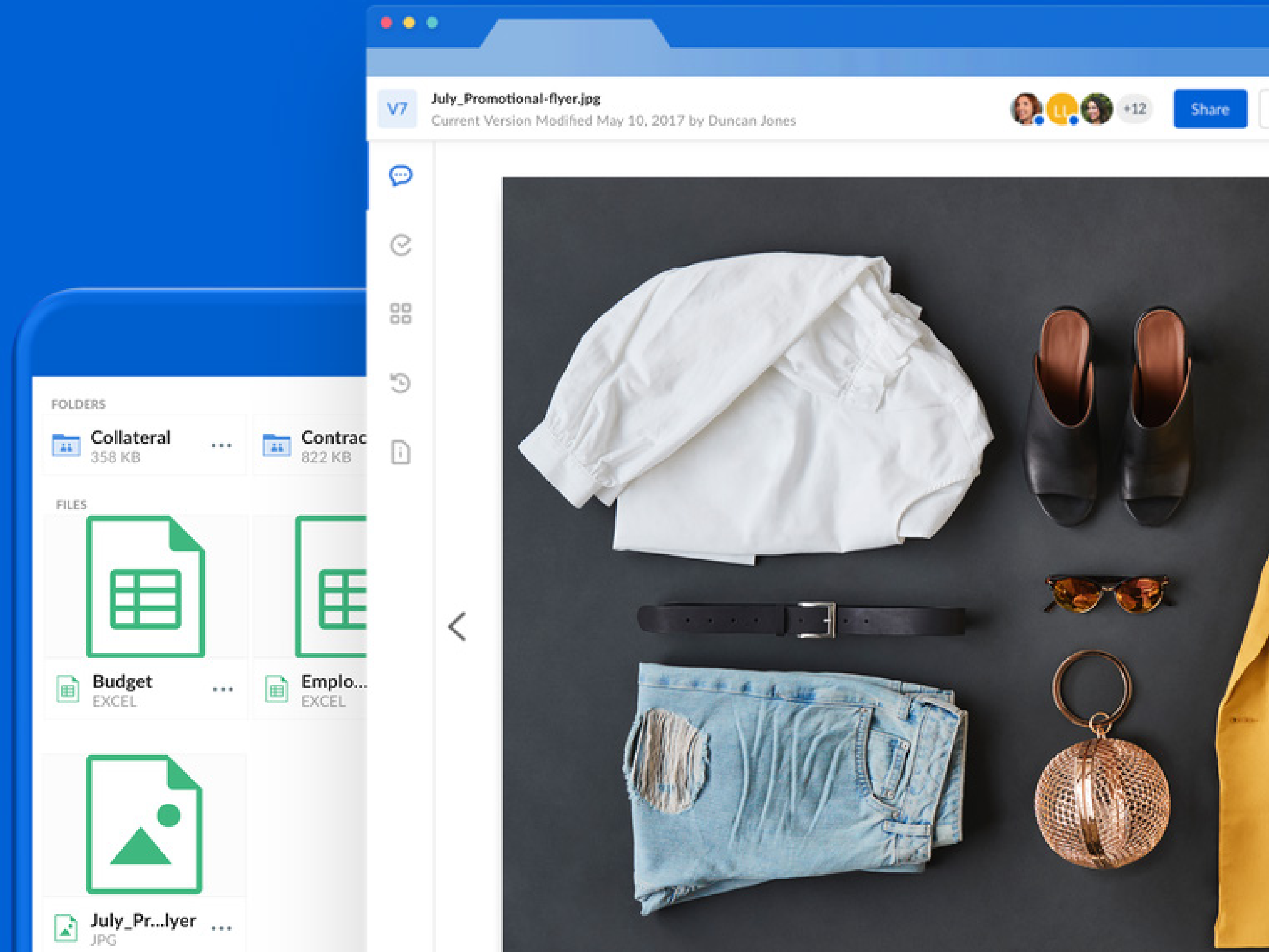




The Content Cloud for Retail

Go digital-first with one secure platform for all your content



After a challenging year, the retail industry is poised for strong growth.

Sales are expected to increase up to 8.2% in 2021 as vaccines roll out and the economy picks up, according to the National Retail Federation. In today's post-pandemic world, agility and resiliency will remain key to leading retailers — from brick-and-mortar businesses to global organizations — who want to stay competitive.

By taking a digital-first approach, you empower your teams to collaborate, streamline workflows, and meet the needs of both customers and employees.

“We are very optimistic that healthy consumer fundamentals, pent-up demand, and widespread distribution of the vaccine will generate increased economic growth, retail sales, and consumer spending.”

Matthew Shay, President and CEO, NRF

Unlock the value of your retail content

Retail runs on content.
That's why Box created the Content Cloud.

More than ever, shopping happens online, and you need a strong digital presence to keep pace with consumer needs. Box provides you with the technology you need to navigate big changes with ease and agility.

In the Content Cloud, you get one secure platform for all your campaign assets, lead generation initiatives, budgeting, product specs, new hire documents, and more. Whether you're onboarding new vendors or powering product creation, you drive efficiency with simple ways to work and all the apps you love in one place.

A decade's
leap in
90 days

In a matter of three months, the industry jumped 10 years forward in consumer and business digital adoption.¹

Estimated lift in
e-commerce

8.5%

Retail e-commerce sales may grow from 13.9% in 2019 to 22.4% by 2023.³

\$60.4B
in online sales

As of September 2020, U.S. online sales increased 43% year over year, totaling \$60.4 billion.²

¹ Retail reimaged: The new era for customer experience (McKinsey, 2020)

² Adobe Analytics

³ The future of consumer markets (PwC, 2021)

With the Content Cloud as your central hub for retail, you:

- Accelerate vendor onboarding
- Speed up R&D and design
- Streamline marketing launches



Easy, secure e-signatures

Contracts power business, so getting a document signed should never slow you down. Get secure, digital signatures on everything from member agreements and seasonal recruitment offers to inventory forms, franchise forms, and more.

How the Content Cloud powers retail organizations

1.

Accelerate vendor onboarding



Simplify onboarding with automated workflows for form collection between internal teams and partners



Secure sensitive data, such as NDAs and vendor tax forms, by centrally managing your onboarding process

2.

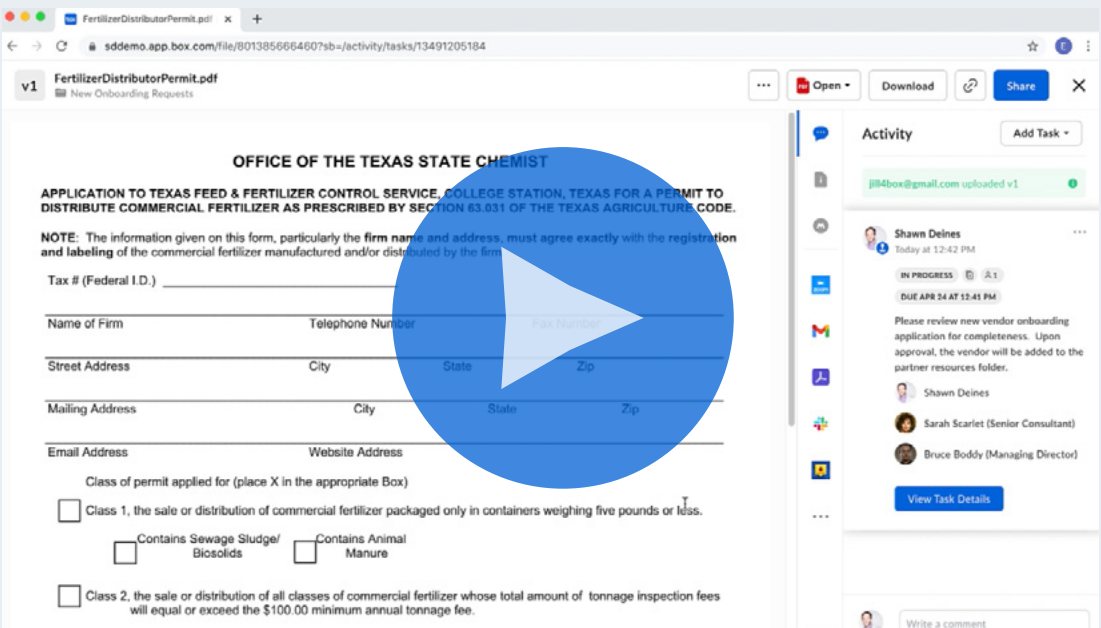
Speed up R&D and design



Improve vendor communication by keeping all onboarding content secure in one repository

3.

Streamline marketing launches





How the Content Cloud powers retail organizations

1.

Accelerate vendor onboarding



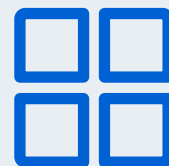
Edit designs in real time and share any file type, including 3D images and videos



Protect proprietary files with granular access permissions, so only approved collaborators can view, download, or edit content

2.

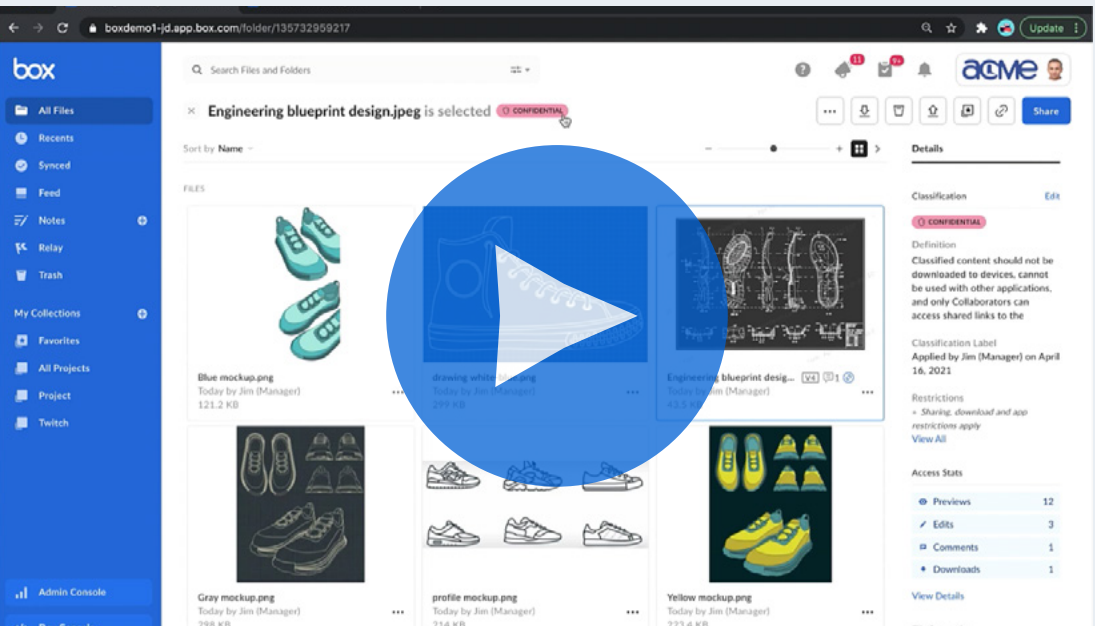
Speed up R&D and design



Enable teams to work with apps like Adobe, Slack, and Teams, with Box as a secure central repository

3.

Streamline marketing launches



How the Content Cloud powers retail organizations

1.

Accelerate vendor onboarding



Launch campaigns **faster** with automated review, approval, and task assignment across marketing, brand, and legal

2.

Speed up R&D and design



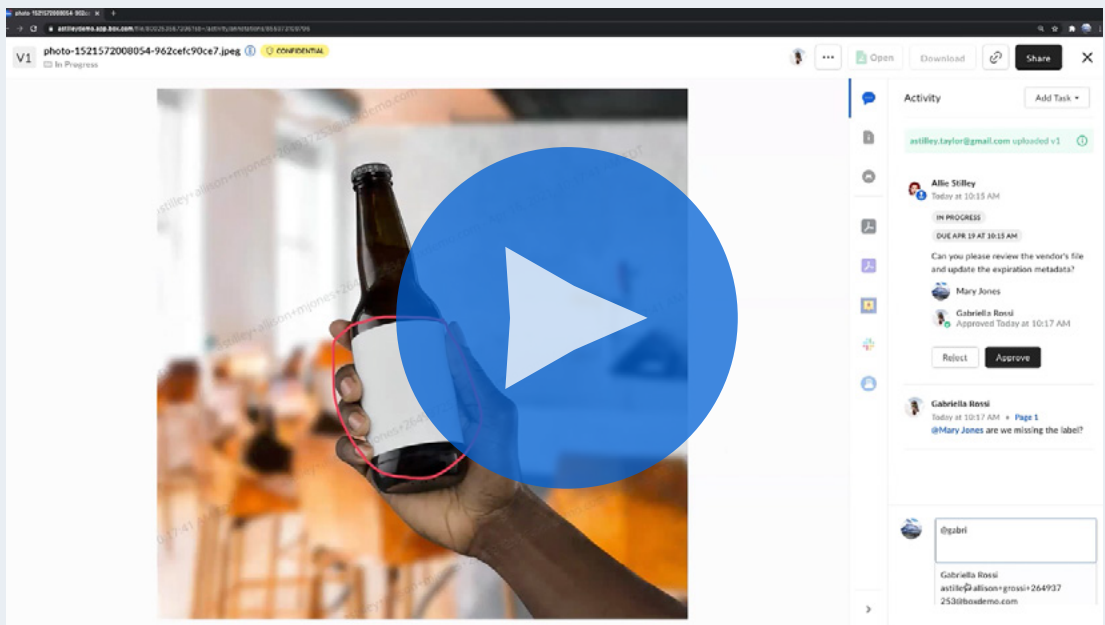
Keep sensitive files secure before and after release with watermarking and classification policies



Improve marketing **productivity** with Adobe integrations that automatically save content created in apps like Photoshop back to Box

3.

Streamline marketing launches



One easy platform for your retail business

We know your retail organization faces a new set of challenges in today's market, so we built the Content Cloud with your entire retail content lifecycle in mind.

There's a reason 67% of the Fortune 500 trust Box. From file creation and sharing, to co-editing, signature, classification, and retention, the Content Cloud is where real work gets done.

After all, your company runs on content. And no one knows content like Box.

Discover the solution at box.com/retail ►

Boost your retail business with:

1.

Seamless experiences

Work easily across all your favorite apps on a simple interface that teams love

2.

Powerful security

Protect your business against data leaks and malicious threats

3.

Ceaseless innovation

Our solutions evolve to keep you ahead of changing business needs

“We evaluated several solutions in the market and Box was the most mature solution. The key criteria were functionality, simplicity, and that Box is a professional tool, designed for business purposes.”

Jean-Francois Voisin, CIO, Remy-Cointreau



About Box

Box (NYSE:BOX) is the Content Cloud, a single platform that empowers organizations to manage the entire content lifecycle, work securely from anywhere, and integrate across best-of-breed apps. Founded in 2005, Box is trusted by 67% of the Fortune 500, including AstraZeneca, General Electric, JLL, and Nationwide. Box is headquartered in Redwood City, CA, with offices across the United States, Europe, and Asia. Visit box.com to learn more.

