



Five Reasons to Use Box for Digital Asset Management

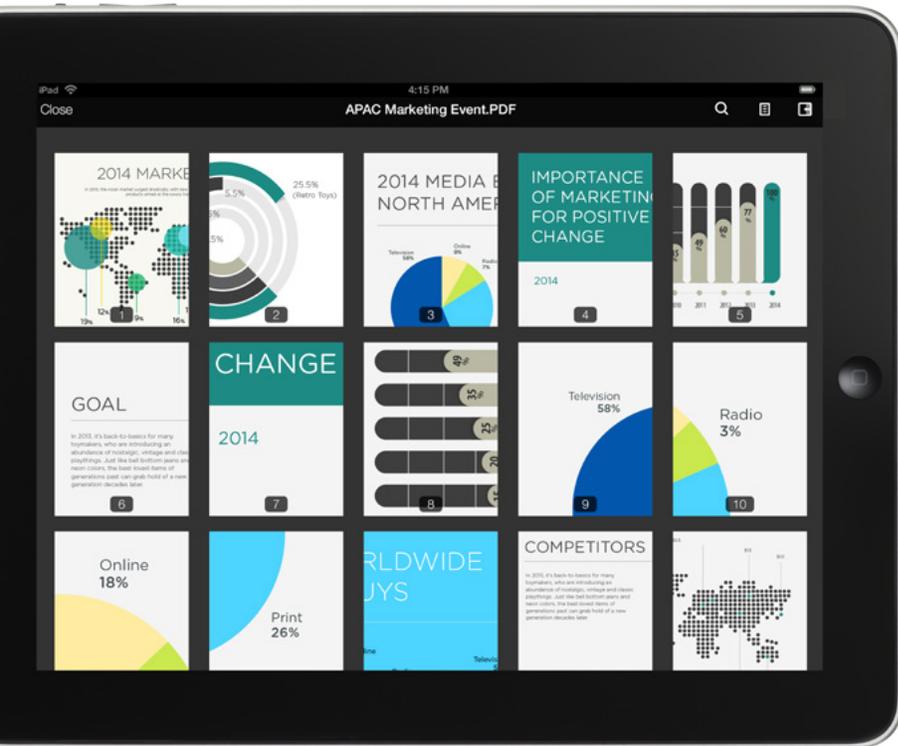
Having a distinct, consistent and memorable brand image is vital to building strong relationships with customers. Your ability to create, manage and publish digital assets requires a consistent solution that connects internal and external teams easily and securely.

Box for Digital Asset Management (DAM) allows brand and creative teams to securely manage, share and collaborate on their digital assets in a single unified workspace to create a consistent and distinct brand image across all distribution channels. Here are five ways Box for DAM helps your business:



Manage digital assets in one place

When creating and managing numerous digital assets, it is easy to get lost in the sprawl of content quickly. Box provides a unified workspace where you can easily view, organize and search through your assets from any device.



Preview without native software installed

Box's preview functionality allows you to view over 100 file types up to 500 MB each on your desktop or mobile device without downloading them to your device. This eliminates the need to have native software installed, reducing the cost of licenses for those only involved in the review process.



Catalog and organize assets using metadata values

Manage your assets easily by applying metadata values from templates customized to your business needs. Filter through assets easily using advanced search filters to quickly find the assets you need for your campaign or launch.



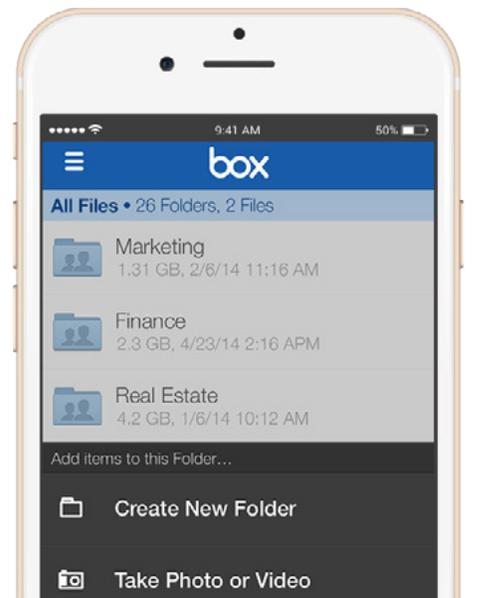
Seamless access on mobile or desktop devices

With native applications for all major mobile platforms and desktop operating systems, you can access, collaborate and share images and video files from any device. Ensure you and your team stay productive and remain connected to your colleagues from anywhere.



Manage user permission levels

Set granular permission levels for colleagues, agencies and contractors to ensure each collaborator has appropriate access to content. Prevents your assets from being downloaded or edited by unapproved users.



Centralize approval workflows

With Box, all revisions and edits are made directly on the file versus over email. Build automated approval processes so you can finalize assets more quickly and get to market faster.



Built in collaboration features

Streamline collaboration by adding comments and assigning tasks to files and folders directly in Box. Consolidate all streams of communication around your assets and projects in a single location so you always know what is going on.



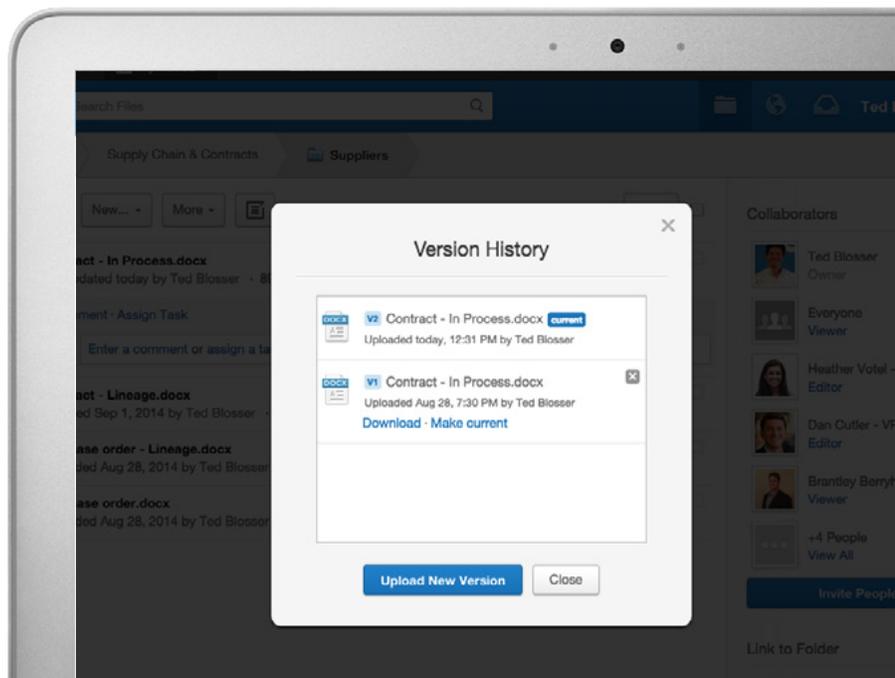
Automated approval processes

Create simple, repeatable and automated approval processes to have stakeholders review and approve new assets. This allows you to shorten review cycles and get your approved assets to market faster.



Manage asset iteration process

Box allows you to view up to 100 versions of an asset and easily revert back to older versions. Forget the headaches from having to keep track of multiple versions of each file.



Publish finalized assets to relevant stakeholders and platforms

Once your assets are final, don't waste time emailing them to stakeholders for distribution. Box allows you to securely share your assets with colleagues and easily publish them to social media channels from one platform, so you ensure your assets are consistent in all channels.



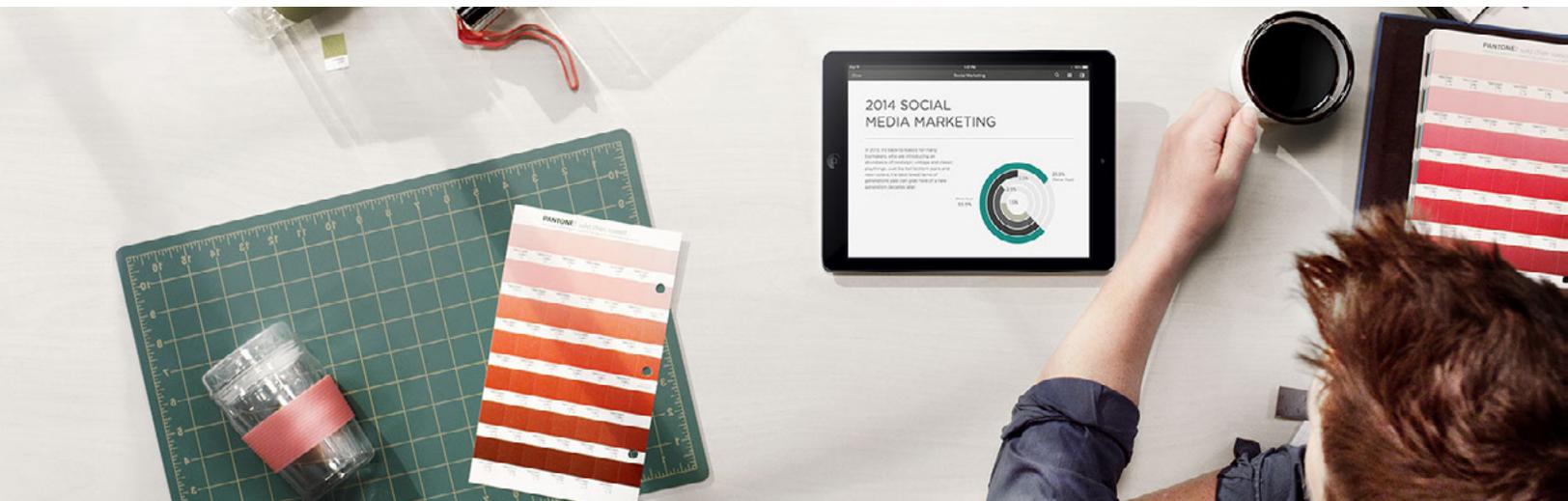
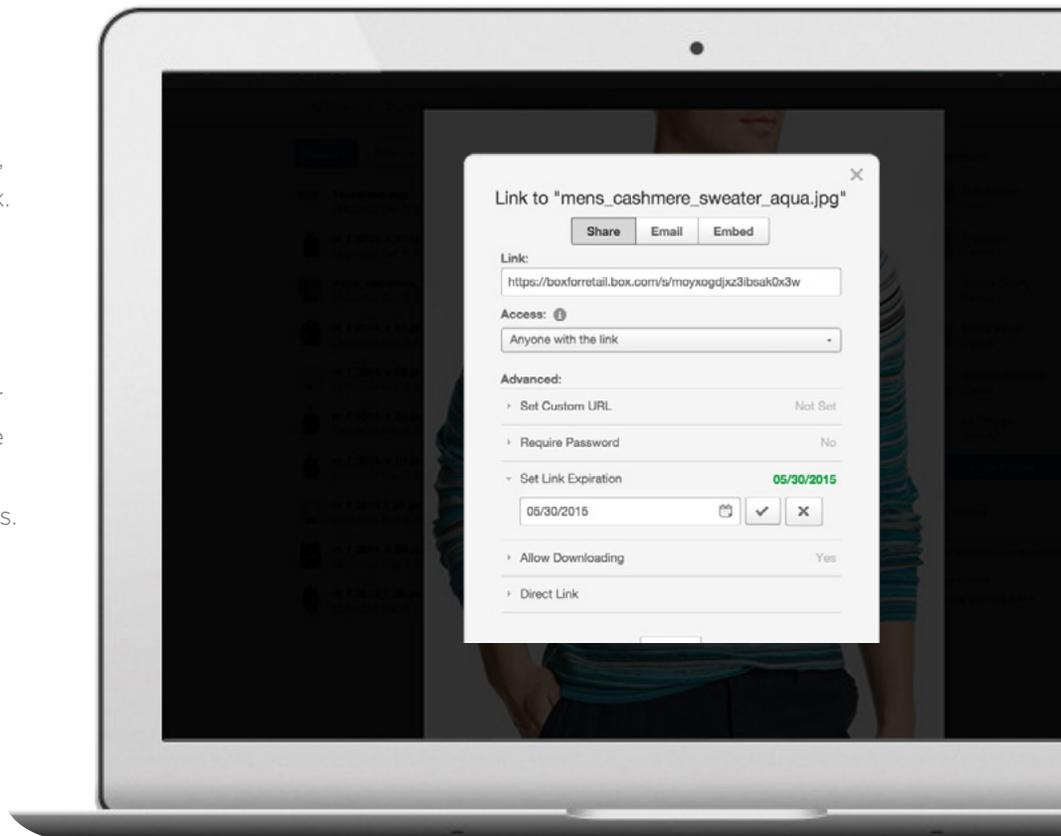
Share assets easily and securely

Share assets with internal colleagues and external contractors, vendors and agencies with one click. Shared links can be customized with security features such as passwords, expiration dates and restricted download access. Have the ease and flexibility to share your files with whomever you need, while ensuring your information remains secure and it stays in the right hands.



Share assets on social networks

Box integrates with HootSuite to enable you to publish your assets to all social media channels all from one platform. Reduce content silos to get your assets in front of customers faster.



Analyze asset performance and user activity

It quickly becomes unwieldy to know who is doing what with your content with so many digital assets going around. Box solves this problem through in-depth reporting on asset usage and performance as well as a full audit-trail for your content.



Track asset performance

View access statistics for each file to know when and who views and downloads each file. Get reports on most utilized assets and track every interaction related to your files.



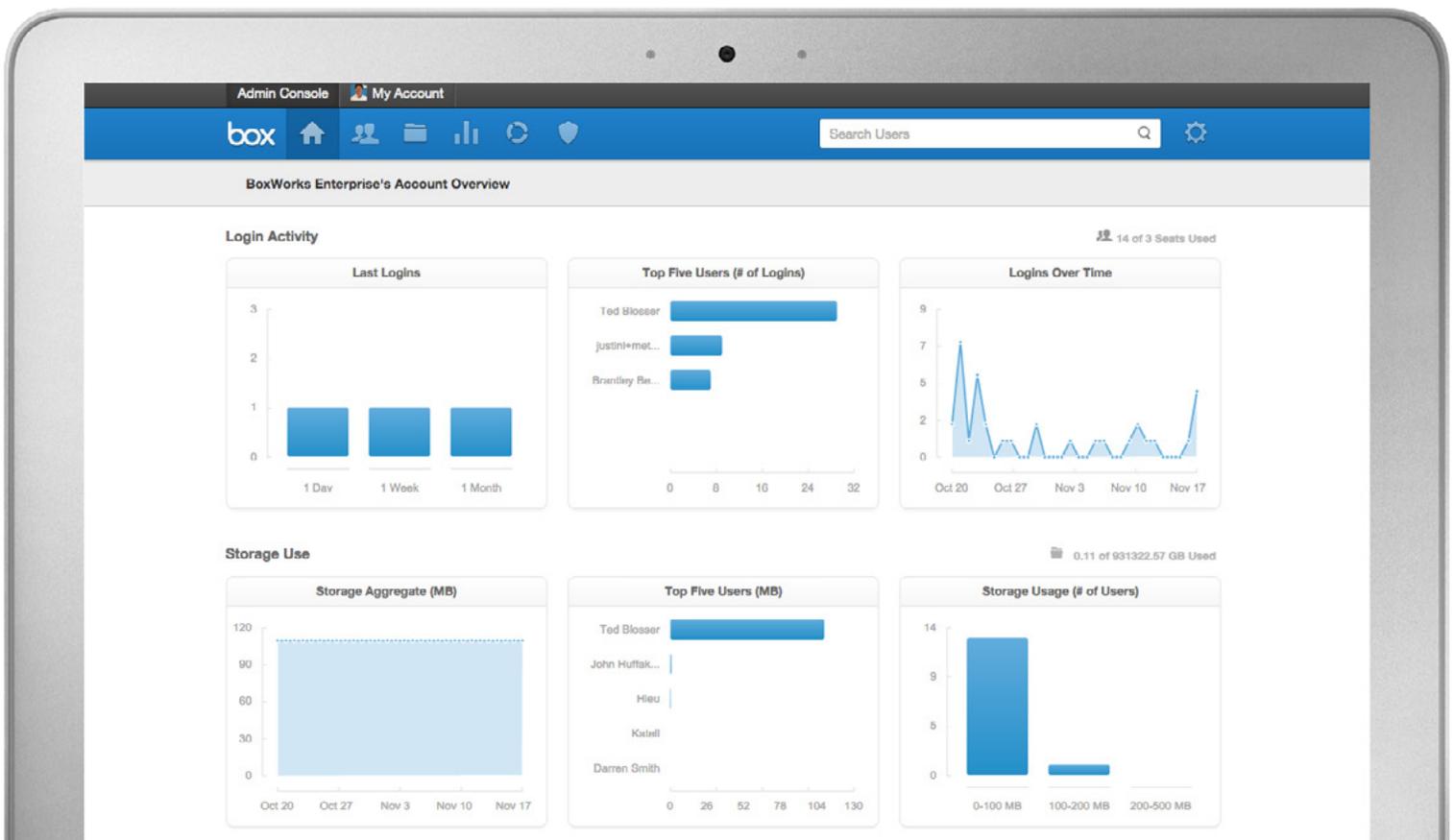
Monitor user activity

Audit users and their documents to see who is sharing what and from where. Identify your power users, manage user permissions and ensure no files are being accessed by unsanctioned users or on unauthorized devices.



Prevent data leaks

Receive email notifications of irregular or risky activity occurring in user accounts. Be proactive in locking down user accounts when such activity occurs instead of having to scramble when sensitive assets get leaked.



Archive and retain your assets

Changing customer preferences and evolving competitive landscapes require your company's brand image to constantly stay updated and refreshed. Easily automate the process of removing outdated content and archiving old assets for as long as you need.



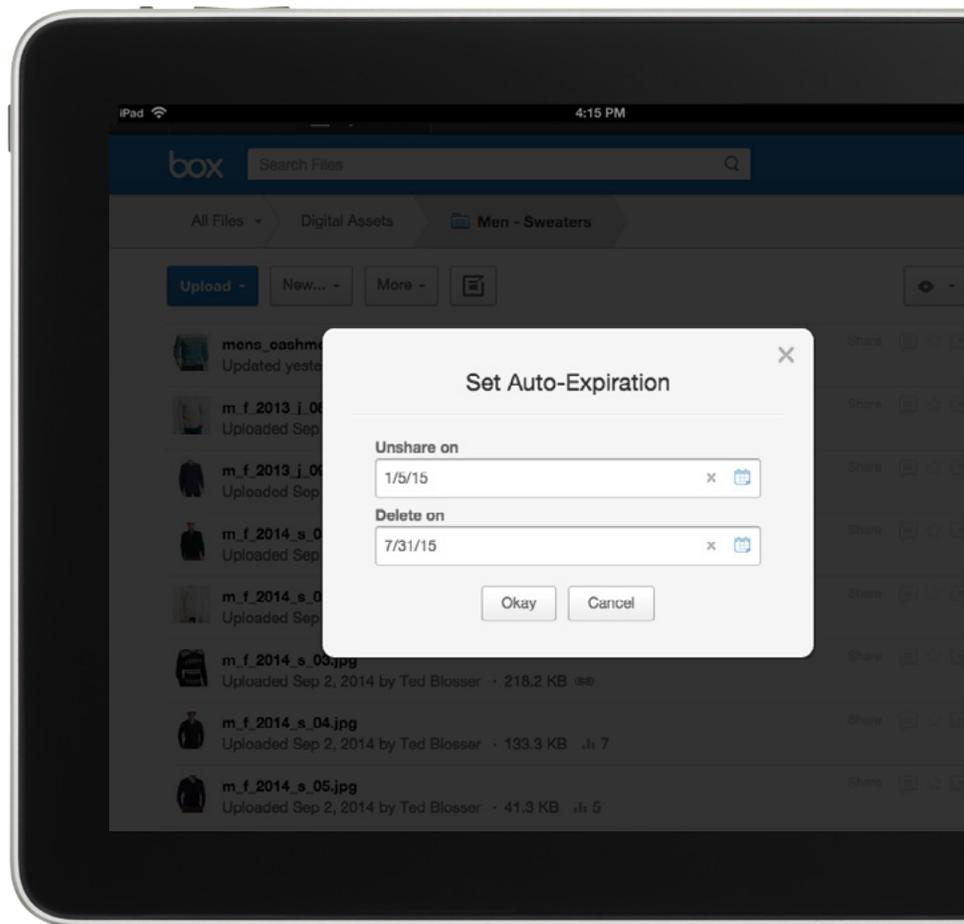
Automatically expire outdated content

Set expiry dates for individual assets, so only the most current and approved assets are used. Ensure your customers receive a consistent and brand image for your company, no matter what channel they are interacting with you through.



Set custom asset retention policies

Preserve your archived assets through custom data retention policies which allow admins to determine how long assets are saved for, and where they go once the retention period is over. With Box's unlimited storage space, you can keep any and all files as long as you need, and only keep the current assets available to users.



Box is the secure platform chosen by more than 240,000 organizations of all sizes to collaborate, share and manage their content. **Box for Digital Asset Management** is the optimal solution for organizations looking for a single platform to enable them create a consistent and distinct brand image across all channels with their customers.