



mxHero Mail2Cloud

mxHero Inc., 12/2020

mxHero + Cloud Storage

Customer Metrics

Topic	Data Point	Notes
Email Users		
Email System	e.g., O365	
Email Archive		
Border system	e.g. Proofpoint	
Cloud Storage (CCM)		
CCM Users		
CCM Features		
Key influencers		
Key decision makers		
Other guidance		



Targeted Business Outcomes

1.

2.

3.

4.

5.

6.

7.

8.

Shared mailbox replacement

Regulatory compliance

Data Security

Insider threat protection

Email Management

Data Sprawl mitigation

Attachment delivery tracking

Cost take-outs

Storage reduction

Large file attachments

External content control

Email retention enablement

Virus/Ransomware defense

CO2 reduction
Legacy Archive retirement

Value Pillars



Email Content Management

Auto-file and classify email communications

- File content based on message and/or attachment content
- Sort by sender, recipient, etc.
- Search in Box using email or custom metadata (e.g., case identifier)
- Extends Box Collaboration and Content Management Capabilities (e.g., Relay+) to bi-directional email content



Email Security

Automatically secure email communications

- Protect content inside & outside the organization
- Automatically classify and protect PII, IP and other sensitive information.
- Detect internal/external breaches with Box Shield
- Defend against viruses/ransom



Governance / Content Harvesting

Move emails and/or attachments out of email storage and into Box

- Meet compliance w/ Box Governance (legal holds, retention policies, etc.)
- 70% to 90% reduction in storage system costs
- Leverage ample storage quotas of Box subscription

Email Content Management

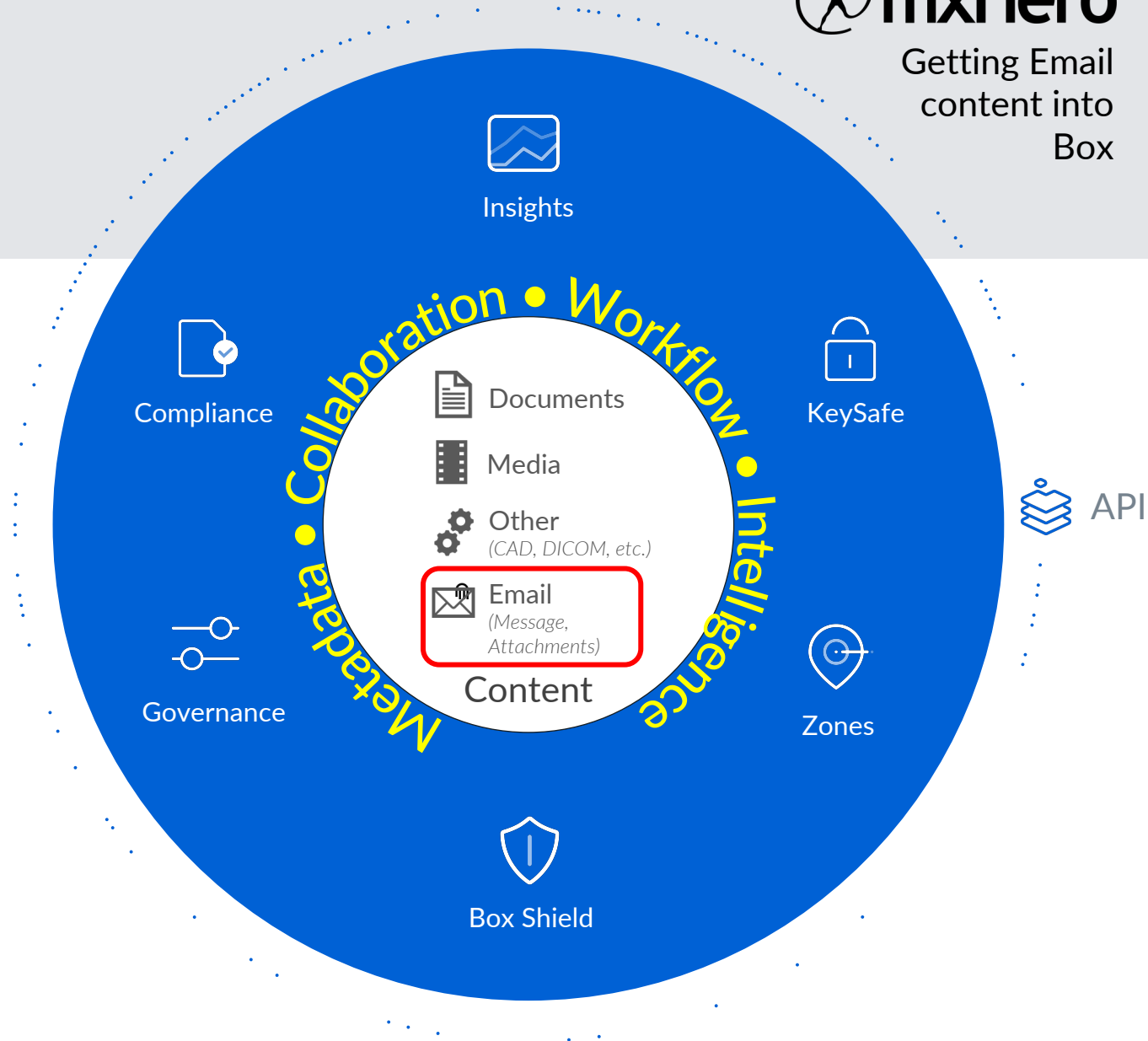
Extending the Box Platform Capabilities to Email

Box Cloud Content Management ushers in a new era of secure, robust, and collaborative content storage for organizations of today. Instead of email's model of "everyone gets a copy," Box shares secure links to a single copy in a single silo, providing a single source of truth, making sensitive data easier to defend, monitor and control.

mxHero brings together the ubiquity and familiarity of email with the benefits of Box.

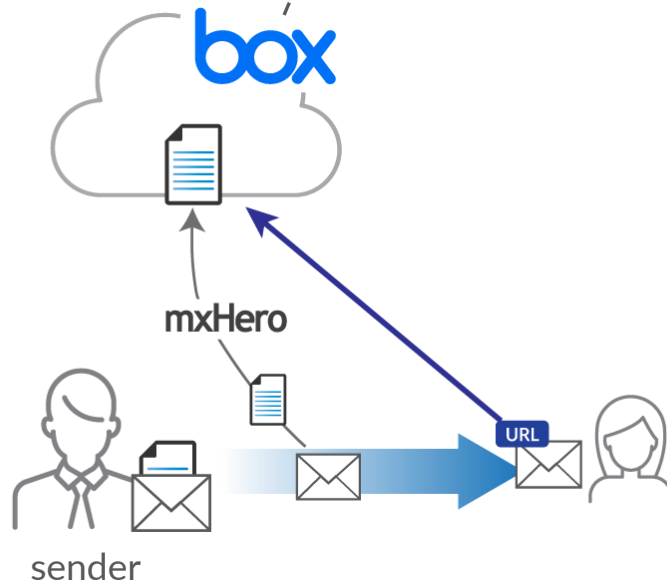
box
Content
Cloud

 **mxHero**
Getting Email
content into
Box

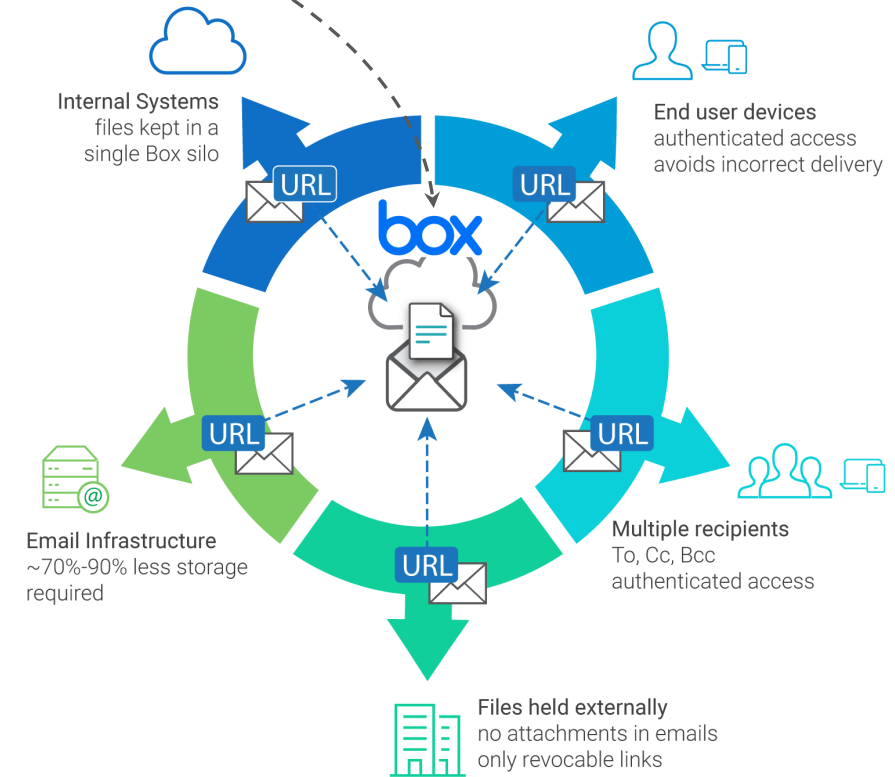


From a thousand silos to one, mxHero addresses email challenges with Box

With almost no change to how email is used, mxHero gets email content into Box. MxHero enables Box to replace email's epic data proliferation as a single, secure source of truth, all without the end-user needing to lift a finger.



MxHero auto-captures email attachments into Box
(bi-directionally: emails sent & received)



All emails and their duplicates point to attachments
now in Box (single silo)

mxHero + Box

Managing Communications

Communication Management

automatic, efficient & secure

Get key communications out of individual or shared inbox silos. Let mxHero automatically sort and organize email communications with citizens and businesses by saving and auto-classifying messages & attachments for efficient and secure search from within the agency's Box instance.

Compliance

with less effort and less risk

Meet regulations with email content stored to Box and enhanced with metadata by MxHero. Respond to GDPR or FOI (freedom of information) requests using Box native metadata driven search to rapidly surface message and attachments by email date, from, to and other standard and custom fields.

mxHero moves critical emails to the Power of Box





Whether core Box search and collaboration to Box add-ons like Box Relay™ for workflows or Box Governance™ for legal holds and retention, mxHero optimizes email content, preserving email message & attachments, enriching with meta-data and setting context sensitive security.

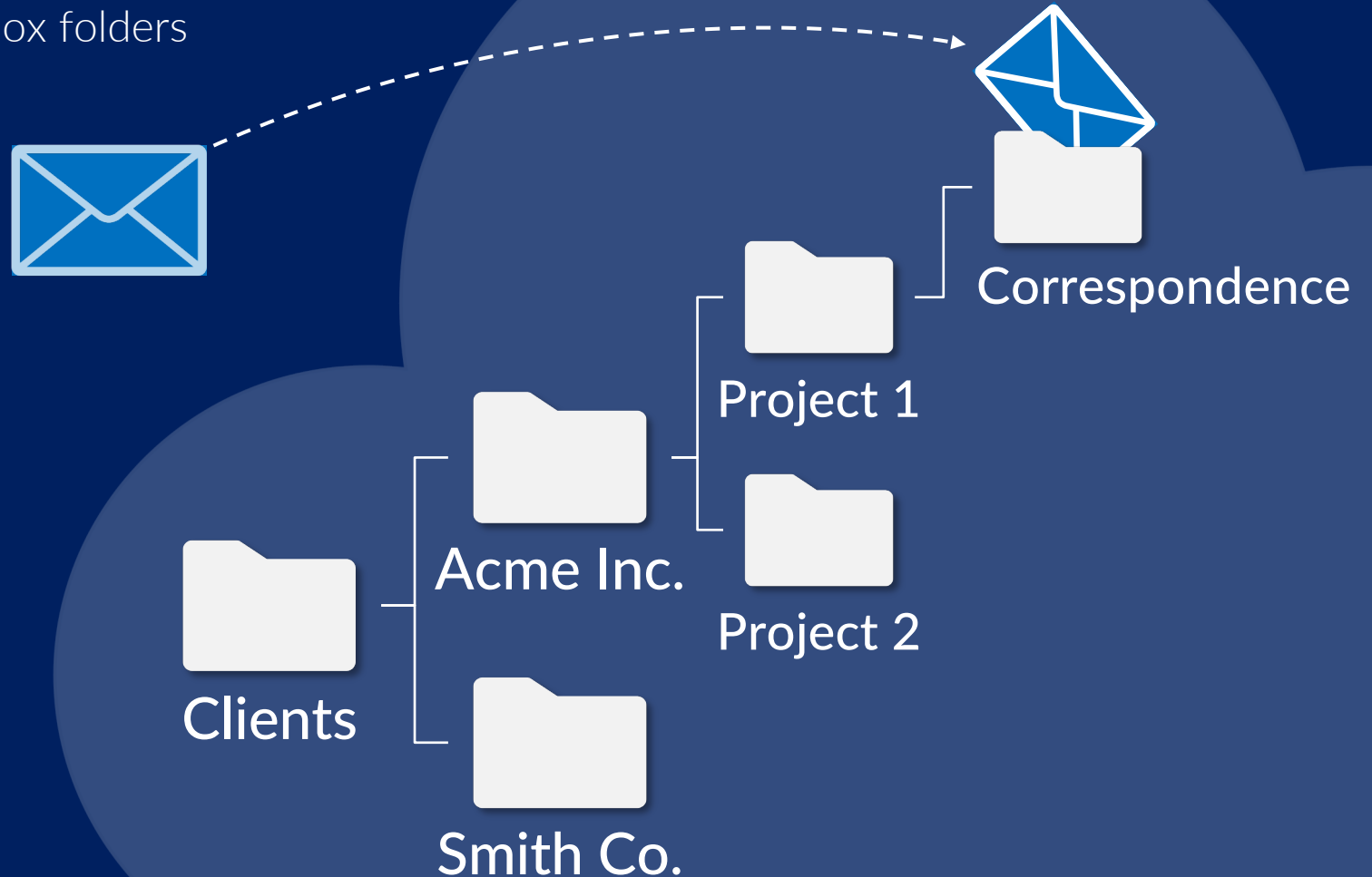


Email > Box: Auto Classification & Filing

Messages & attachments to the correct Box folders

Automatically set:

-  Email retention
-  Assign content meta-data
-  Context sensitive security
-  Trigger workflows



Supports multiple filing hierarchies
(e.g., per business unit)

Security

When adversaries strike ...

Russian Hackers Broke Into Federal Agencies, U.S. Officials Suspect

Published Dec. 13, 2020 Updated Dec. 14, 2020, 6:49 a.m. ET

*“The Trump administration acknowledged on Sunday that hackers acting on behalf of a foreign government — almost certainly a Russian intelligence agency, according to federal and private experts — broke into a range of key government networks, including in the Treasury and Commerce Departments, and had **free access to their email systems.**”*

The New York Times

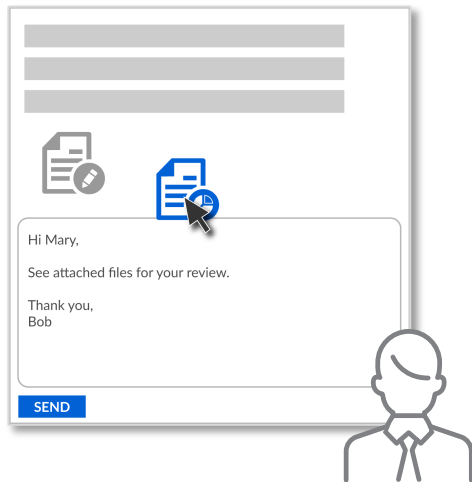
From unprotected attachments to secure Box links

how mxHero secures email

With almost no change to how email is used, mxHero ensures that Box stays the single, secure silo from which files are shared – whether for emails sent or received.

The result is total control and visibility over email data exchange.

User sends a file



User attaches files to email using any device. No changes or end-user software required.

mxHero uploads



mxHero uploads in-flight email attachments (sent or received), then enhances files w/ metadata in Box.

Email delivered w/ secure Box links



Files stay out of insecure email and in secure Box. Sender controls & monitors access from Box even after delivery.

Threat Vectors – Email's Central Role

Whether dangerously overlooked or recognized but unchecked, email is the **#1 vector of cyber attack** and a root cause of data insecurity. This 50-year-old model of file sharing needs to give way to modern, secure strategies.

Work gets done in email. Whether between agencies or with private individuals and businesses. For decades, email has served as the primary means of communication and file exchange. But email presents major, systemic challenges of data and virus proliferation.

Email proliferates data through:

- rampant content duplication across every recipient device, email server, archives, etc.
- accidental deliveries
- vulnerable remote workers

Every email, at every point, potentially carries malicious content or is vulnerable to theft.

“around 55,000 file duplicates created per business user per year as a result of email attachments”

Our Dangerous Reliance On Email Attachments And What To Do About It

Anatomy of File Proliferation: the email attachment in thousands of data silos



mxHero + Box

Always-on email security, automatic, and adaptive

Email content delivered intelligently
MxHero dynamically applies the correct security for each delivery. Users can just get to work knowing that email will automatically be protected on a per recipient basis.



Keep internal communications internal



Keep internal communications internal. Files shared internally are restricted to organization access only. Accidentally forwarded emails, or breached inboxes no longer deliver sensitive documents.

Protect attachments sent externally



Be protected even beyond the firewall. Emails sent externally to vendors, partner agencies and citizens are vulnerable to breach. Protect your content from *their* breach with Box link access expiration, authentication, preview only, etc.

Ensure regulatory compliance



Automatically protect PII and other regulated content. Deliver emails & attachments with end-to-end encryption and require authentication.

Allow delivery exceptions for standard attachments



Some situations require standard attachment delivery, whether specific partners (e.g., banks) or automations (e.g., billing systems) Allow emails to deliver standard attachments when secure links aren't possible.

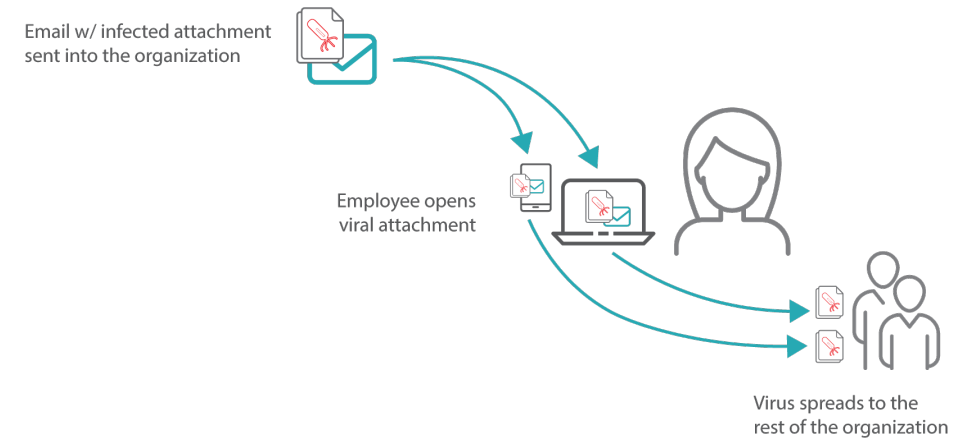
mxHero + Box Shield

Virus isolation & scanning

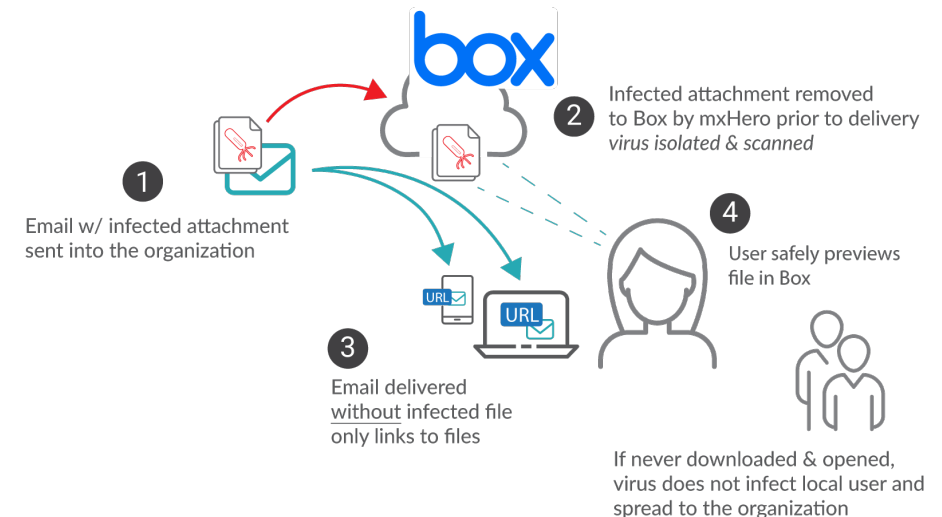
Automatic upload of inbound attachments by mxHero allows for Box Shield malware scanning before email reaches end users.

Box preview allows for safe preview and isolation of file contents – preventing even zero-day malware attacks.

Before mxHero virus/ransomware infects the organization...



After mxHero virus/ransomware is isolated...

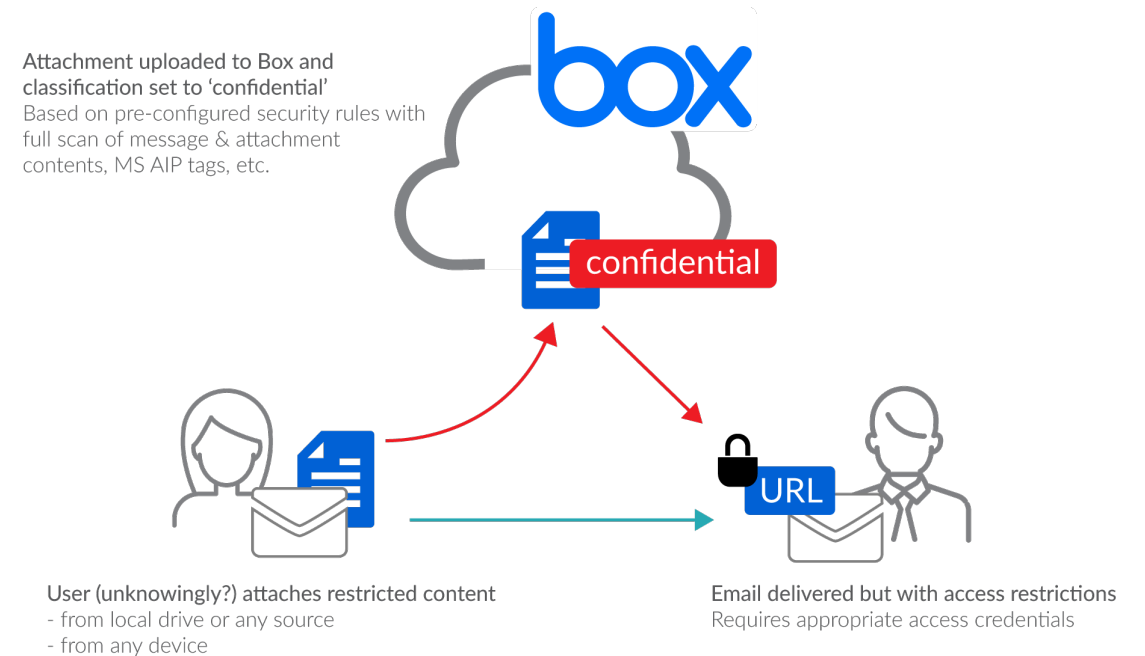


mxHero + Box Shield

Automatic content classification

mxHero applies Box Security Classification to files originating outside of Box and sent through email.

Automatically protect sensitive data traffic over email (e.g., PII). Capture accidental or malicious leakage to inappropriate recipients.



mxHero + Box Shield

Protecting external communications

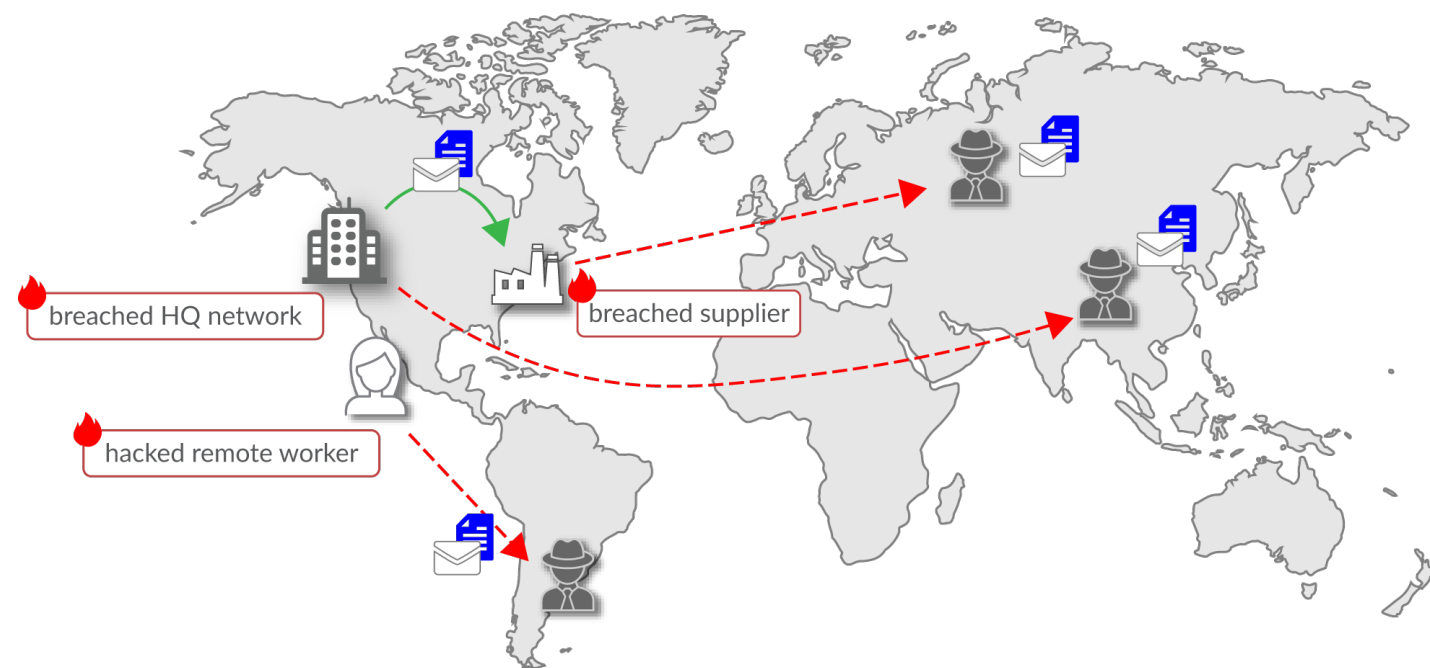
Email requires that you trust your security and the security of everyone with whom you communicate. Any access (mistaken or malicious) to email renders full & untraceable admittance to its content.

Box Shield with mxHero ensures real-time alerts upon breach events ... even outside of your network.

Extend data protection outside of your borders

By ensuring that email attachments become Box links, organizations no longer lose control and visibility of content sent externally.

- external breach events
detect when attempted access to attachments occur in unusual geographies (breached vendor, employee or citizen?)
- insider threat exfiltration
get notified when anomalous file transfers occur (insider data exfiltration event)
- real-time, integrated alerts
integrate events with your SIEM tool, receive email notifications and revoke access all from within Box



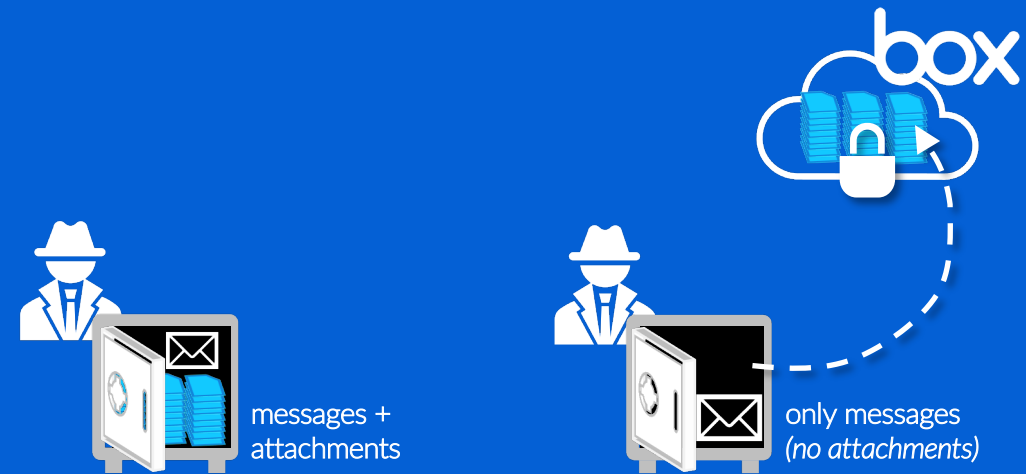
...deny benefits

"In the second layer, the U.S. government collaborates with the private sector to reduce vulnerabilities and deny benefits to adversaries."

Cyberspace Solarium Commission

With more than half of organizations reporting breaches, prudent strategies include assumed breach, deception and data concealment.

Consistent use of Box links denies cybercriminals access to sensitive content when email is compromised.



Email Breach with Attachments
Breach of email accounts, servers or archives yields all attached documents

Email Breach with Box links
Breach of email accounts, servers or archives denies cybercriminal file content

Email Governance & Cost Takeouts

mxHero + Box

Powerful email archiving

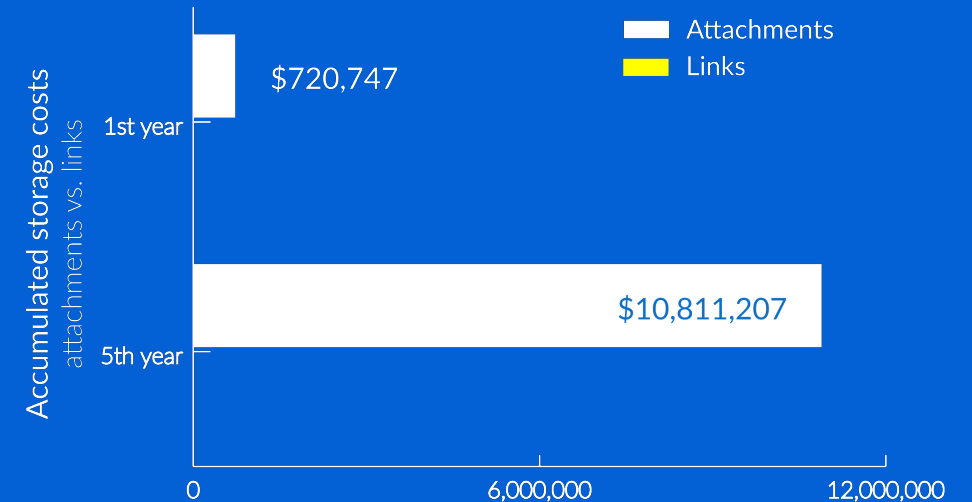
A superior email archive

The Box content platform is a superior email archive than traditional archiving systems. Why continue to pay for expensive, dedicated legacy systems when you can leverage a Box investment:

- reduce IT complexity, use Box as a single, secure platform for all content
- gain rapid, native eDiscovery across metadata enriched email content configured by mxHero
- benefit from near unlimited quotas for content storage
- with Box Governance add-on create retention schedules, legal holds and more
- empower email content with additional Box add-ons like Box Relay, or look to thousands of 3rd party applications available from the Box marketplace

Accumulated contribution of attachments to total storage costs for a 10,000-employee agency

Accumulated costs of email attachments for primary server and archival storage vs. using mxHero (Box links) for the first year and by the fifth year (i.e., the amount that has been paid to support 5 years of on-premises email attachment storage).



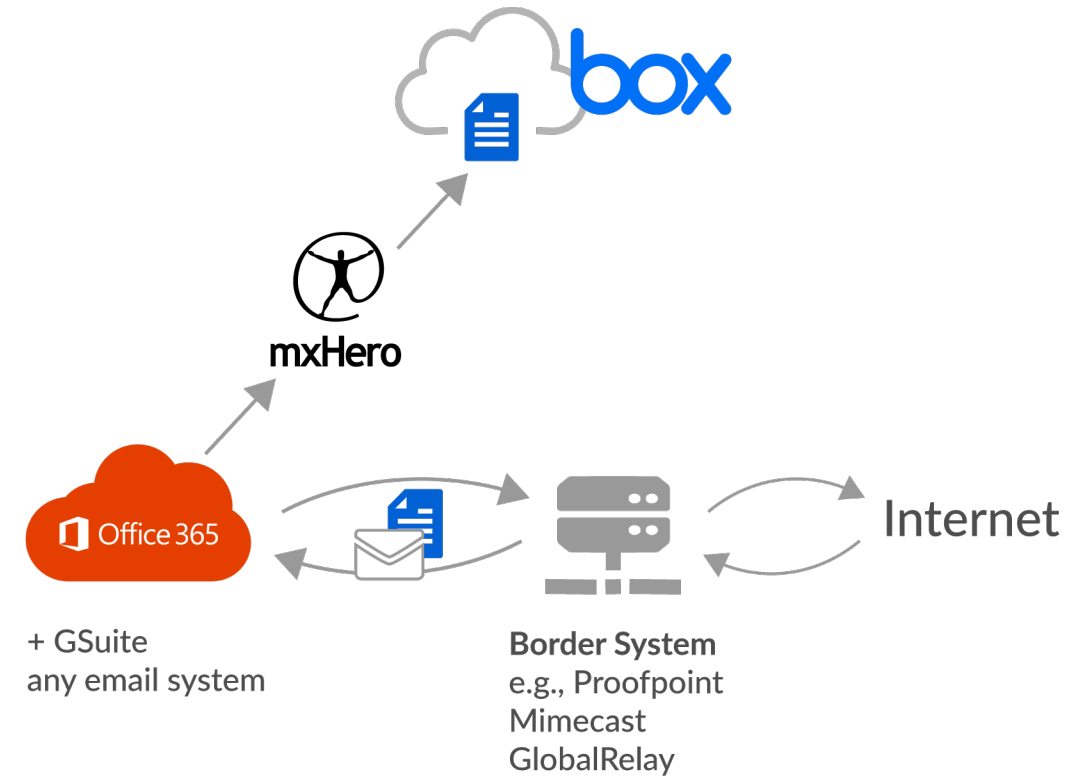
mxHero Benefit

MxHero removes attachments from email, avoiding the rapidly growing costs associated with storing email attachments.

Deployment

Setup (1hr – 2hrs)

- native integration with all email systems
- integrates w/ email security tools
- supports phased roll out(s)
- supports exception rules to not Box link



mxHero + Box select customers



Summary of **Security** Features: Box + mxHero



Detect & Prevent Breaches

Detect & prevent breaches of email attachments both within & outside the organization

- Breached internal network
- Hacked employee devices
- Compromised clients, suppliers, partners



Block Malware

Detect & prevent malware attacks

- Malware detection
- Malware isolation



Block & Control attachment traffic

Detect & control attachments sent through email

- Block exfiltration of sensitive documents
- Ensure compliance



Contain Data Sprawl

Radically reduce attachment duplication

- Reduce data sprawl by a factor of 10x (90%)
- Reduce data loss & IP theft

Summary of **Productivity** Features: Box + mxHero



Email Storage Cost Reduction

Move emails and/or attachments out of email storage and into Box

- 70% to 90% reduction in storage system costs
- leverage ample storage quotas of Box subscription



Automated Email Management

Auto-file and classify email communications

- File content based on message and/or attachment content
- Sort by sender, recipient, etc.
- Search in Box using email or custom metadata (e.g., case identifier)



Content Consolidation

Simplify IT and content management with Box as a single source of truth

- Focus data (file and email) on the Box platform
- Increase ROI from Box integrated tools applied to file & email content
- Reduce email data sprawl by 90%

Summary of Organization & User **Benefits**



Organization

- 90% reduction in data sprawl
- 88% reduction malicious attachment exposure
- Control & visibility over external emails
- Easy deployment (1hr – 2hrs)
 - supports gradual rollouts
- Total Box integration (admin, etc.)
- Unified (email & documents) content management



User

- No change to email usage
- Works from every device
- Better email experience (e.g., send large attachments)
- Control & visibility over delivery
- Organization of files & versions
- Box integration (mobile, etc.)

Thank You!

contact@mxhero.com



mxHero

“... cool because it combines
traditional email applications with
modern cloud storage ...”
- Gartner

Email optimized for Box

Message text OCR for rapid Box text search & content triggers (ex. Relay™, Retention policies)

Links to attachments saved to Box

Opens original message as email to reply, forward, etc.

Sharing for secure collaboration

Chat over email correspondence outside of email

Meta-data added to message & attachments saved to Box

Additional Benefits of Email in Box:
Mobile UX • Workflows • Email alerts • Quarantine • Legal Holds • Retention • etc.