



A Box Case Study

New York to New Zealand ... Box Puts Total Traffic Network in the Content-Sharing Fast Lane



“When you have offices in 110 cities in four countries, the ability to work in real-time with everybody around the world, from an iPad, from a train – it’s just unheard of.”

Lance Locher
Founder and
Senior Vice President,
Clear Channel - Total Traffic
Network

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When the company you founded now serves more than 100 metropolitan areas around the world, mobile content-sharing isn’t a nice-to-have ... it’s an absolute necessity.

“The ability to be organized when you have so many markets and so many people, with all of us on the road ... it drove us to seek a solution like Box,” explains Lance Locher, Founder and Senior Vice President, Clear Channel - Total Traffic Network.

A brief corporate snapshot: Since 1996, Clear Channel - Total Traffic Network has delivered real-time traffic data via in-car and portable navigation systems, broadcast media, wireless and Internet-based services. Today, it’s the largest North American provider of consumer traffic subscription services and a key division of Clear Channel Communications, whose radio and TV stations, outdoor and display advertising spans 45 countries across five continents.

Total Traffic Network’s Challenge: Taking Content-Sharing on the Road

“Before Box, we used internal servers, local servers, individual servers and even tried SharePoint for awhile,” Lance explains, “but none of the solutions really gave us what we needed, particularly as the company moved outside the US.” Indeed, Lance adds with a chuckle, some of the company’s earliest content-sharing solutions were somewhat primitive. “They sort of resembled a shoebox with some string around it,” he reveals.

The most pressing need, as the company’s operations began to span the globe: mobile content management.

The Simple Solution: Box, the Three-Letter Word for Mobile File-Sharing

“I may have a salesperson in Japan, I may have somebody in Munich, and I need to share content in real time with them,” Lance explains. “We do a lot of travelling around the world – just last week, I was in Japan. So the ability to work in real time, with everybody around the world, from Japan, from my iPad, on a train – it’s just unheard of,” he enthuses.

Desktop, laptop, iPad, iPhone, Android – Box goes where Lance goes, and that’s “just huge.” Large media files, presentations, graphics ... with Box, Lance and his geographically dispersed teams collaborate on all of these and more, whether they’re across the hall or across an ocean.

Another Box benefit, notes Lance: simplicity. “We use Box for all our file-sharing, to collaborate on data testing, to organize our files and more. And with employees all over the world speaking different languages, the ability to get people on one platform quickly, getting it up and running almost immediately – Box was a slam-dunk for us.”



Another plus point, he observes: Box's knowledgeable and friendly staff. "We evaluated several content-sharing platforms over 90 days, and Box's staff was the most helpful, by far. They were very accommodating and worked with us – they never left us hanging, trying to figure things out on our own. Box has worked out fantastically."

Clear Channel - Total Traffic Network and Box: a green light for mobile content management.

“ The best part of Box, besides the incredible staff, is that it's so simple. Box was a slam-dunk. ”

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