box

How does a single person manage Box accounts for 2,300 employees spread across California, Nevada, and Utah? Pretty easily, actually.

"Box is easy to run. It requires far fewer people to maintain than a file server—and we don't have to invest in hardware that we're going to end up replacing anyway."

James Bambauer
Application Analyst III,
Information Systems

The Challenge

- When AAA Northern California, Nevada, and Utah split into two separate entities—AAA Club and AAA Insurance Exchange—the Club side was cut off from the legacy file server infrastructure. Rather than build new internal file servers, they opted to start fresh and move operations to the cloud. For document management, they needed a solution that would enable as smooth a transition as possible for over 2,000 employees spread across their very large region.

- Because so many dispersed employees would be responsible for moving their own content to the new system, managers at AAA sought a solution that would enable very simple migrations, in addition to serving as an ongoing back-up system.

- AAA Club was being cut off from the organization's legacy file servers, so the stakes were high: Adoption had to be 100%. Accordingly, they wanted a solution that would appeal to everyone—and prove easy, intuitive, and enjoyable to use over the long term.

- Roll-out was going to be a multi-step process, with instructional documents and reminders being distributed at regular intervals. Ideally, managers would be able to track both usage and viewing of these documents to get information about adoption levels.

- Because the team at AAA uses nearly 85 different applications, single-sign-on was an important feature.

- Little-to-no required maintenance was also important to IT. With plenty of experience nurturing internal file servers, IT was ready to let go of that burden and find an external solution.

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"Box is a core part of our infrastructure. I know it works. I know it's what we need. I don't even have to think about it anymore."

James Bambauer
Application Analyst III,
Information Systems

The Solution

- AAA Club chose Box for its ease of use, sync capability, and collaboration features. After headquarters was up and running on Box, Application Analyst James Bambauer was hired to roll it out to 1,700 people in the branch offices. Later, the deployment was extended to a total of 2,300 dispersed employees.

- With Box Sync, migrating content from employee's hard drives could not have been easier, even for employees without a high level of technological comfort. And because it's cloud-based, Box easily serves not only as AAA NCNU's content management system but as their back-up system as well.

- Thanks to Box's ease of use, employees took to it quickly, with little to no training required and very few problems reported. Plus, Bambauer was able to use Box to promote Box. He placed messages in employees' Box accounts containing reminders and important information about the transition.

- Box's tracking tools were also integral to the rollout: Bambauer was able to target efforts toward those whose accounts showed no activity.

- Box's integration with OneLogin has made it even simpler for AAA employees to use. Now they have one fewer password to remember.

- Box has become a fundamental component of AAA's cloud-based infrastructure, enabling them to offload their internal hardware and operate more nimbly.

- At AAA NCNU headquarters, employees use Box to collaborate on projects, including the process of designing and editing Via magazine, while local branches use Box to share membership data, Emergency Road Service reports, and departmental message boards.

The Results

- Adoption was fast—remarkably fast. Three months in, Bambauer had a 96% adoption rate.

- Bambauer manages all 2,300 Box accounts by himself—a testament to the low level of maintenance required.

- In fact, Box is so low-maintenance that Bambauer's job has expanded to include other responsibilities.

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