



Why you need AI in your enterprise content strategy

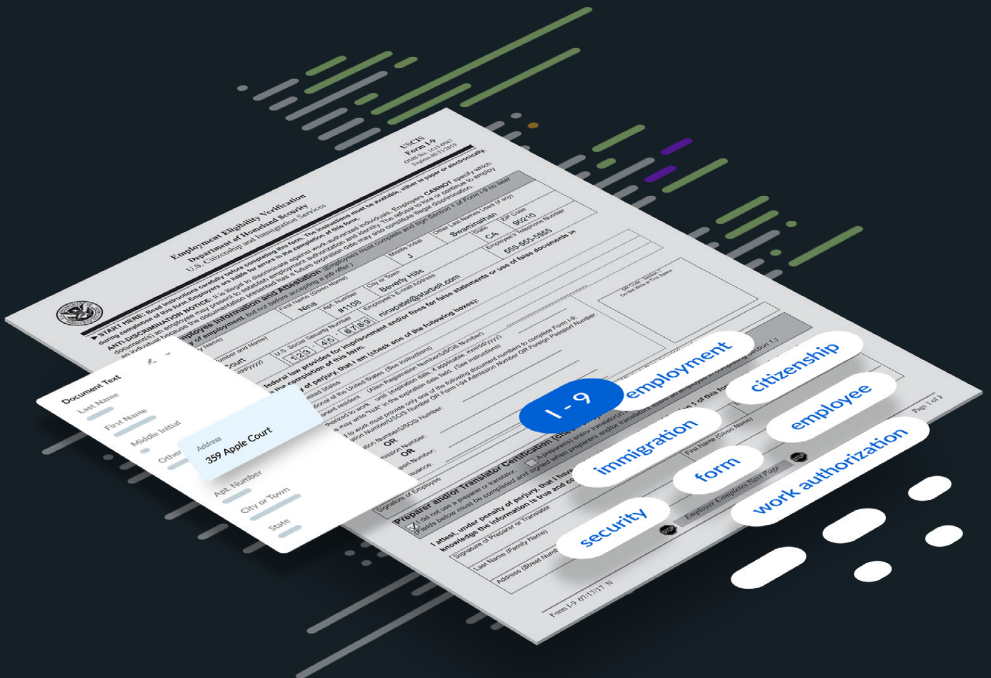


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AI is changing the game in content management

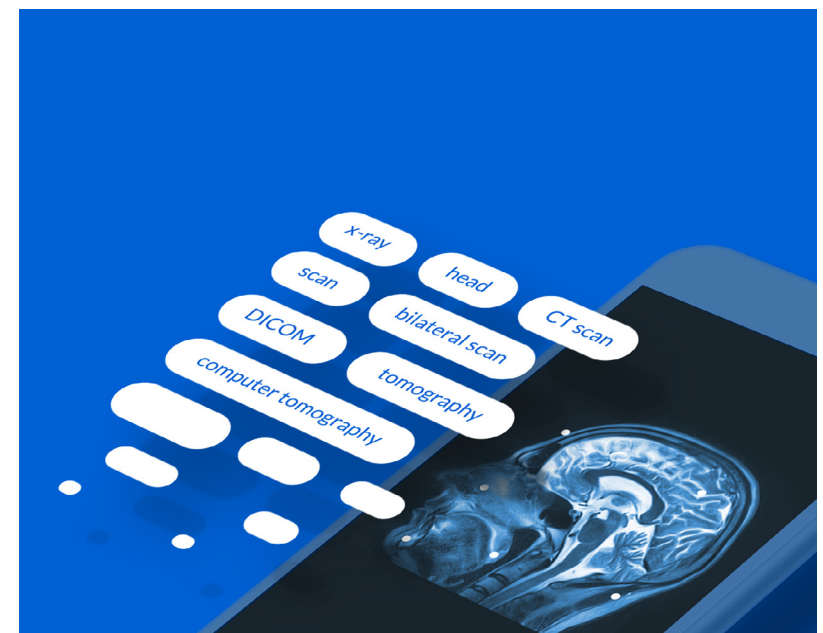
Digital transformation has created a veritable explosion of unstructured data. For businesses, having all of this new information at their fingertips provides an incredible opportunity but an even greater challenge. They can generate new insights to drive innovation going forward, but only if they securely and intelligently manage and govern this explosion of content.

For day-to-day employees, having more information available can also be a boon — but only if they can actually find what they need, when they need it. Because content is often spread across different siloed repositories, knowledge workers today spend an average of 136 minutes per week searching for documents — a huge loss of time and productivity.¹

While in the past many organizations used complicated, on-premise legacy systems to manage structured data, the rise of unstructured content requires new, digital solutions. The good news is that just as data has been growing at an unprecedented rate, another technological revolution has also been maturing: artificial intelligence. And artificial intelligence brings with it the ability to find and secure content, automate processes and extract insights at scale.

To get the benefits of artificial intelligence, businesses need to manage their content in one secure location in the cloud. Managing content in one central repository makes it possible to generate the most powerful insights as well as effectively secure that content. And working in the cloud makes it possible to leverage the latest and greatest artificial intelligence technologies as they evolve.

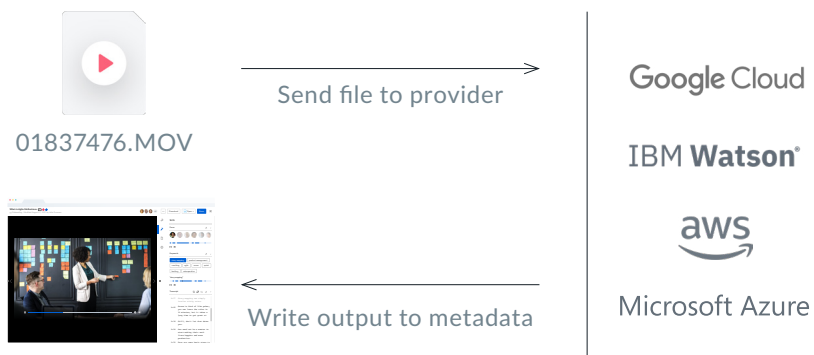
That's where Cloud Content Management from Box comes in. Cloud Content Management brings all of your people, information and processes together in one place to transform your digital workplace and digital business. As part of a comprehensive Cloud Content Management service, Box also makes it possible to apply AI to your content with Box Skills. Whether you need intelligent insights from audio, video, images, documents or something different altogether, Box can help you finally shed light on dark data and turbocharge your company with new information. The rest of this ebook will delve into the ins and outs of how and why you should leverage AI as part of a Cloud Content Management strategy to drive innovation in your digital workplace and digital business.



¹bit.ly/2jr3jA1

How Box Skills works

Box Skills helps bring intelligence to your content. Whenever you upload content to Box, Box Skills can apply technology from the artificial intelligence provider of your choice (such as Google Cloud Platform, IBM Watson, Microsoft Azure, Amazon Web Services another third-party provider or your own custom AI). The file is processed using the AI technology and the output of this processing is added as metadata on the file in Box. This lets you enhance audio, video, image and other types of files to make your content more discoverable, easier to understand and more valuable in Box than anywhere else.



Boost productivity for employees

End users in the workplace today are constantly struggling to find the information they need. Was that file sent as an email attachment, or is it in a shared drive? Is this the right version of the file, or is there a more current one somewhere else? Is this file even the file they need for the task they're trying to accomplish?

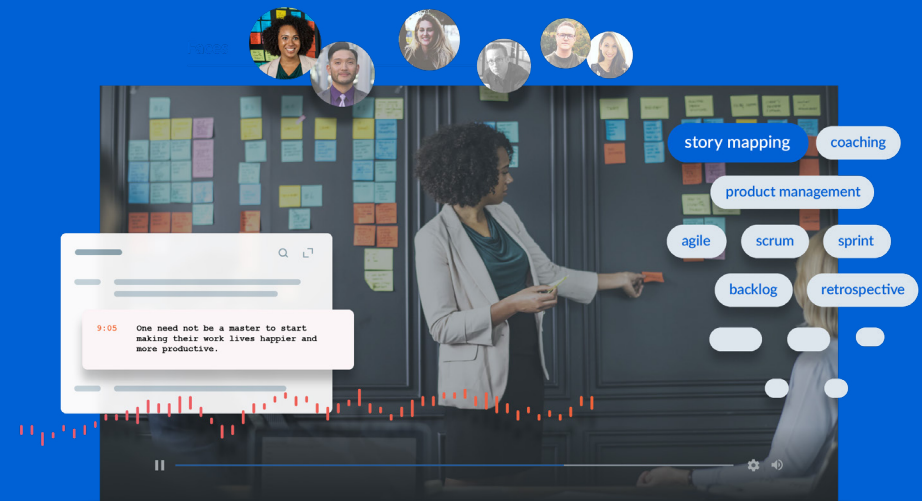
Because of the overabundance of content – and the fact that content is often fragmented across different content repositories – it's hard for users to find what they need, when they need it.

Businesses need a way to remove these obstacles and better enable workers to do their jobs. When you put all of your content in one place with Box, you can easily leverage Box Skills to enhance, structure and surface business content to improve employee productivity. By applying Box Skills to audio files, for example, a claims adjuster can search customer call recordings for key phrases or product names. Or with images, a designer can search through seemingly endless stores of stock photos to find the right image they need for an upcoming campaign. By applying AI to content with Box Skills, knowledge workers can more easily find and interpret the content they have access to, and spend less time searching for information and more time on strategic activities to drive the business forward.

Use case: Manage digital assets for marketing

Box provides a one-stop shop for managing marketing assets. By managing digital assets in an organized digital hub on Box, employees in marketing can more easily find and collaborate on the content they need, when they need it and streamline creative processes.

With Box Skills, companies can also deploy more advanced capabilities for managing and surfacing digital assets. With image intelligence, Box can recognize text and objects within images and automatically apply metadata for easy discovery. Companies also get automatic transcription for audio and video files, and train custom models to identify specific products or other items unique to the organization in images and videos. By making it easy to identify objects and text in digital assets, Box Skills makes it easier for marketers to tell the right story at the right moment.



Generate business insights

Businesses face the same challenges that end users do with the overabundance of content, but on an even greater scale. The modern enterprise today possesses mountains of content, but in many cases it's spread across different repositories and with limited visibility. This means that most companies don't even know where to begin using that content and harvesting meaningful business insights from it.

Given the rapid pace of industry disruption — roughly half of the companies listed on the S&P 500 will be replaced by 2026² — companies are constantly looking for ways to generate competitive advantage. And getting more value from their stores of unstructured content can help do just that. Companies that are on the forefront of innovation have already moved towards using AI to get more from their data: 61% of businesses with an active innovation strategy are using AI to uncover new data opportunities.³

With Box Skills, companies can extract insights from their content to better understand and manage it. Using AI, businesses can label objects in insurance claims videos and photos, extract text from employee onboarding forms and automatically classify documents for better governance and retention. With AI applied to content in Box, companies can finally find a signal in the noise of unstructured content.

² bit.ly/2p0xlap

³ bit.ly/2BsrWn8

Use case: Simplify contract management

From finance to legal, nearly every line of business touches contracts with clients, vendors and other stakeholders. However, legacy contract management systems make it hard for teams to find, share and retain contracts. Using Box, contract collaborators can work out of a secure, centralized repository where they can leverage AI to simplify and accelerate contract processes.

Box Skills can simplify the contract management process by automatically extracting contract details such as terms, governing law, parties involved and specific clauses. This makes it easier for employees to find relevant contracts and maintain information governance.



Enhance security and data protection

The explosion of unstructured data in the enterprise raises another challenge for business and IT leaders: security and privacy. Within large pools of data, it can be difficult to know what's sensitive and what's not, and what classifications different content needs and permissions levels that should be assigned to users. The challenge for businesses is real: Gartner predicts that 80% of organizations won't develop a consolidated data security policy, leading to compliance and security risks.⁴ To be a part of that 20% of organizations ahead of the curve, businesses should look to AI to enhance security and data protection.

Box Custom Skills — leveraging APIs with AI providers — lets businesses boost data-loss protection and classification capabilities. Working with Box Skills and Google's Cloud Data Loss Prevention service, for example, makes it possible to automatically detect sensitive content within files like credit card numbers or social security numbers. Similarly, Box Skills paired with technologies from companies like Symantec or ProofPoint helps organizations detect sensitive data or flag malware and then appropriately protect or quarantine it. Businesses should look to best-of-breed AI in the cloud with Box Skills to reduce their security, privacy and compliance risks and bring in the most cutting-edge data protection available.

⁴[gtnr.it/2QfgNi2](https://www.gartner.com/doc/4111111)

Use case: Manage and secure employee records

Most companies lack an organized strategy for employee records management. This results in HR having to manually pore over paper and digital files in the event of litigation or an employee request. And without an organized digital repository for these sensitive records, applying governance and meeting strict compliance standards is nearly impossible. Failure to meet the compliance requirements under the Fair Labor Standards Act and the Equal Employment Opportunity Commission can result in fines and/or imprisonment.

With Box, companies can simplify how they manage and retain employee records by using AI to automatically flag sensitive information and classify documents. With Box Skills, organizations can automatically classify and extract key details from employee records such as W-2s, government-issued IDs, employment agreements and other onboarding documents. This makes it easier to identify PII and other sensitive information and ensure appropriate access permissions and retention.

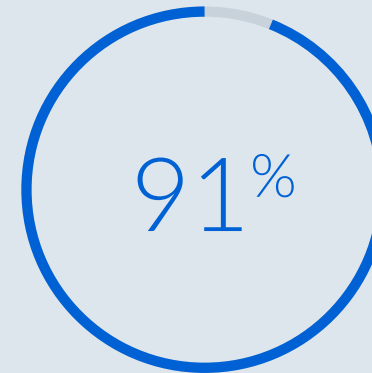


Automate manual processes

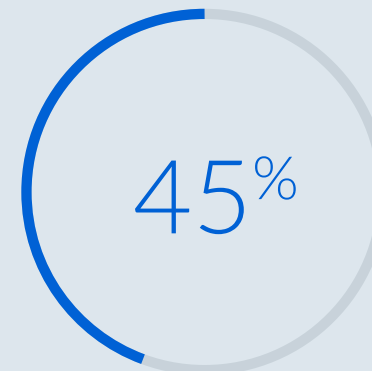
Apart from the rise of unstructured data, the rise of automation has also transformed virtually every industry. For business and IT leaders, automating routine tasks and structured business processes represents a key opportunity to generate efficiency and cost savings. Instead of spending time doing repeatable tasks like manually entering data or categorizing documents, with the help of automation employees are freed up for more strategic activities to drive innovation in their organizations. Sixty-nine percent of CIOs expect automation to contribute their organizations' top-line growth, and 64% to expect automation to contribute to their competitiveness, according to a survey by Oxford Economics and ServiceNow.⁵

When businesses apply AI to their content in Box using Box Skills, manual processes involving data classification and extraction can be automated. For example, in an M&A process organizations could use Box Skills to pull out key information from due diligence documents and trigger workflows to send those documents to the right individuals to review. Or a trucking company onboarding new drivers could extract information from government-issued IDs to onboard new drivers more quickly. Rather than employees having to manually and painstakingly process these types of information, Box Skills can process it automatically and free up employee time for more meaningful work.

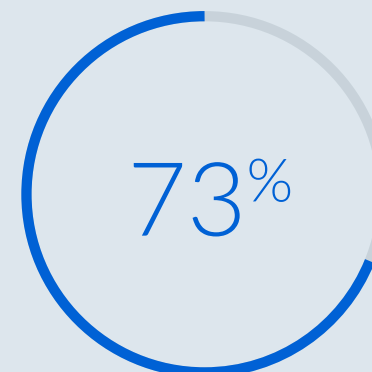
⁵bit.ly/2Nmn5NW



of employees rely on email to complete repeatable tasks



spend half their day working on repeatable tasks



of employees have 50+ repeatable tasks weekly

Use case: Streamline client onboarding

When companies can onboard new customers more quickly, it creates an uplift in everything from revenue to retention. While accelerating the onboarding process sounds simple, it is oftentimes difficult because legacy onboarding solutions are costly, inefficient and require lots of manual work.

With Box, however, companies can shorten onboarding cycles by using AI to automate processes. Using Box Skills, companies can extract information from client onboarding documents and automatically trigger certain processes, like recognizing a mortgage application and triggering the appropriate workflows to process it. This reduces the chance of errors, cuts costs and streamlines the experience for both companies and their clients.



Get smarter about content in the cloud

As companies in every industry are grappling with disruption, it's more important than ever to use every opportunity for competitive advantage. By finding ways to more effectively use unstructured content, organizations can generate new insights to get that extra edge in the digital age.

Leveraging AI with Box makes it possible to finally gain visibility into content and use that content to maximum effect. Companies can boost end-user productivity, generate new business insights, enhance security and automate a range of content-based processes. No more siloed content, no searching for information. With Box, you can finally work as one and leverage powerful AI to move your business forward.



Box (NYSE:BOX) is the Cloud Content Management company that empowers enterprises to revolutionize how they work by securely connecting their people, information and applications. Founded in 2005, Box powers more than 87,000 businesses globally, including AstraZeneca, General Electric, P&G and The GAP. Box is headquartered in Redwood City, CA, with offices across the United States, Europe and Asia.

To learn more about Box,
visit www.box.com