



With a sales force of 3000 on iPads, St. Jude needed a document management solution that was both mobile and secure. Enter Box.

“We did a very large security audit, and Box hands-down met all of our requirements. We know that the data is safe and encrypted. Everything stays inside the United States. From a security standpoint, it’s the most secure option we’ve seen.”

Mark Kreitz
Mobile Administrator,
St. Jude Medical

The Challenge

- A leading medical device manufacturer with over \$5 billion in annual sales, St. Jude Medical is a large organization with extremely high security and compliance standards. When the company decided to equip 3000 field sales reps and support personnel with iPads, Mobile Administrator Mike Kreitz faced a challenge: finding an air-tight document-management solution that was easy to roll out and simple to administer.
- With iPads instead of laptops at their immediate disposal, field reps needed a way to access, share, and store files, including videos and presentations. Given the size of many of St. Jude’s files—a single video can be 6 GB—email presented a problem, and the company’s large file-sharing system was cumbersome and anything but iPad-friendly. Plus, even with the 64GB iPad model, the amount of storage on each device was woefully insufficient.
- Management at St. Jude was well aware of the importance of speed to the sales process. Any step with the potential to get bogged down, particularly proposals and contracts, needed to be as streamlined as possible.
- For a medical device company that has to comply with HIPAA regulations, security was paramount. Plus, as an innovator in an extremely competitive field, St. Jude couldn’t afford to put any of its extremely valuable proprietary data at risk.
- With one administrator for 3000 users, any solution St. Jude would implement had to deploy smoothly, ramp up quickly, and be as free as possible of support issues.
- Because the iPad was the operative medium, Kreitz wanted a solution that would integrate as well as possible with other mobile apps, especially mission-critical Apple apps like Keynote, Pages, and Numbers.

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“Box is, without a doubt, the simplest way to send and store data in a secure environment. There’s nothing better out there. Honestly, I wish everything digital were as easy to use as Box.”

Mark Kreitz

Mobile Administrator,
St. Jude Medical

The Solution

- Mobile Administrator Mike Kreitz and his team looked at several options, including an internal storage system, Dropbox, and Google Drive. Box emerged as the clear winner, both for its top-tier security and for its ease of deployment.
- Thanks to Box, St. Jude’s sales team can access, share, and store data securely, no matter where they are, without fussing with FTP or email bounce-backs. In doctor’s (i.e., customers’) offices across the country, they can access any and all of St. Jude’s marketing collateral, including catalogs and 3D product demos. As a result, sales presentations are smoother, sharper, and always up-to-the-minute with current information.
- With Box, the collaboration among sales, legal, and security at St. Jude is significantly faster, resulting in a much speedier contractual process. As soon as a sales rep creates a proposal or contract, they upload it to Box, to where other teams immediately review it—often within minutes. From there, St. Jude uses Box to share the document directly with the doctor, who provides feedback and approval.
- In St. Jude’s extensive security audit of possible solutions, Box met every single need. Kreitz and his team appreciate that the servers are U.S.-based and that all data is encrypted. And as the administrator, Kreitz is a fan of the tracking features. Box makes it simple to run reports on users or time stamps and instantly see who has done what, when.
- For Kreitz, Box was one of the easiest things he’s ever had to deploy—including deploying iPads. He simply gave users a basic set of instructions and login information, and they were off and running, without any training. It was simple to get users into the system; his CSV import was instant. And as the only person administering Box for 3000 users, he has almost no support issues.
- St. Jude’s team members are currently using three major iPad apps in addition to Box, all of which are integrated with Box through Box OneCloud: AppleWorks (Pages, Numbers, and Keynote), PDF Expert, and Quickoffice. Users don’t have to re-log in or bother with multiple passwords: They can read and edit files directly to Box.

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The Results

- Thanks to Box, file transfer time at St. Jude has been drastically reduced—by approximately 50%, according to Keitz’s estimate. Sales reps now get presentations and contracts to customers twice as quickly, which means that deals get done, contracts get signed, and money comes in faster than before.
- By giving doctors access to documents in a Box folder, St. Jude is not only speeding communication: They’re also organizing it and storing it for the client, removing any burden on busy doctors. As a result, doctors always know where to go and how to find necessary information.
- Box has rendered several of St. Jude’s legacy systems obsolete, including FTP. As a result, St. Jude no longer has to spend money on the infrastructure to support those systems—and Kreitz estimates that other systems will soon fade away as well.
- With so much success, St. Jude plans to continue rolling out both iPads and Box to its employees, with up to 25,000 eventual users. They also intend to leverage Box’s APIs to eventually house their databases in Box.

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