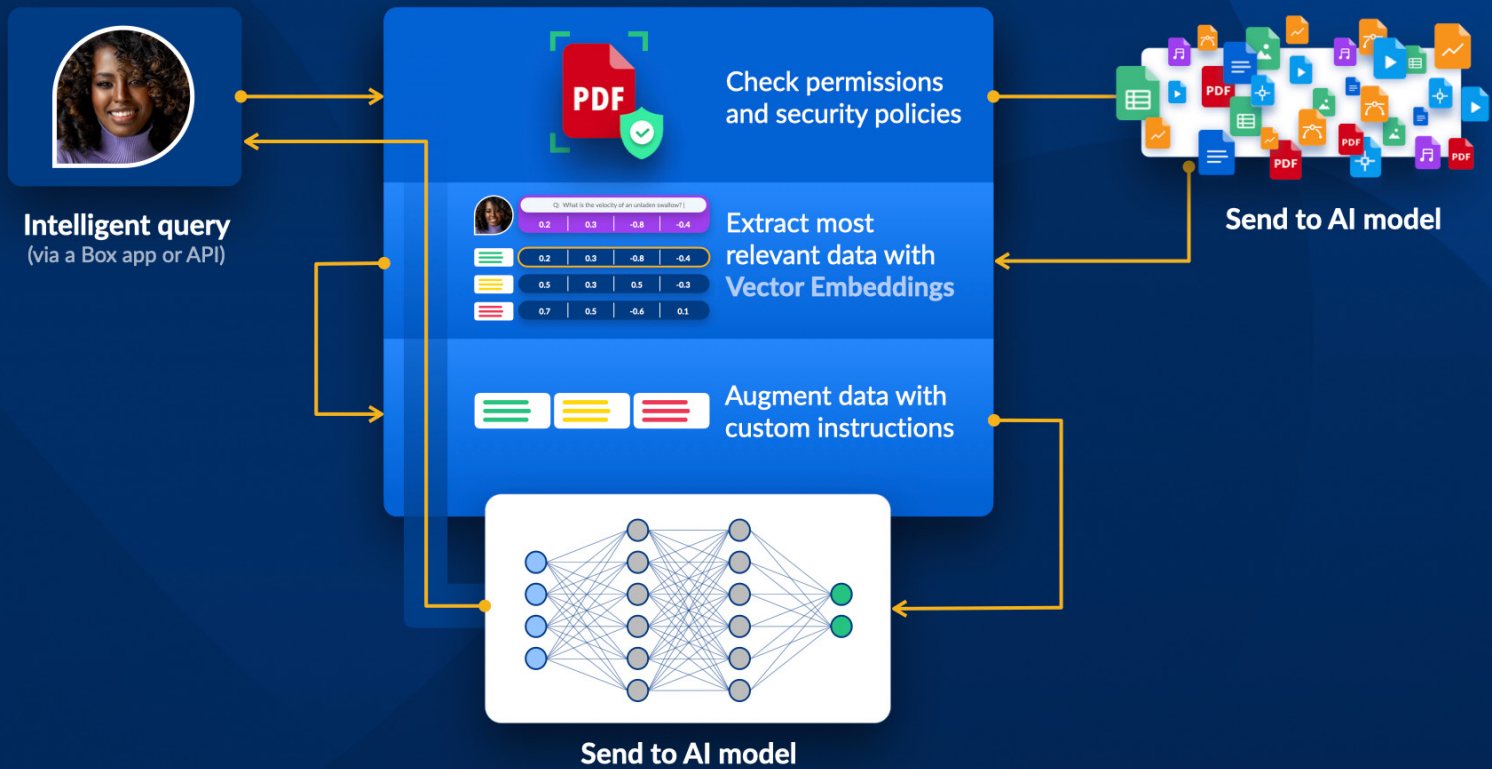
Box AI seamlessly integrates into customers' existing Box environments, allowing them to leverage its powerful capabilities without any additional complexity or hassle. By building AI into the Content Cloud, Box offers a seamless and enhanced way to generate insights from your unstructured data.

Here's how Box AI works. First, Box connects your content to its AI models. Then, you make a query. That query is sent to the AI model. The model processes the query. To do that, it gathers relevant data from your file. For example, if you ask a question about a document, the model will retrieve only the most relevant parts of that document.

The model then evaluates the query and content from the file. Once that evaluation is complete, the model generates a response and sends it back to you. (You'll see it in your user interface.)

Box enforces strict permissions throughout the entire workflow, so users only see the information they have access to.

Box AI platform architecture



We're focused on maintaining confidentiality and delivering accurate responses with Box AI without compromising user privacy.

When our partners receive a query, their systems process it and retain the necessary information in their memory for only the time required to generate a response. Our partners do not log or store customer data without customer consent — including request text or its representation — beyond what is needed for immediate processing.

Applying industry-leading security to Box AI

While many enterprise leaders want to embrace AI, they face several roadblocks. Nearly half (46%) of U.S. executives say compliance with regulations, including data privacy, is a barrier to adoption.⁵ Another 49% express concerns about releasing their organization's proprietary content into the LLMs of AI tech providers.⁶

With Box AI, your content remains private and secure, and we've built Box AI with the same industry-leading security already found in Box.

Training and data handling

Box and our AI partners protect the privacy and security of your data. We do not permit the use of customer data to train AI models unless we have prior consent from our customers. Our AI partners don't train their AI models on any customer data, and we don't use customer data to train Box AI models unless we have the customer's authorization. This commitment aligns with the core principles of Box and our AI partners as we work to provide a safe environment for users without compromising sensitive information.

In the future, we may roll out features where customers can opt-in to allow for AI models to be trained based on their content, but such applications will always require explicit approval from our customers.

⁵ IDC White Paper, sponsored by Box, "Untapped Value: What Every Executive Needs to Know About Unstructured Data," Doc #US51128223, August 2023.

⁶ Ibid.

Security

Security of customer data is our top priority. We've implemented strong security protocols and best practices to protect all content processed by Box AI. Through encryption and other advanced measures, we help to keep your content secure and confidential at all times.

Additionally, Box uses specific security and privacy controls that give you complete control over your content and who can access it. With Box AI, users can only see and interact with files and content that they have permission to access. You maintain ownership and control over your own data and processes within the platform.

We apply similar measures for securing AI-generated data as we do for all other types of data. As we collaborate with various AI partners, we maintain consistent controls, processes, and guarantees to safeguard the integrity and confidentiality of user data.

Box also thoroughly evaluates and reviews each AI vendor's security commitments to confirm that we can use their services safely and securely. We focus on meeting general customer security commitments and aligning with our AI principles. This lets us use external models confidently while maintaining the highest levels of data protection and security for our users.

Legal and acceptable use

Whether it's the user's intention or not, AI can generate misleading, biased, or malicious answers because of the specific datasets it's trained on and the quality and complexity of its algorithms. To prevent the inadvertent generation of malicious content, Box carefully evaluates our technical partners' LLMs based on their safety measures. We only engage with providers who have robust controls in place to prevent malicious answers.

Box also tests a wide range of use cases against our own strict quality and safety standards, so users can confidently rely on the accuracy and security of answers generated through Box AI.

Box's perspective on AI

AI offers significant opportunities to transform the way your company manages, analyzes, creates, and extracts value from its content. However, AI's adoption also brings unique challenges and risks.

That's why we've developed the Box AI Principles. They outline our commitment to applying the power of AI in a way that prioritizes your interests and protects your content.

These principles provide a framework for the responsible use of AI within Box. They offer transparency around how we use AI and encourage the responsible use of AI by our customers and users. By sticking to these principles, we can all enjoy the benefits of AI without compromising the integrity of proprietary data or operations.

Our commitments to you



Full customer control of AI usage. We commit to giving customers control over their own data and processes. Customers may enable or disable the use of AI and decide whether or not to apply AI to their content.



No training models using customer content without explicit approval. We won't train Box AI models using customer data without a customer's explicit authorization. For example, if a customer wants to create a customized AI model based on some of their content, they will need to explicitly agree to allow this application of AI to their content.



Explanations of AI output. We provide users, whenever reasonable, with a clear understanding of how our AI systems work and the rationale behind the AI output to ensure context for the users.



Strict adherence to permissions. AI systems adhere to the same strict controls and permissions policies that determine access to content across Box. Our architecture vigorously protects against data leakage and unauthorized access.



Data security. We safeguard customer data by implementing robust security protocols — including encryption and data-security best practices — to maintain strict confidentiality and bolster security.



Transparency. We commit to being transparent about our AI practices, technology, vendors, and data usage.



Protection of user and enterprise data. We commit to comply with privacy, security, and/or applicable regulations by prioritizing the continued protection of both end-user and enterprise data.



Trustworthy AI models. We dedicate ourselves to using high-quality AI models from trusted vendors to support the accuracy, reliability, and safety of AI solutions.

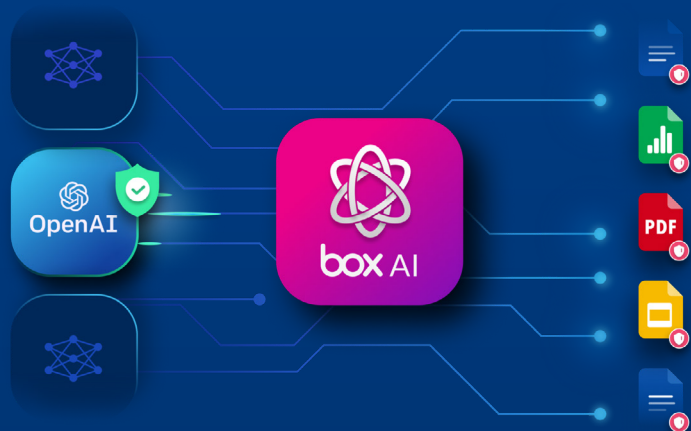
Enterprise responsibilities and acceptable use

Customers also bear responsibility for using AI input and output responsibly, including:

- Understanding the limitations of AI
- Avoiding illegal or unsafe behaviors
- Avoiding automatic decision-making by AI that could cause harm without human review
- Staying compliant with laws and regulations



For more information about enterprise responsibilities, view our [Box AI Acceptable Use Policy & Guiding Principles](#).



Leverage the power of your unstructured data with Box AI

Eighty-four percent of organizations are already using or exploring AI.⁷ Many are using it to find the right information, streamline tasks, increase their productivity, and save time.

Now, AI offers a new and potentially powerful breakthrough: the ability to turn unstructured data into meaningful insights quickly. With Box, you get a trusted partner who can help you get started with AI today and future-proof your AI content strategy.

Box is already the leading content cloud management provider for managing unstructured data regardless of productivity suite or business application. With Box AI, you can tap into the wealth of knowledge you already store in the Content Cloud and create tremendous value across your organization.

What's more, with enterprise-grade security, strict compliance, and world-class privacy, Box AI protects your content, giving you and your team the confidence to engage with AI responsibly.

Learn more about how Box AI can help your organization start tapping into the power of AI.

[Learn more](#)

⁷ LinkedIn, Future of Work Report: AI at Work, 2023.