

IBM and Box to Enable Local Data Storage in Europe and Asia with Box Zones and IBM Cloud

With Box Zones and IBM Cloud, Enterprises will be able to Store, Access and Manage Data In the Country of their Choice and Across Hybrid Environments

ARMONK, N.Y. - 12 Apr 2016: IBM (NYSE: [IBM](#)) today announced plans to extend its global partnership with Box to provide enterprises with the choice to store data regionally in Europe and Asia on the [IBM Cloud](#). IBM Cloud will be available as part of Box's new Box Zones technology, which will enable businesses to adopt Box and store their data in select regions for the first time. IBM will also leverage Box Zones to support hybrid cloud deployments with its deeply integrated enterprise content management solutions

"Organizations want to tap into all of the benefits of the cloud while retaining the security, performance, control and other attributes they might achieve with local data center infrastructure," said John Morris, general manager, IBM Cloud Object Storage. "With Box Zones and the IBM Cloud, enterprise customers across Europe and Asia will soon have the choice to leverage the IBM Cloud global footprint locally, and uniquely support hybrid cloud and on-premises deployments, integrating data between Box Zones and on-premises content repositories"

Today's announcement continues to build on the IBM and Box partnership to deliver new capabilities and new solutions to market internationally. Global organizations increasingly want to choose where their data is stored, managed and accessed for a variety of local compliance mandates, data regulation and performance concerns. IBM brings the global reach of its [Cloud Data Centers](#) in 16 countries worldwide, combined with the ability to help clients support data in hybrid cloud environments as they integrate and combine data across on-premises and cloud. IBM also helps clients to operate in hybrid environments to enable improved cost, performance, security, speed to market with new services, or to better leverage their enterprise data.

"Box and IBM are focused on bringing world-class technology to enterprises across the globe, and on building dynamic content and collaboration solutions that transform the way our customers do business," said Aaron Levie, cofounder and CEO, Box. "Box Zones enables us to combine Box's rich, intuitive content management experience and collaboration tools with IBM Cloud's powerful global infrastructure to overcome many of the data storage concerns faced by businesses in Europe and Asia."

Box Zones plans to leverage IBM Cloud Object Storage services to enable Box and IBM clients to store and manage their increasing volumes of unstructured data locally via the cloud in a number of specific regions across Europe and Asia. IBM Cloud Object Storage combines technology from the recently acquired leading object storage company, [Cleversafe](#), with the [IBM Cloud](#), offering clients a consistent architecture and interfaces across on-premises, cloud and hybrid environments.

Since [announcing](#) the partnership in June 2015, IBM and Box have announced several deep integrations and

product innovations designed to help address the needs of today's modern enterprise, enabling advanced collaboration, data classification, enterprise search and enhanced analytics across content and digital business processes. Today's announcement further continues the momentum of the IBM and Box partnership, highlighting how the two companies are transforming the way enterprises work with content through:

- Transformation of Enterprise Work - Change the way individuals and organizations work with content using analytics, social collaboration, and content management.
- International Reach and Security - Protect content using data resiliency, localization and enhanced privacy services worldwide with integrated security intelligence.
- New Content Rich Apps and Solutions - Develop new content-driven web and mobile applications.

For instance, IBM and Box [recently](#) introduced a new version of the IBM MobileFirst for iOS [Expert Seller](#) app that is built on Box Platform, providing the power of Box's enterprise content management capabilities, deployed at scale to any organization.

IBM Cloud delivers fast, easy and automated access to public, private and hybrid cloud services to help clients digitally transform. IBM Cloud is a growing collection of services including analytics, mobile, networking, storage, Internet of Things and cognitive computing. With 46 global Cloud Data Centers, IBM helps companies manage and gain insight into their data, no matter where it resides.

For more information on IBM Cloud, visit: ibm.com/cloud.

For more information on the IBM and Box partnership, visit: www.ibm.com/ibmandbox.

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