



Rewrite your company,  
not just your app.

Aaron Levie, CEO

We started Box because we saw  
a confluence of technology trends that  
would change how people work...

Mobile ubiquity



# Cloud computing



# Networked economy



71K+  
Customers

63%  
Fortune 500



These trends not only changed  
work technology but are ultimately  
changing every industry





**NETFLIX**

# stripe



We all know every business  
is trying to go digital

But it's not that easy

Companies can't just add software to a traditional product or service and "become digital"

Netflix is better not because it's a modern **app**,  
but because it's a fundamentally modern **business**

## **Blockbuster**

Limited to Physical Stores

Business Model Built on Late-Fees

Limited to Supply of Local Store

No Product Innovation

Mass-market Product

## **Netflix**

Works Everywhere

No Late Fees

Infinite Supply

Constantly Improving

Highly Personalized Product

A NETFLIX ORIGINAL SERIES

# HOUSE of CARDS

▶ CONTINUE WATCHING

House of Cards 2013 TV-MA 2 Seasons



## Bad, for a greater good.

Three Emmy Award wins including David Fincher ("The Social Network") for Outstanding Directing for a Drama Series and nine nominations including Outstanding Drama Series went to this acclaimed political thriller. Lead Actor nominee Kevin Spacey stars as ruthless, cunning Congressman Francis Underwood, who will stop at nothing to conquer the halls of power in Washington D.C. His secret weapon: his gorgeous, ambitious, and equally conniving wife Claire (Lead Actress nominee Robin Wright).

### Directors' Commentary Available

Watch Season 1 of this Emmy-winning series with exclusive scene-by-scene audio commentary from directors including David Fincher and Joel Schumacher.

Genres: [TV Shows](#), [TV Dramas](#)

This show is: [Witty](#), [Cerebral](#), [Dark](#)

Why is it so difficult to compete in the digital age?

Established  
partners

“Tenured”  
talent

Process  
efficiency

3-year product  
cycles

The very things that made businesses successful  
in the last era are now holding them back...

Physical  
branches

Well-defined  
ways of working

Industrial-era  
regulation

Silos of  
information

The rules have changed,  
and these are now anchors

Your whole company has to start  
operating like a digital company

App



Digital  
experiences

App



Digital  
business  
models



Digital  
experiences



App



Digital operating models



Digital business models



Digital experiences



App



## Legacy Experiences

Complex

Race for more features

Competing just in industry

Time-based

Mass experience

## Digital Experiences

Simple

Race for engagement

Compared to all user experiences

On-demand

Personalized

## Legacy Business Models

Priced for ownership

Bulk purchase

Asset heavy

Bundled products

Indirect distribution

## Digital Business Models

Priced for usage

Micro purchase

Asset light

Modular services

Direct distribution

## Legacy Operating Models

Waterfall processes

Vertical integration

Command and control

People-centric processes

Multi-year product cycles

IT as cost-center

## Digital Operating Models

Responsiveness, agile

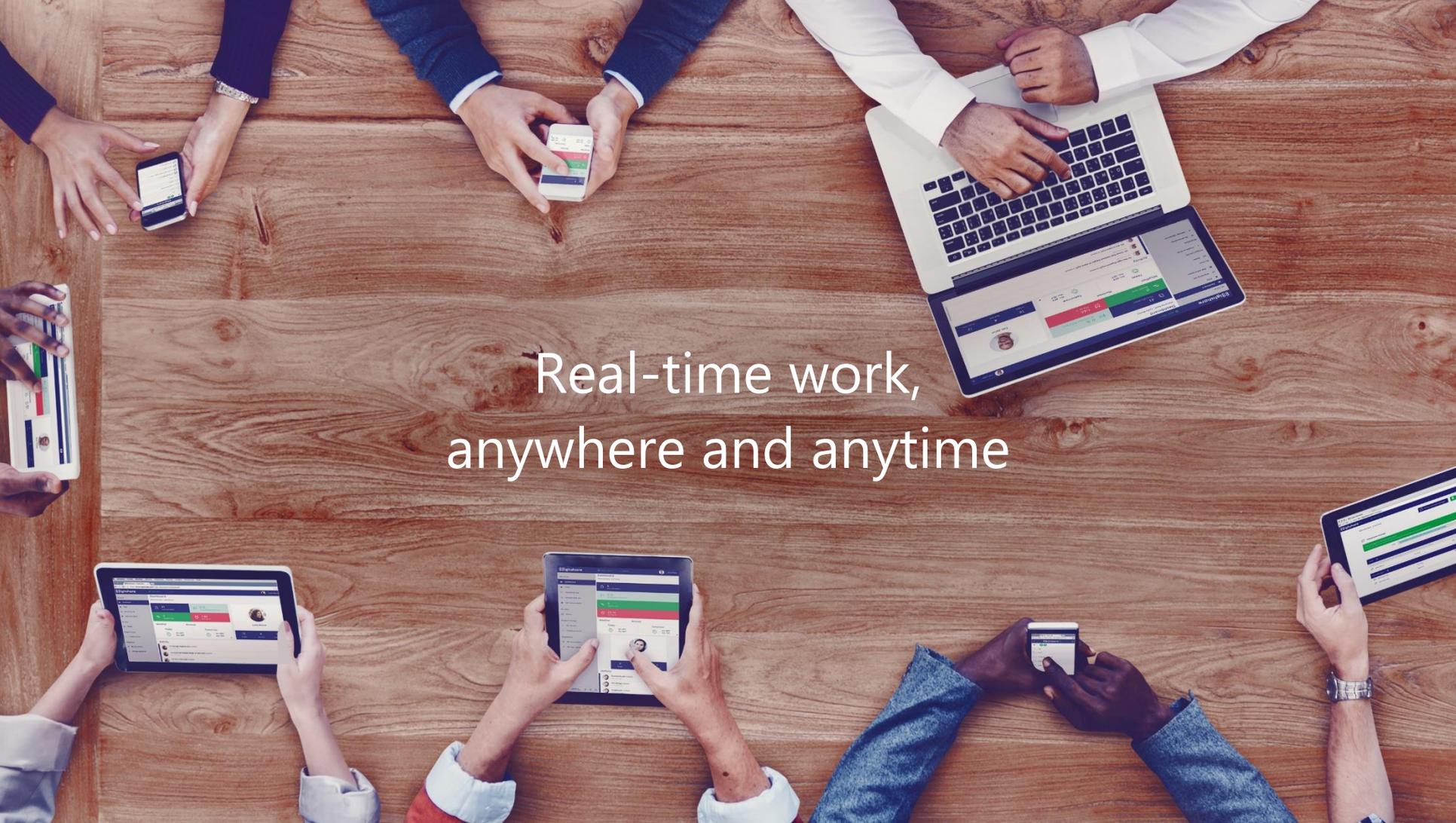
Extended enterprise, ecosystems

Best idea wins

Data-driven processes

Continuous innovation

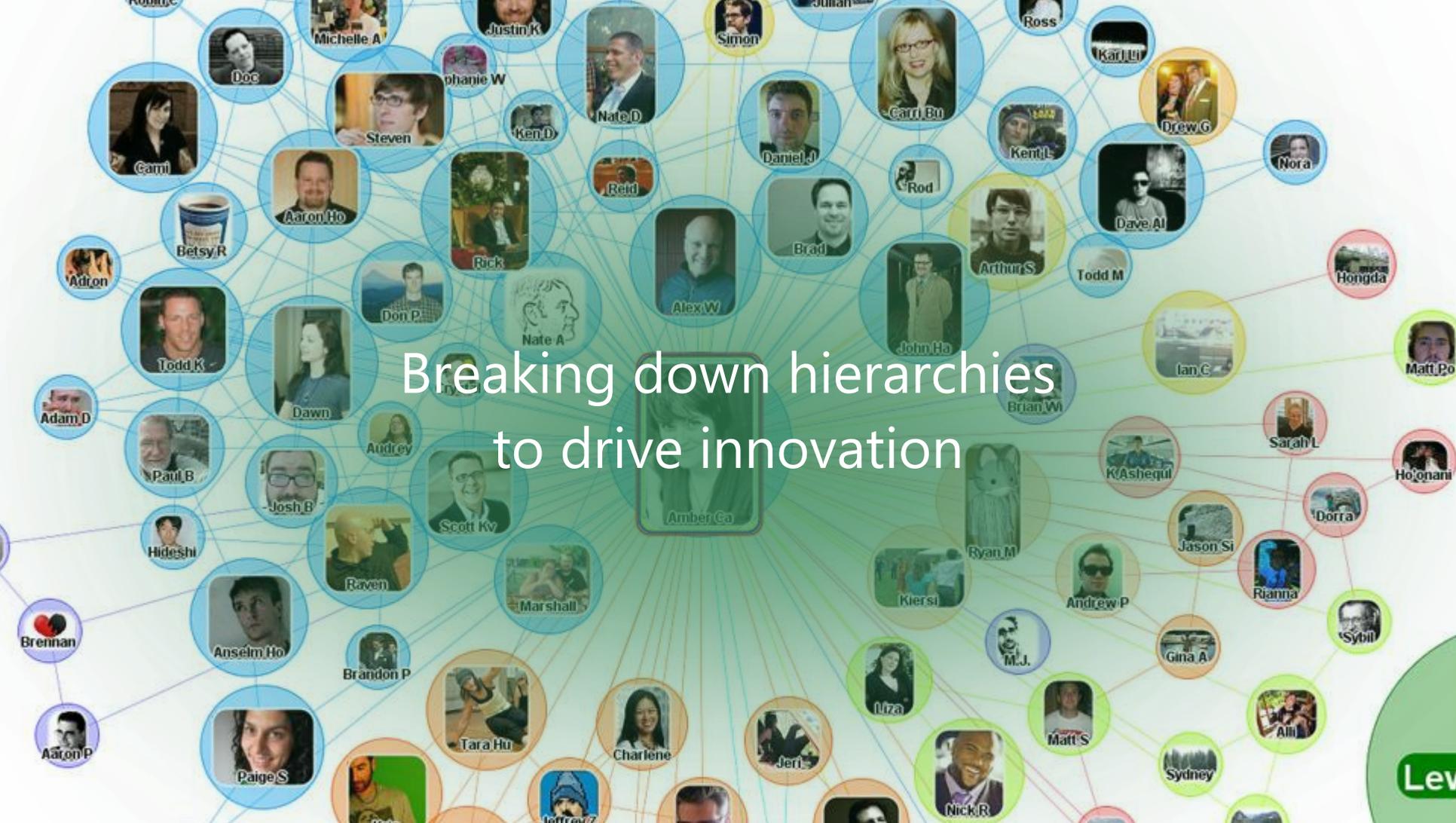
IT as growth driver



Real-time work,  
anywhere and anytime

A world map is shown with a complex network of bright green lines connecting various points across the globe. Small red dots are scattered across the map, representing nodes in the network. The background is a dark blue grid. The text "Working across boundaries and extending the enterprise" is centered over the map.

Working across boundaries  
and extending the enterprise



Breaking down hierarchies  
to drive innovation

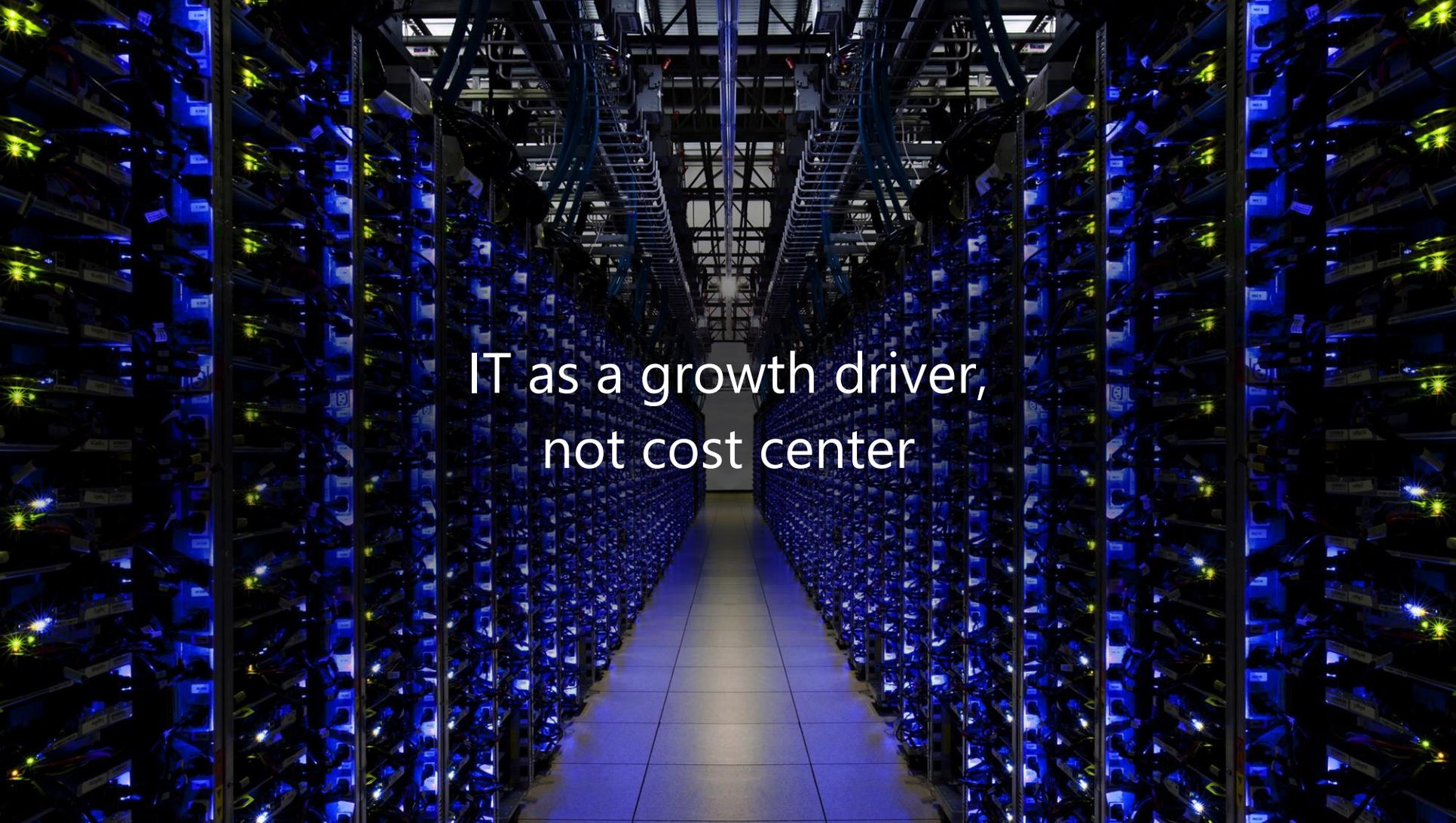
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The background is a dark blue field filled with a pattern of binary code (0s and 1s) and various numbers (0-9) in a light blue, monospace font. The numbers and binary digits are scattered across the frame, creating a digital, data-centric atmosphere. The text 'Data-driven decision making' is centered in a clean, white, sans-serif font.

Data-driven  
decision making

A black cylindrical smart speaker, likely an Amazon Echo, is centered in the frame. The top of the device features a glowing blue ring. The background is a solid teal color. The text "Intelligent, AI-driven processes" is overlaid on the speaker in white.

Intelligent,  
AI-driven processes



IT as a growth driver,  
not cost center

And this is just the start

We're entering a period of unparalleled  
change

To succeed in the digital age, every company will have to start operating like a digital one

Thank you!  
@levie