



Case Study - Financial Services

## MCR Development LLC



Box provides MCR Development with a secure online file server for exchanging documents with its network of external partners and sharing best practices with current and future employees.

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*“ Customer service is amazing. Box.net is very attentive and truthfully interested in knowing what’s working and what’s not working. ”*

**Melissa Gannon**  
Head of Corporate Operations  
MCR

MCR Development LLC is a private real estate equity firm that specializes in the funding and development of hospitality properties. The company manages a \$25 million fund and owns six hotel properties. In addition to its Manhattan-based headquarters in New York, MCR has offices in Texas, Tennessee and Oklahoma.

### Challenge

As a fast-growing private equity firm, MCR Development needed an online server to securely share and exchange documents with internal and external partners across the country. Melissa Gannon, Head of Corporate Operations for MCR, found that the need became more urgent as the firm expanded, adding more hotels to its portfolio. In addition, a growing number of investors wanted access to confidential and time-sensitive documents. Sending files by email was often hampered by file attachment limits and mailing documents through the traditional postal services was costly, slow and “archaic”. MCR wanted a faster, more secure and scalable solution. “We thought an online file server was the way to safely share information with investors and throughout the company,” said Melissa.

MCR’s CEO also had a vision for making the firm a paperless company and, ultimately, to build a comprehensive online knowledge base moving information off of unshared desktops, out of file cabinets and into a shared centralized system. If an employee left MCR, the firm would retain their best practices and new employees could ramp up much faster.

### Solution

After evaluating about a dozen solutions for managing and sharing files online, MCR thought Box.net offered the right combination of features and versatility. Founded in 2005 with the mission to help people access their information easily from any location, Box.net now has over 2 million users from thousands of businesses that look to Box.net to help replace FTP software, simplify file management and accelerate team productivity.

Melissa liked the fact that Box made it easy to upload, view and share reports, financial documents, images and media files with MCR’s offices and external partners: “I like that I can communicate with my construction, finance, and operations guys in one place. They don’t need a lot of technical skills to exchange information.” MCR also liked the added security of controlling file access at a granular level: “The fact that you can go folder by folder and specifically grant permission is huge for us.”

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Box made it easy for MCR to move closer to the CEO's vision of being paperless company. Melissa and a team of associates spearheaded a project to scan all the company's documents into a digital format and Box made it easy to archive them: "Time savings is huge; it's easy to upload things after I scan it. It cuts out about 15 steps," Melissa said.

MCR was also impressed with the added value of Box.net's customer service. "When we were evaluating Box, we had a representative that stayed with us on the phone throughout the day as we had more and more questions. I was so impressed with how available you guys were." The prompt and personal service has continued ever since, with Box.net adding helpful features from suggestions made by MCR and other customers: "Customer service is amazing. Box.net is very attentive and truthfully interested in knowing what's working and what's not working."