

Box Industry Playbook -- Construction and Architecture

Value of Box

Box provides the construction and architecture industries with a simple and powerful way to collaborate and share files with internal teams, clients and subcontractors. Construction companies typically use Box to replace cumbersome and outdated FTP servers. With Box, they quickly and easily access and share various types of content, from design blueprints to contracts, from anywhere, on any device. Also, end users easily learn how to use Box, regardless of their comfort with technology.

Customer Success Stories

Balfour Beatty

Balfour Beatty, America's 6th largest construction company, uses Box primarily as a central repository where individuals can store files and securely grant access to internal and external collaborators. Box's tasks, comments and editing capabilities also helps Balfour Beatty manage version control issues, keep projects on track, and align everyone on the same page.

Before Box, Balfour Beatty had a user-unfriendly FTP solution with little disk space, hindering how users shared files and burdening IT. With Box, Balfour has improved productivity, and can now quickly and easily collaborate with design architects and consultants on-site. Using tablets, Balfour's mobile workforce can pull up plans wherever they are, sharing files with over 3500 external collaborators.

EllisDon

EllisDon, an international construction company, uses Box to manage and share content quickly and effectively with anyone, at anytime.

Before Box, EllisDon's inefficient FTP solution lowered worker productivity. Now, Box empowers EllisDon to securely exchange information and quickly collaborate with geographically dispersed, cross-functional teams of architects and engineers. Further, Box facilitates internal and external content management through its granular permissioning and automatic file activity updates.

Big Brands to Reference

Turner Construction, Whiting-Turner, McCarthy Builders, Corporate Environments, Foster & Partners

The Business Use Case

Use Case	How It Fits
Centralized Content Management	<ul style="list-style-type: none">• centralize content securely in one place• organize important design and contract documents logically, with intuitive folder/file structure• swap large design documents and rich media files with remote teams, quickly and easily• replace clunky servers and reduce IT costs by moving to the cloud
External Collaboration & Project Management	<ul style="list-style-type: none">• share files with external subcontractors, clients and vendors, without troublesome FTP barriers or email attachment limitations• create a seamless workflow, and get projects done faster, using Box's simple task management tools• notify users about version changes automatically to keep all collaborators on the same page
Mobile Access	<ul style="list-style-type: none">• access secure, up-to-date design and media content in the field, or in transit using Box's mobile device apps• cache files to access documents for offline use• collaborate with your geographically dispersed teams, from anywhere, on any device

Pain Points without Box

- **Inadequate FTP-based file sharing** – limits sharing of files both internally with management team, and externally with clients and contractors; often, FTP is clunky and disorganized, wasting IT resources on assisting users with sharing
- **Inability to access files remotely** – hinders on-site contractors who often need to reference bulky hard-copy designs and revisions from distant locations, immediately
- **Insufficient permission control** – jeopardizes privacy and security when sharing sensitive designs and contracts

Benefits of Box

- **Robust permissioning** – allows for different collaborative roles and environments within Box, aiding collaboration with both colleagues and external partners
- **Cross-platform mobile apps** – make critical documents, like designs and contracts, available remotely, on any device
- **Rapid implementation** – Box is intuitive and easy to use, getting companies up-and-running quickly
- **User-activity transparency** – keeps everyone on the same page, with automatic notifications for version updates and comments

Consequence of Not Using Box

- Will waste time and IT resources using outdated FTP solutions
- Will be unable to easily access files on-site and from mobile devices
- Will waste effort with difficult-to-use existing systems for sharing of files

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Available Resources

Resource	What it is	Benefit to the sales cycle
Balfour Beatty Case Study, Video	Case study, Video	Explains the impact of Box's ease of use, robust permissioning, and mobile access on productivity
EllisDon Case Study	Case Study	Explains how Box has increased productivity by empowering external collaboration and remote access
Building With Box	Data Sheet	Externally facing piece explaining how Box can be used in the Construction industry
Corporate Environments Video	Video	Explains how Box's ease of use, time savings, robust permissioning have helped increase productivity

The Competition

FTP

>> *What they do*

- Legacy system used for file transfer, either via a site or internal server

>> *Why Box is better*

- FTP has an unfriendly UI and poor permissioning. It also wastes a lot of IT time and resources. Box provides the same file sending capabilities, but in a way that is organized, secure, scalable and easy-to-use.

Consumer File Sharing Tools

>> *What they do*

- One-off file exchange

>> *Why Box is better*

- Unlike consumer file sharing tools, Box is built for business and enterprise. Box provides more security and permission controls around how documents are shared. Box is still easy to use and flexible, and users will find it easier to get projects done with the constant updates feed, comments, and tasks.

Customer Quotes

"Box is easy to use. It lets employees as well as subcontractors focus on the job at hand, rather than the cumbersome operation of FTP. The difference is night and day."

-- Rick Roman, Director of IT Operations, Balfour Beatty Construction

"FTP serves as a place to dump data. Box has taken us to a whole new level where we can share information, know who has done what, and track the history and progress of documents."

-- Heather Alvarez, Marketing and Communications Specialist, EllisDon

"With Box, our project managers don't have to go out in the field with big paper plots anymore. They just bring their iPad, then upload files and everybody's on the same page."

-- Scott Blanck, IT Director, Corporate Environments

Target Accounts

Organizations with:

- >> Geographically dispersed teams and external partnerships
- >> Complicated project management tools looking for a simpler solution
- >> Mobile devices, needing to access files remotely
- >> Aging FTP servers

Probing Questions

- >> How do you work with clients, subcontractors, and external partners?
- >> How do you manage projects and control versions when mocking up contracts or plans?
- >> How are teams accessing designs and other documents while working remotely?
- >> Does your company have a content strategy for mobile devices?
- >> Do you use any other SaaS and/or internet-based solutions?
- >> What are some frustrations around your current solutions?

Key Concerns

Ease of use; version tracking; mobile/remote access; large file transfer; granular permission

Key Players

- >> Project Managers
- >> CIO or IT Director
- >> Marketing Director
- >> CXOs of smaller firms

ROI Value Prop

Increase Productivity

- >> Save time retrieving files in the field and on the go.
- >> Quickly search for and share files across internally in the office, and externally around the world.
- >> An easy and intuitive solution for clients, vendors and subcontractors to pick up quickly.
- >> Decrease time spent working through email, cumbersome FTP sites, and local storage searching.

Improve Communication

- >> Automatic email notifications alert all collaborators to new content, comments, and tasks.