

# boxIT LLC

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## Business Challenges

Clients frustrated by cumbersome and limited forms of file sharing, including email attachments and VPNs

Employee adoption of consumer-grade file sync services that lack retention policies and jeopardize business data

Significant labor dedicated to maintaining and repairing email and file servers

## Results

Minimized client dependence on email attachments and VPNs

Improved client collaboration and secure file sharing between employees and external parties

Reduced engineering and support costs with a solution that is automatic, easy-to-deploy and easy-to-manage

boxIT is a leading Bay Area IT support and managed services company located in the Presidio of San Francisco. Today, boxIT uses eFolder's Anchor platform to reduce dependence on cumbersome and costly technologies and to reinvent how their clients share files.



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It comes as no surprise that boxIT was recognized by MSPmentor as one of the Top 501 Managed Services Providers in 2013: with only nine employees, the San Francisco company has grown to serve more than 100 clients and 1,100 end-users.

"Behind our growth is one underlying rule: We do what we say we are going to do," says Thor Myhrstad, CEO

of boxIT LLC. "So when we tell a client that we can make them more productive, that's what we do."

As part of the company's promise, boxIT proactively assesses their clients' business processes to eliminate bottlenecks.

In early 2013, boxIT noticed that end-users at multiple clients were adopting unmanaged, consumer-grade file sync and share solutions, because they were tired of dealing with the file server and email attachments.

"Technologies such as Dropbox have changed the way employees see file sharing and collaboration; VPN is outdated and email attachments have significant limitations, such as file size," says Myhrstad. "While it was exciting to see consumer-grade applications influence business processes, we had a responsibility to inform our clients of the associated risks."

boxIT communicated to clients the concern that business files could get synced to employee's personal mobile devices or home computers, introducing data leakage risks.

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boxIT partnered with eFolder in March, adopting the Anchor file sync and share platform. Anchor is designed to be intuitive for end-users and robust enough for managed service providers to control their clients' data, while building their own cloud file sync and backup solution. For the utmost level of control, boxIT hosts clients' data in its own private data center.

boxIT resolved the issue of email attachments, including bounces and file size limitations, in two ways. Internally, employees could use Team Shares to collaborate on files or entire folders. To collaborate with external parties, employees can give access to files and folders via web links, track downloads, set expiration limits, and have revisions sync back to their computers, among other things.

boxIT minimized client dependence on VPN with Anchor's file server enablement feature. File server enablement connects a legacy file server to the cloud, without any reconfiguration of the file server. File server enablement gives users and teams access to the same files and folders they have traditionally used, but now they can access, sync, share, and add new content from any device, including remote PCs, laptops, mobile devices, or the web. Everything simply syncs back to the file server.



San Francisco-based boxIT keeps pace with the latest technologies and trends

boxIT's Anchor service, branded as boxDocs, currently supports more than 140 users. Each user receives unlimited storage. The service is priced per user so that boxIT achieves 65-75% gross margins on the recurring revenue. Finally, because the service is deployed and managed with a multi-tenant interface designed for MSPs, boxIT has been able to dedicate less engineering time and labor.

"Realizing the organic success of Anchor in 2013, we have already started planning a formal marketing effort," says Myhrstad. "But the truth is that there isn't much selling involved – in most cases, we're just going to be giving clients a better way to do what they're already doing."



#### Corporate Headquarters

2340 Perimeter Park Drive, Suite 100, Atlanta, GA 30341 ■ 800-352-0248 ■ 678-888-0700  
www.efolder.net ■ info@efolder.net