

# HOW VERA WORKS OUTSIDE THE BOX TO EXTEND FILE SHARING SECURITY IN THE CLOUD



## Profile

A leading Hollywood-based talent agency represents prestigious A-list clients, including moviemakers, film talent actors, writers, recording artists, and professional athletes. The job demands a high level of collaboration with multiple external parties, often involving the exchange of highly sensitive documents and unstructured data.

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—Chief Information Security Officer,  
Leading Talent Agency

## The Challenge

As a trusted leader in talent and sports management, the agency’s first priority is to guarantee the security of its clients’ information, sponsorship agreements, and cutting-edge content. At the same time, it must be able to share information quickly and easily outside the agency to close deals and win projects. In a highly collaborative (and interconnected) industry, the firm has a growing need to track and control access to sensitive data to ensure it doesn’t fall into the wrong hands.

The agency maintains all its files and manages collaboration through Box. Documents are secure as long as they reside within Box and access rights are granted only with permission. Once a document is downloaded, however, that protection stops. That loss of control was a major concern for the talent agency’s Chief Information Security Officer. “If people take data from the system, how do we know who has access to it?”



Information leaked into the wrong hands – or made public – raises the specter of broken deals, huge financial losses, lawsuits, damage to the firm’s reputation, and client flight. Consequently, the firm needed more control over its information beyond the security functionality built into Box.

## The Vera Solution

To address these content security gaps, the agency implemented Vera, which attaches security, access control, and permissions directly to the documents themselves. “When we lose visibility in Box, we still have visibility through Vera,” the CISO explains. “Vera can tell us who opened the document, when they opened it, how many times they opened it and what they did with it. It gives us those diagnostic capabilities we need to augment Box.”

Vera’s platform ensures that information is protected once it leaves the secure repository. “Vera enables us to put the appropriate protections around our data when it transfers to systems that we have no control over or insight into,” the CISO says. “It enables us to control access to documents regardless of where they’re stored or what type of system our external partners are using.”

## The Results: Security, Control, and Behavior Change

The agency now has control over its sensitive information even after it’s downloaded from Box, enabling information to flow unimpeded throughout a deal. Documents are secured without forcing employees to change the way they work or the apps they love. And IT and the business are better aligned to protect the firm’s clients and financial interests.

Using Vera, employees can share more freely and collaborate more effectively without compromising security. “Anytime you put up gateways or take away the user’s choice, you create friction, and people are just going to find a way around the gate,” says the CISO. “We’re not blocking anyone from using any file sharing system they need to, but we are telling them to use Vera in addition because it’s going to work anywhere.”



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