Box gets Tridant`s dispersed marketing team on the same page with a simple, centralised content management solution that allows them to share, access, and manage critical content quickly, easily, and securely.

Since its founding in 2007, Tridant has earned an enviable reputation as one of Asia Pacific's most trusted data analytics consultancies.

Combining domain expertise with market leading technology Tridant assist their customers to leverage their data assets to improve profitability, increase revenue, reduce risk.

Tridant's aim is to help clients be more successful by providing them with accelerated decision - making capabilities as a real and sustainable source of competitive advantage.

The Challenge

With a highly dispersed marketing team working with an increasingly growing ecosystem of external agencies, Tridant realised the time had come to get everyone on the same page with an enterprise wide content management solution that enabled easy rapid access to files anywhere, any time and from any device.

- Creating and approving assets via email and sharepoint was becoming increasingly onerous and lacking a single source of truth provenance.

- Supporting a highly mobile user base required a solution that would provide an easy to use interface for viewing and editing files on the move while at the same time ensuring that large, media rich files can be transferred securely and efficiently from anywhere at any time.

- With internal and external users split between Mac and PC a single file sharing solution that worked seamlessly across OS platforms was seen as a key criteria.

- Similarly synchronicity between different mobile platforms was seen as critical to user uptake and on the go productivity.

- The number of internal and external collaborators spread across multiple geographies and time zones often working to tight deadlines required a solution that would give Tridant a macro view of the overall project while at the same time providing for a micro view of progress down to the individual collaborator level.

- Controlling access to their IP and how it was being used was becoming increasingly challenging as the number of external collaborators grew.

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The Solution

- Box provides Tridant's internal and external collaborators the ability to access, edit and share a wide range of digital assets through a single, simple to use, cloud based document sharing environment that works seamlessly across a range of operating systems and hand held devices.

- The mobile app provides an easy to use interface to view, edit and share files on the go and enables real time collaboration without the need for ftp or remote dial up access facilities.

- Box's robust admin controls provide complete visibility over file sharing while granular permission levels for all collaborators allow Tridant to retain control over their IP while at the same time ensuring that all collaborators are keeping pace.

- Box notes has enabled Tridant to consolidate all commentary into a single searchable information repository ensuring that IP is not just contained, but also protected effectively.

- Box for mobile has helped make Tridant's highly mobile user base even more productive by providing the ability to access, real time edit, and share large files on the go.

- Box Zones has provided the critical capability of ensuring that all Tridant data remains on shore at all times.

Results

- As a result of moving all collaboration inside Box, Tridant have experienced a significantly lighter inbox footprint and noted a decrease in time spent managing inbox overload.

- The ability to collaborate on the go in real time, particularly on time sensitive projects has significantly improved individual, team, and project productivity.

- Time consuming FTP client set up has been completely eliminated with all files now being uploaded to designated areas within Box safely and securely, The incoming file notifications help ensure that action is taken on these files immediately, greatly improving productivity and client satisfaction.

- A centralised workspace offering metadata tags, and advanced search and filtering capability ensures that no files are ever lost, and that users always have the most up to date version at their fingertips.

- Providing an enterprise grade solution that delivers the ease and use-ability that is expected of a cloud based solution has ensured that user uptake - tho voluntary - has been almost viral within Tridant as well as their external agencies.

- Making Box a central part of their CRM system provides the all important assurance that client data remains on shore at all times.

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