



Case Study - Entertainment & Media

## The GRAMMY Foundation®



THE GRAMMY  
FOUNDATION®

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*“It’s really easy to understand. Considering how much stuff Box can do, it’s pretty simple to navigate.”*

Loren Fishbein  
Senior Coordinator  
GRAMMY Foundation

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The GRAMMY Foundation uses Box to power its annual Entertainment Law Initiative<sup>SM</sup> (ELI) essay competition.

The GRAMMY Foundation cultivates the understanding, appreciation and advancement of the contribution of recorded music to American culture. The Foundation accomplishes this mission through programs and activities that engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with its founder, The Recording Academy®, to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural heritage.

### Challenge

Loren Fishbein, Senior Coordinator at the GRAMMY Foundation, was looking for a solution that would help him more efficiently coordinate the Foundation’s annual Entertainment Law Initiative<sup>SM</sup> (ELI) essay competition. The competition, which awards scholarships to promising entertainment law students, invites students to submit a 3,000-word paper on a compelling issue facing today’s music industry. In past years, each participant would submit three hard copies and a CD of his or her essay. Loren then had the task of going through every submission to make sure each was anonymous and then sending the essays out to a panel of judges. “I did this for two years and it was amazingly time consuming. One day I thought, ‘I’m way more tech savvy than this. There has to be a way students could submit essays online,’” he recalled. Loren wanted students to be able to go to a simple URL and submit papers anonymously.

### Solution

As Loren looked at various options, a counterpart from the GRAMMY Foundation’s printing and graphics firm highly recommended Box.net, which the printing shop had used to share files with clients. She thought it would be perfect for Loren’s project. 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. Box also makes it easy to collect files from thousands of individuals or businesses into one project folder which only the folder owner and his team can view.

“I was happy with how fast Box.net set it up,” Loren said. Students would visit the URL and click a simple upload button to submit their essays. Once submissions were closed, Loren was able to go through files electronically, instead of manually reviewing hundreds of pages of paper copies: “My experience using it was seamless. I thought it went perfectly.” Loren also liked that Box had a built-in preview feature, which allowed him to read files right inside Box - even submissions that came in lesser-known file formats. Whatever he needed to do, Box made it easy: “It’s really easy to understand. Considering how much stuff Box can do, it’s pretty simple to navigate.”



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All told, Box made this year's ELI contest much easier for Loren to coordinate. "As far as stress levels and the ease of me doing the job, it's a huge, huge difference. It just made my life easier and saved a lot of mess."

Loren has already recommended Box for another GRAMMY Foundation project and looks forward to using it again for next year's ELI contest: "I would recommend Box to anybody that needs to exchange documents. It's a one-stop shop."

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