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*“Box works, it’s cool, & it’s easy.”*

**Cathy Hall**  
Editorial Production Manager  
AARP

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#### Case Study - Non-Profit

## AARP: American Association of Retired Persons

Box allows AARP’s writers, editors, illustrators and freelancers to collaborate remotely on its many publications.

AARP is a nonprofit organization focused on improving the quality of life for people 50 and older through advocacy, service, research, product partnerships and literature. AARP publishes the world’s most widely circulated magazine, AARP The Magazine, along with several other publications including the AARP Bulletin, a monthly newspaper. AARP also offers a plethora of relevant content on its website, AARP.org.

### Challenge

The process of publishing articles both in print and on the web involves dozens of AARP employees and freelancers. As content changes hands, moving from writers to editors to artists to the people creating layouts, AARP must track and organize this content in a coherent fashion. For a while, AARP used FTP to exchange content but found that it lacked the flexibility and features to effectively manage their workflow.

### Solution

Determined to find a better solution, Cathy Hall, Editorial Production Manager for the AARP Bulletin and its website Bulletin Today, assessed several online solutions, eventually choosing Box because of its ease of use. Founded in 2005, Box.net now serves more than 50,000 companies from small businesses to Fortune 1000 that look to Box to simplify online content management, accelerate team productivity and connect employees with a familiar interface that anyone can use.

Several teams at AARP use Box to manage the publication process. The AARP Bulletin and its website, Bulletin Today uses Box to manage workflow, collecting written and visual content from numerous contributors and ensuring that team members are always working off the most current files. Meanwhile, AARP The Magazine takes advantage of Box’s collaboration features to work online with external editors. Online document editing and version tracking make it easy for multiple people to work on the same document. AARP has also used Box to build an online portfolio of key assets, allowing employees to access the files they need wherever they are.

Box has removed a lot of the lag time from AARP’s publication process. “I don’t have to wait hours for someone to tell me they added a file,” Cathy explained. “They add it and I immediately get the update that it’s available.”

Most importantly for AARP, the team hasn’t had any trouble learning how to use Box. “We have a lot of people here who aren’t tech savvy and can’t figure out how to connect to an FTP site,” Cathy explained. “Now they don’t have to do that.” As a result, more employees have been sharing files and using Box to transition projects between the office and working at home. “Our art director never used to use FTP, but now he uses Box both to work with freelancers and access work from home,” Cathy explained.