



Case Study - Communications & Publishing

Leading Cable Provider

Leading U.S. cable provider and one of the world's leading communications companies uses Box.net to replace costly FTP file servers and improve collaboration among internal and external media production partners.



“The business version is very powerful. Using the administration console, I can rapidly create user accounts, set file and user permissions, and allocate storage capacities.”

Senior Creative Services
Manager, Leading Cable
Provider

This customer is one of the largest providers of cable services in the United States and one of the world's leading communications companies. It provides cable, high-speed Internet and digital voice services to more than 45 million consumer and business customers throughout the United States and has over 100,000 employees.

Challenge

Its video production group is responsible for editing and producing commercial spots, which are distributed throughout its vast network of regional markets. The group regularly shares a high volume of large digital video files and other creative assets with their regional offices, prompting the need for a solution to organize and share these files easily.

Before discovering Box.net, the customer used a third-party FTP solution. “We had an FTP server to share files with our different markets, but it didn't work well and wasn't user-friendly,” explained Darren, a Senior Creative Services Manager. “Our FTP company was charging us an enormous amount of money, especially when we exceeded a certain bandwidth.” The company wanted something that was not only more affordable, but an intuitive solution that would improve communications and expedite production projects.

Solution

The company saw Box.net as a potential solution to these challenges. Founded in 2005 with the mission to help people access their information easily from any location, Box.net now has over 2 million users from thousands of businesses that look to Box.net to help replace FTP software, simplify file management and accelerate team productivity.

Darren signed up for a free trial account on the recommendation of a fellow production manager. He was instantly impressed. “Once we got on Box, there was no need to compare,” he said. The advantage over traditional FTP solutions was evident: “We saw the downside of FTP from the user perspective. In contrast, Box is very easy for the standard user to understand. You send someone a link and they just click to download it. It doesn't get much simpler.” As a result, the company's use of Box quickly expanded into 14 of its regional markets.

In addition to quick file-sharing capabilities, Box.net makes it easy for the customer's production group to set up and manage a group of users that can share and upload content for other production managers to review through Box: “The business version is very powerful,”

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Darren added. “Using the administration console, I can rapidly create user accounts, set file and user permissions and allocate storage capacities.”

The company also cites Box.net’s customer service and regular system updates as reasons for their high satisfaction and continued use. “Anytime I contact Box about an issue, the response is great. I feel like I have my own IT department,” said Darren. Because Box is a cloud-based service, customers benefit from a system that is continuously improved and always up-to-date whenever users sign in. “It’s a joy to come across all the neat little features you guys put in. These improvements add up to make a big difference for our users.”

The company has derived a lot of value from using Box. Its simplicity saves users a lot of time, allowing them to get what they need and get things done quickly. Meanwhile, the cost of Box compared to traditional FTP servers adds up to a significant savings up front and over the long haul, much to the delight of its finance department. Darren also states that much of the value is not easily quantified, but equally critical: “It’s really more of a business-at-risk proposal. We used to have clients who couldn’t send a file over with our old solution, and they might have turned to local production companies in their area.”

All in all, the customer feels that it has a solution in place for some time to come: “Using Box with our partners is far more professional than anything we’ve used or anything we’ve seen since.”