



Case Study - Education & Non-Profit

## C3: Colorectal Cancer Coalition



Non-profit cancer coalition uses Box as a secure and affordable alternative to expensive file servers for its cross-platform environment.

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*“ Even three and a half years later, we haven’t had a need for an expensive server. With Box, we don’t need to maintain hardware, we don’t have to worry about backups, and we haven’t lost anything. We’ve had laptops where the hard drives completely failed, but we didn’t lose anything because it was on Box. ”*

**Judi Sohn**

VP of Operations, C3

C3: Colorectal Cancer Coalition is a non-profit organization dedicated to fighting colorectal cancer through research, empowerment, and access. Headquartered near Washington D.C., C3 supports the work of research and grassroots advocates throughout the United States.

### Challenge

When C3 was established, Judi Sohn, VP of Operations, was tasked with finding a solution that could serve as the organization’s “online file cabinet” for their small staff telecommuting from various locations throughout the United States. She also wanted a solution that worked in a cross-platform environment of PCs, Macs, and mobile devices. Since they planned on keeping a significant amount of critical and confidential files in this cloud-based file server, Judi wanted to make sure these files were always backed up and that they could easily control access to documents by user. As a non-profit, purchasing and maintaining an expensive file server was not an option.

### Solution

Judi evaluated a wide variety of solutions, including ones for drive-mapping and Microsoft SharePoint. Throughout her research, Box stood out time and again: “It had a really good reputation, cross platform capabilities, and good buzz in the blogosphere.” While the positive buzz was reassuring, Box’s features, simplicity, and value put it over the top. 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.

Box makes it easy for C3 to manage, share, and use all of its files securely. “I liked the interface. I found it incredibly intuitive,” Judi said. C3 makes documents like marketing logos and collateral accessible to everyone, while keeping corporate and financial documents “locked down” using granular-level access permissions. This ensures such files are only accessible to designated board members and bookkeepers. C3 also keeps MP3 archives of webinars and conference calls which the staff can reference whenever they want: “Our staff can just stream audio files from Box. It was great when I figured out that I didn’t have to do anything – it would just play.”

Box is now an integral part of the technology that C3 uses to manage their day to day business along with Google Apps and Salesforce.com. “We’re on Google, Box and Salesforce for everything.”

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Judi added that the real value of Box is how it adapts to C3's changing needs and keeps files safe: "Even three and a half years later, we haven't had a need for an expensive server. With Box, we don't need to maintain hardware, we don't have to worry about backups, and we haven't lost anything. We've had laptops where the hard drives completely failed, but we didn't lose anything because it was on Box. "

"When I hear people complain that they don't know where all their files are and they can't invest in a server, I tell them that Box is a really affordable, really easy way to keep assets organized."