Box is an enterprise content management platform that solves simple and complex challenges, from sharing and accessing files on mobile devices to sophisticated business processes like data governance and retention.

Since 2005, Box has made it easier for people to securely share ideas, collaborate and get work done faster. Today, more than 41 million users and 74,000 businesses — including 59% of the Fortune 500 — trust Box to manage content in the cloud.

Company History

CEO	Headquarters	Founded	Employees	Website
Aaron Levie	Redwood City, CA	2005	2,300	http://www.box.net/

Box was originally developed as a college project of Aaron Levie while he was a student of the University of Southern California in 2004. Levie left school to pursue the company full-time in 2005. Levie became CEO, while his childhood friend Dylan Smith became CFO.

Katie's Company Commentary

Box has established itself as enterprise file-storage company, but where its real market opportunity is for enterprise content-management. ECM (Enterprise Content Management) includes sophisticated permissions and compliance features used by virtually all mid and enterprise sized organizations across all industries. Dropbox was never able to accomplish this and it has impacted their market cap.

Levie said on the most recent earnings call, Box is riding the wave of *"a multi-year secular shift from legacy enterprise content management solutions and storage technology in the on-premises environment to the cloud."* Levie continued, *"We believe we're best positioned to be able to take advantage of that migration."*

Super important to know that Box is positioned in (Gartner) Leaders Quadrant for the fourth consecutive year. Also, interesting to note that they've formed a partnership with Google for image recognition and machine learning. *"Box's application of Google Cloud's machine learning APIs brings to life the potential of AI in the enterprise,"* said Fei-Fei Li, Chief Scientist, Google Cloud AI and Professor of Computer Science, Stanford University.

Figure 1. Magic Quadrant for Content Collaboration Platforms

Recent News

Box stock falls from record close after earnings report: http://www.marketwatch.com/story/box-stock-falls-from-record-close-as-earnings-forecast-disappoints-2017-03-01

How Box Plans to Achieve Its Next Phase of Enterprise Growth: https://www.inc.com/sonya-mann/box-growth-aaron-levie.html

Box Loses One of Its Top Managers, but Gains a Former Apple Exec: https://www.fool.com/investing/2017/07/18/box-loses-one-of-its-top-managers-but-gains-a-form.aspx
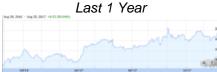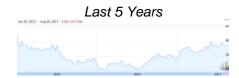
Social Media Sites

| Official Site | Twitter | LinkedIn | Facebook | Instagram |

Financial Snapshot - https://finance.google.com/finance?q=NYSE%3ABOX

| *Last 3 Months* | *Last 1 Year* | *Last 5 Years* |

Katie's Financial Commentary

Box Reports 30 Percent Revenue Growth for Fiscal First Quarter 2018 (article) -

- Revenue of $117 Million, Up 30 Percent Year-Over-Year
- Billings of $100 Million, Up 31 Percent Year-Over-Year
- Cash Flow from Operations of $8.5 Million, Free Cash Flow of $4.0 Million

"Companies around the world are in the midst of digital transformation. The winners will be organizations that use technology to power new ways to connect and collaborate around their information," said Aaron Levie, co-founder and CEO of Box. "Box's cloud content management platform is a powerful change agent for our 74,000 paying customers worldwide. Our strong fiscal first quarter results are a solid foundation for the year as we focus on innovation and our global go-to-market objectives to seize our massive market opportunity."

3 Stocks That Look Just Like Oracle in 1986 (article) -

Really interesting article. To summarize, Box has grown its sales at an average of 80% annually over the last five years. The company isn't (GAAP) profitable, and won't be until probably 2021 at the earliest. That said, Box recently posted cash profitability. Really strong sales and earnings call in the most recent quarter.

Street Level View

Parking Guidance

Mark Schooley
Director, IT Operations & Engineering (Oct '12 – Present) (was formerly IT Manager, Sr. Manager, Engineer. Has moved up with the company). Before Box he was with First Financial Planning for 5 years.

Highly driven manager and technical lead with over 10 years of enterprise IT experience across higher education, financial services, and technology sectors. Primary responsibilities include: 1) motivating and leading a diverse team in a highly collaborative, distributed environment, 2) developing and managing a long-term roadmap that employs the strategic use of tools and processes to build a world-class IT Operations team, and 3) translating IT visions into highly available, secure, and scalable solutions that support the rapidly changing business requirements of growing organizations. Embracer of new technologies that challenge traditional IT and solve modern business problems.

Most comfortable with agile and highly-iterative development cycles that allow projects and processes to evolve with changing requirements and new technological approaches.

San Diego State University-California State University
Bachelor of Science (B.S.) - Business Administration, Information Systems major, with distinction
2003 – 2007

https://www.linkedin.com/in/markschooley/

Certifications
A+, CCNA, JNCIA-Junos, Network+, Security+
Organizations
Association of Information Technology Professionals, Macbrained
Follows: GitHub, ThoughSpot, DuoSecurity, Wired, LinkedIn, Ari (Huffington), Tony Robbins, Satya Nadella (MSFT CEO), Reid Hoffman (Investor)

Jason Bergado
Director of IT
Apr '17 – Present (5 months) (was a VMWare & Toyota)

A seasoned leader with an unorthodox journey. Toyota Engineering made an unconventional decision to hire a purpose driven 18 year old high school graduate and for nearly a decade, I was schooled in the ideals of the "Toyota Way".

During my years at Toyota, my teams introduced an array of IT solutions that supported the launch of the Corolla, Tacoma, and Matrix automobiles. Ultimately, leading my team to achieve the most coveted Engineering honor in Toyota Motor Company, the Quality Circle Award. At VMware, I led an array of TechOps and IT teams that would help scale one of the fastest growing software businesses in history from 2,500 employees and $1B revenue to over 20,000 and $6B. And today at Box, I am challenged to build an IT workforce that can deliver capabilities to improve the productivity and user experience of our employees, taking us to new levels of performance and maturity as a company.

My concentration on long term planning, continuous improvement, and solving root problems have allowed me to excel in these varied environments. But the foundation

these values rest upon is the development of exceptional people - the cornerstone of my career successes and life's purpose.

Certifications
Certified Data Center Design Professional (CDCDP) Certified Scrum Master ITIL v3 Foundation Microsoft Certified Professional Project Management Professional (PMP) Stanford Advanced Project Management Professional (SCPM)

Honor & Awards
18th Annual Toyota Global Quality Circle Award

Social Media:
https://www.linkedin.com/in/jbergado/
Protected Twitter account

Interesting Items:
Mentor for Upwardly Global, JobTrain Committee Member, Director of Programs for Taproot Foundation, Advisory Board Member for Public Allies. VERY Engaged in the community!

Tony Dyck
Director, IT Technical Delivery
Jan '16 to Present (1 year, 8 months) (was at Splunk, SFDC, eGain prior)

Experienced Technology Professional with broad IT and consulting experience in CRM software solutions, which involves a focus on cloud based solutions in high growth, fast paced environments. Proven in leading delivery teams, project management and application architecture solutions that transform business requirements into workable solutions.

Core Competencies:
- Business Engagement and IT Delivery
- Application Architecture
- Master Data Management (MDM)
- Offshore Delivery
- Vendor Management
- Solution Delivery for CRM and Its Key Business Processes
- SOX Compliant Delivery
- Salesforce.com Sales, PRM and Service Cloud Implementations
- Salesforce.com Application Administration and Development

San Jose State University
SJSU BS Computer Engineering

Certifications
Salesforce.com Administrator Salesforce.com Advanced Administrator Salesforce.com Developer Salesforce.com Sales Cloud Consultant Salesforce.com Service Cloud Consultant
Projects
Various SPLUNK Salesforce.com Projects
Social Media:
https://www.linkedin.com/in/tony-dyck-aba96a/
Follows Tim Ferris, CNN Money, Recode and Aaref (partner at Sequoia Capital)
Has contributed to the SFDC community here.