



Case Study - Retail

Stonewall Kitchen

STONEWALL KITCHEN
EST 1991



Stonewall Kitchen can now easily and securely share photos, designs and other files with thousands of partners using Box Enterprise

Quality and exceptional taste have been the hallmarks of Stonewall Kitchen since its beginning in 1991. Sixteen years ago, two friends with a passion for food set up a three-foot square card table at the local farmers market, displaying proudly the few dozen vinegars and jams they had hand-labeled just hours before. Named for the graceful stonewalls that surrounded the original farm where the business was born, the growth of the company has been remarkable. Today, Stonewall Kitchen's entire product line of specialty foods continues to be one of the most awarded in the industry year after year with a distribution of over 6,000 wholesale accounts nationwide, a thriving catalog and web division, and eight company stores.

Challenge

But with the growth and success of the business, Stonewall Kitchen faced the challenge of sharing important files with its growing team of partners and vendors. From ensuring that vendors had the proper product imagery to sharing financial files with banks, Stonewall Kitchen was constantly having to make large files available to groups outside the immediate organization. "Our biggest challenge was how difficult FTP software was for our partners to use," said Lisa Patterson, National Accounts Manager. "I spent a lot of time hand-holding partners through the process of accessing our photos and images."

At the same time, Bill Bocash, IT Manager worried about the security of FTP and was frustrated with the limited ability to control permissions for the large variety of content that Lisa's team and others within the company wanted to share: "FTP is too difficult, unreliable and unmanageable."

Solution

When Bill's sister, an independent design consultant, showed them how she used Box.net to share files with her clients, they were impressed. "Once I saw the demo, I thought – Wow, we have to have this."

Box.net's online workspaces allow teams to quickly share important information, send large files, and collaborate with both internal and external partners. 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.

Bill looked into a few other vendors but didn't feel they were any better than Stonewall Kitchen's current FTP solution. "There are so many issues surrounding FTP use, whereas everyone knows how to use a website and a link."

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Bill Bocash

IT Manager, Stonewall Kitchen

Box.net’s solution allows for various levels of sharing; the simplest is to send a link through email. Bill was impressed by the Administrative Console, which allows him to manage folder securities, accounts and passwords, and varying levels of permissions.

Lisa and Bill decided to roll out the Business edition to a few departments before expanding its use across the entire company. Lisa’s six-person team was one of the first: “I made a couple of screen shots to show my team. It took people about 10 minutes to pick it up. Very seamless.” As partners began to use the new system, Bill found a decrease in the amount of assistance he needed to provide, “With Box.net, I get very few questions from partners.”

Stonewall Kitchen plans to roll-out Box.net to other teams across the company and to eventually replace its FTP solution entirely. Bill added, “The number one benefit of Box.net is the ease of use – both for us and for our partners. Box has certainly saved us money, but more importantly it’s saved us time and energy. I take one or two fewer aspirin each month.”

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