



# Selling the world's most powerful collaboration platform

Ingram Micro Cloud Summit

Video Case Study: <http://bit.ly/dropbox-customer-brandt>





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Head of Solution Architecture APAC





- ✓ Why lead with Dropbox
- ✓ Dropbox vision & strategy
- ✓ Customers & Business cases
- ✓ What's unique about Dropbox
- ✓ Common sales scenarios

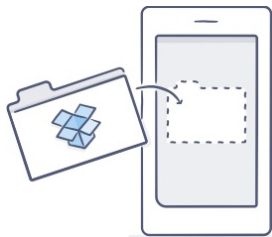
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# Why sell Dropbox Business



## Easy to position

500M users in 8M businesses  
Large installed base, high familiarity



## Opportunities to attach

300K connected apps  
Works on any device, any OS



## Recurring revenue

Addresses customer needs  
Renews each year  
Positions seller as trusted advisor



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Simplify the way people  
work together

# The largest collaboration network in the world

**500M**

people



**41B**

API calls/month



**200K**

biz customers

**3.3B**

connections

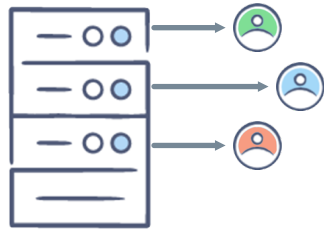


**10M**

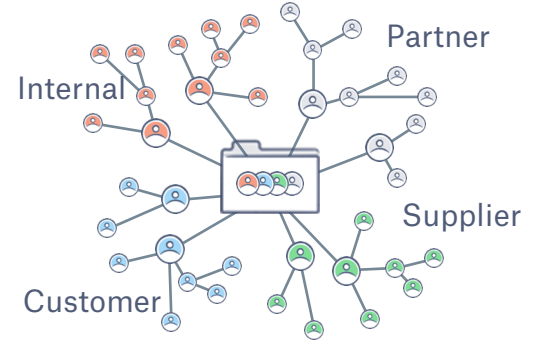
AU accounts



# Collaboration has changed



Then



Now

**80%** of time wasted in meetings,  
emails and on the phone

Harvard Business Review, February 2016



# Modern work has created silos



Explosion of devices and apps

Legacy systems and enterprise applications  
play large role as enterprise foundation

Old tools at documents and data  
layer impose boundaries

# Dropbox connects silos

Real-time



Documents  
& data



Enterprise  
apps



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News Corp

mirvac



MACQUARIE

Wesfarmers



vodafone

Campaign Monitor

HBO  
ASIA

SUNTORY

Great brands adopt Dropbox Business regionally and abroad..

Spotify®

NATIONAL  
GEOGRAPHIC

NBCUniversal



MIT  
Massachusetts  
Institute of  
Technology

facebook



PIXAR

intuit.

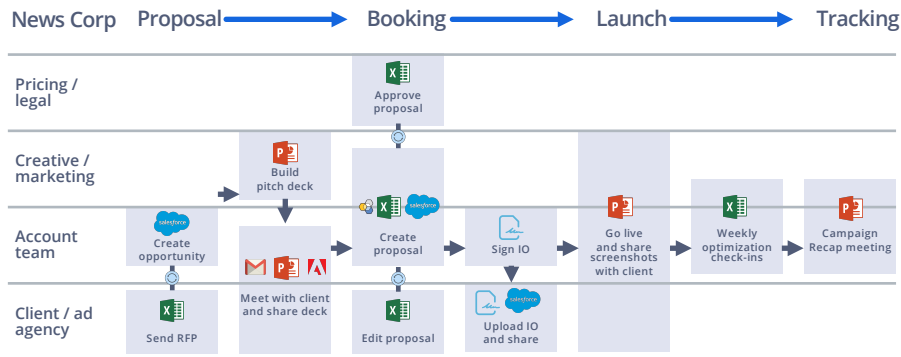
YAHOO!

HYATT

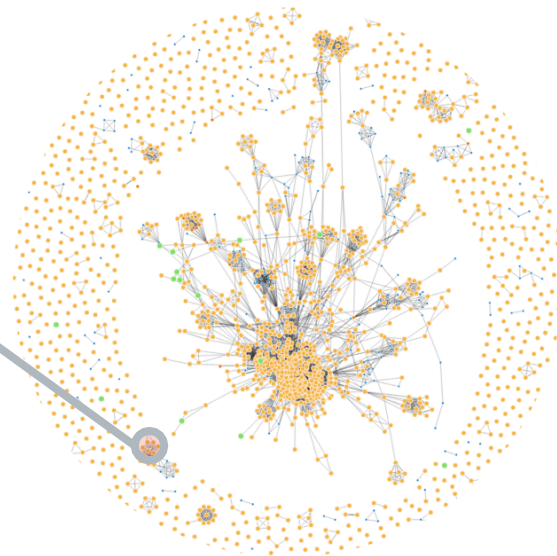
# Dropbox Business value

Indirect (Solution + Processes)	Risk Avoidance 	Revenue Growth 
	Cost Savings 	Productivity & Process Improvements 
IT Value		Business Value

# ROI of user-driven workflows



End users are leading the way





# The Business Value of Dropbox Business in Supporting Collaboration

## EXECUTIVE SUMMARY

Companies using Dropbox Business to coordinate and automate collaboration with their customers and business partners were able to achieve significant operating efficiencies and improved customer retention and growth. Prior to services like Dropbox Business, there were technical and cost barriers to improving the efficiency of content-centric processes that span two or more businesses.

IDC conducted interviews with eight organizations using Dropbox Business to understand its impact on how their employees work as well as their IT operations and costs. These interviews were designed to emphasize how they are using Dropbox Business to collaborate, both internally and with external parties such as customers, suppliers, and contingent employees. IDC's research demonstrates that these organizations have enabled collaboration and are achieving strong business value with Dropbox Business. IDC projects that the use of Dropbox Business by these organizations will earn discounted business benefits worth \$684,600 per 100 Dropbox Business users over five years, which will result in an average five-year return on investment (ROI) of 802%, by:

- » Enabling more efficient collaboration with customers, suppliers, and contingent employees, resulting in time savings and higher productivity
- » Improving the productivity of employees who generate revenue, including sales staff
- » Generating better business outcomes and business operations efficiencies
- » Reducing the amount of IT staff time needed to support collaboration due to its ease of use, limiting time spent on file management, and moving some administrative

### Business Value Highlights

**\$684,600**

Per 100 Dropbox business users in discounted benefits over five years

**802%**

Average 5-year ROI

**2,722**

Productive hours gained per 100 Dropbox Business users in collaborating with customers, vendors, and contingent workforces

**6%**

Average productivity gain for sales teams

Benefits Quantified by Category

- Infrastructure Cost Avoidance

## Financial Summary

Cumulative Net Value from Dropbox

\$11,948,770



## Dropbox Business ROI Assessment

For



**Video Case Study: <http://bit.ly/dropbox-customer-wondersauce>**



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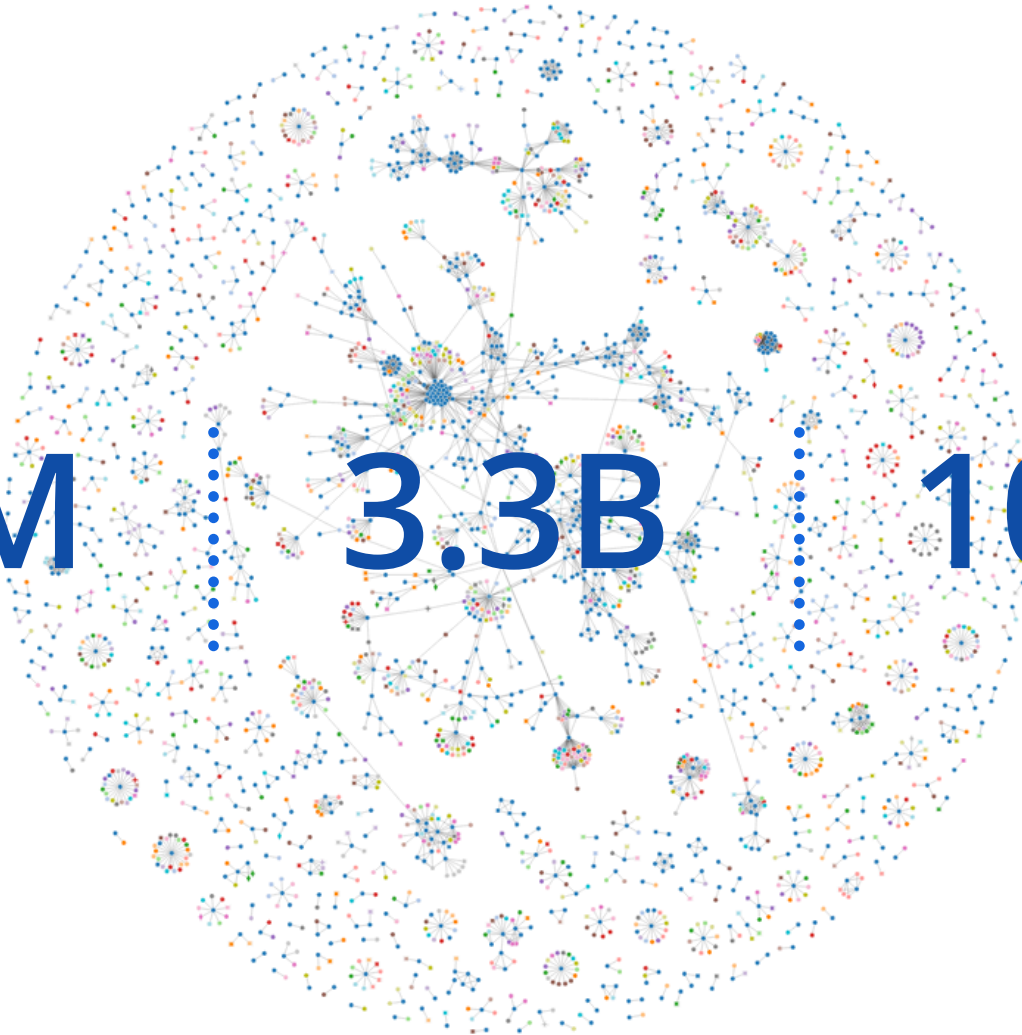
**500M**



**3.3B**



**100K**



# Works for everyone, everywhere

- Work seamlessly – anywhere
- Empowering everyone
- Adoption = Control

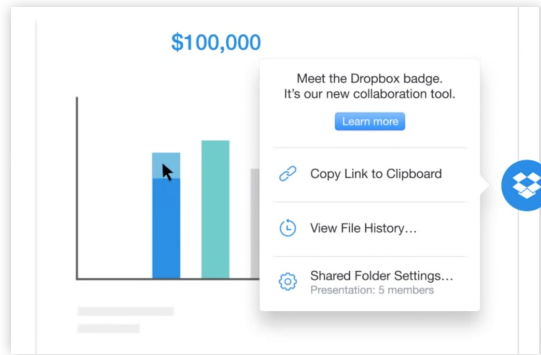
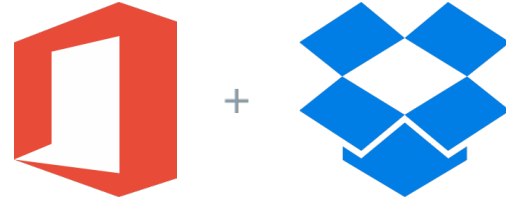


# Thousands of integrations

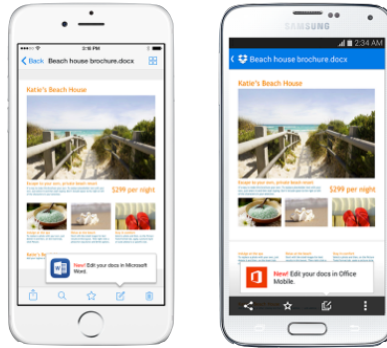
Empowers existing workflows



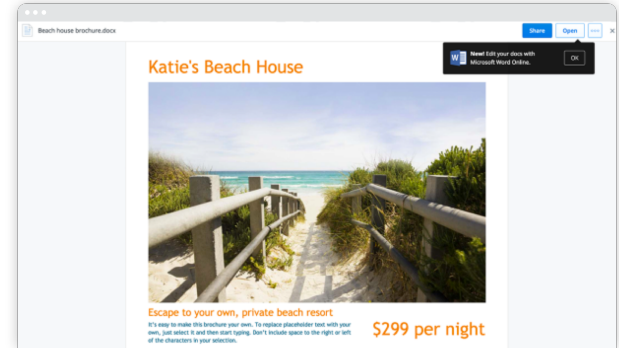
# Microsoft + Dropbox: Better Together



Office client



Office mobile



Office online

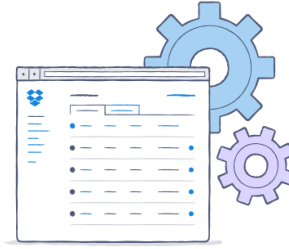
# A solution for IT

## ONBOARD



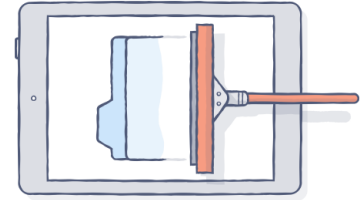
- ✓ single sign-on
- ✓ two-step verification
- ✓ directory integration

## MANAGE



- ✓ admin console
- ✓ audit log
- ✓ sharing controls

## OFFBOARD



- ✓ remote wipe
- ✓ account transfer
- ✓ compliance





# API-first approach to integration

## Identity & access management



## Data migration



## SIEM



## Data loss prevention / CASB



## DRM



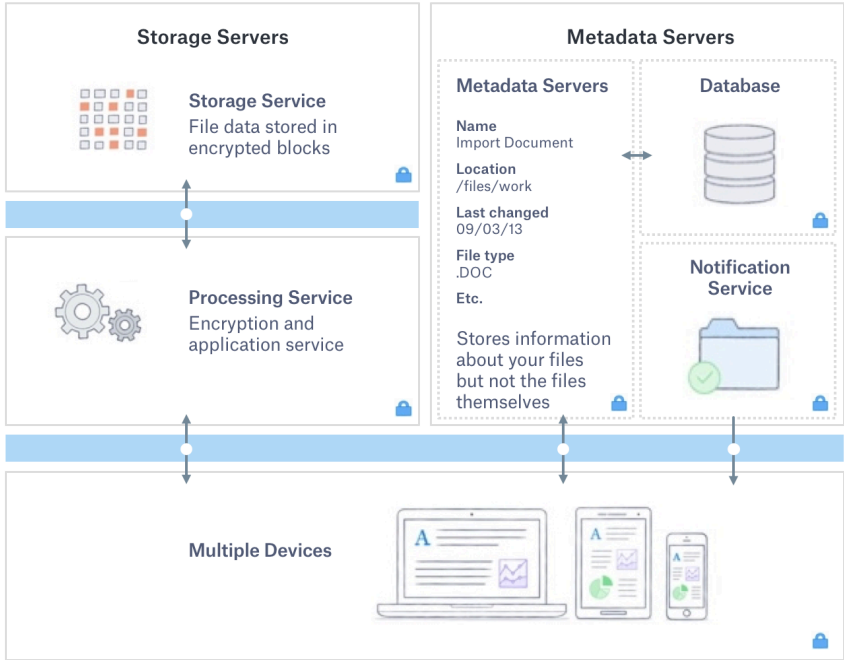
## EMM



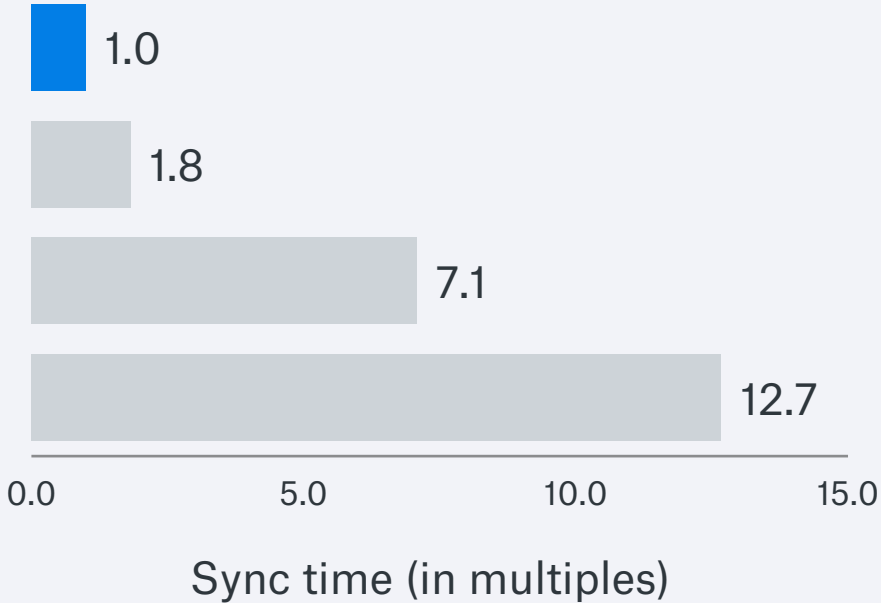
## eDiscovery & legal hold

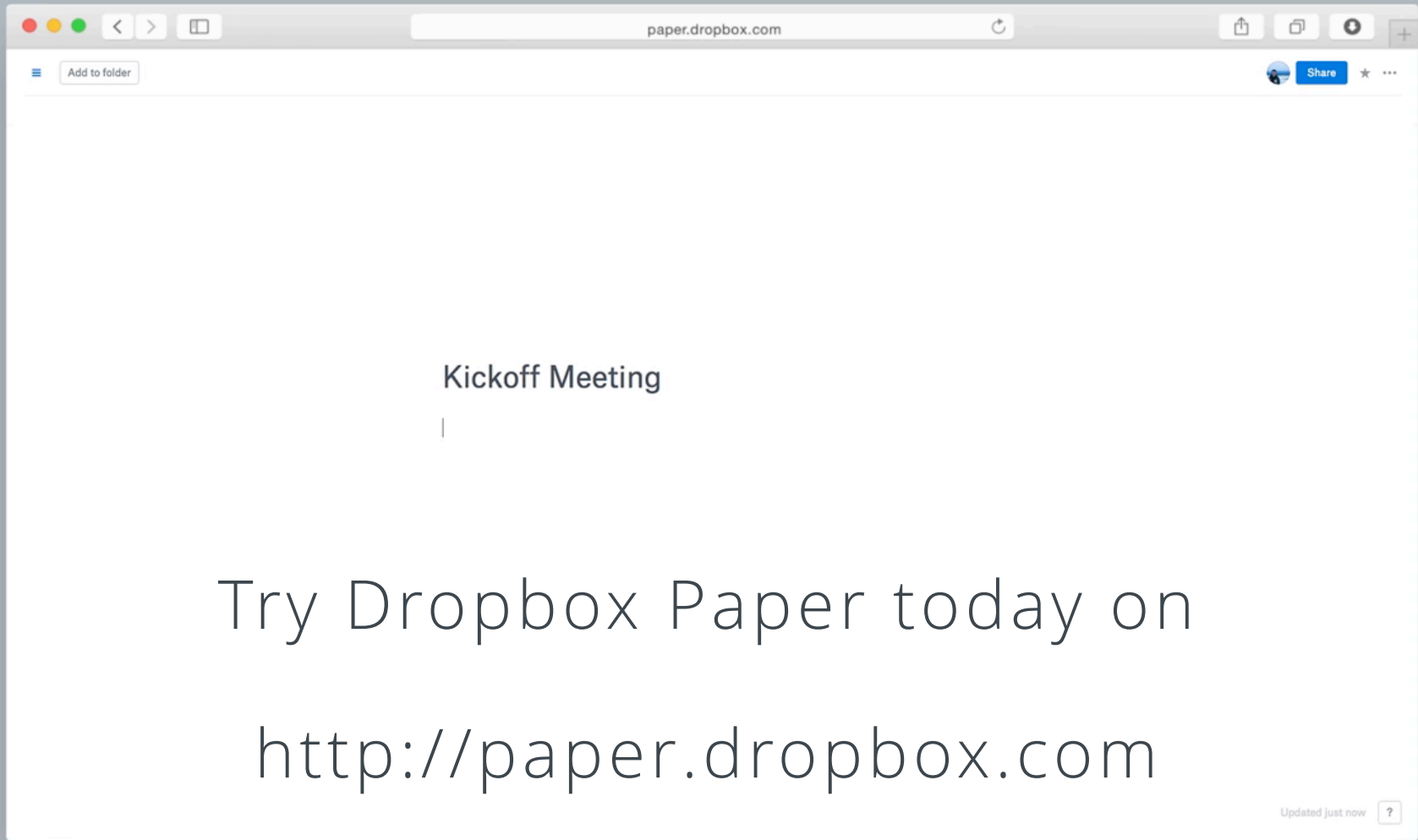


# Secure Architecture






# Large file sync test





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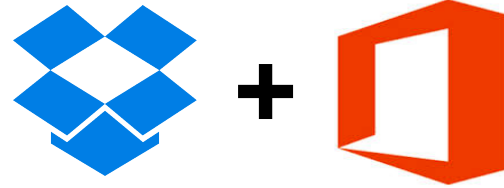
# Dropbox Business value recap

Indirect (Solution + Processes)	<p>Risk Avoidance</p> 	<p>Revenue Growth</p> 
	<p>Cost Savings</p> 	<p>Productivity &amp; Process Improvements</p> 
	IT Value	Business Value

# Sales Synergies & Discovery Questions



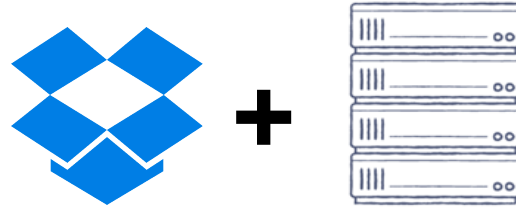
**DEVICE REFRESH**



**OFFICE REFRESH**



**APP ATTACH**



**SERVER ATTACH**



# Why sell Dropbox Business



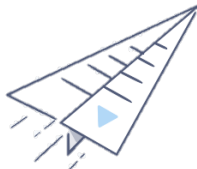
## Easy to position

500M users in 8M businesses



## Great margins for you

20% Gross profit margins!



## Beachhead + strategy

New accounts / strategic accounts



## Recurring revenue

15% Gross profit margin on renewals!





# Comparison:

- Dropbox Basic
- Dropbox Pro
- Dropbox Business
- Dropbox Enterprise

	For individuals	For teams	
	<b>Pro</b> \$8.25 / month <a href="#">Get started</a>	<b>Business</b> \$12.50 / user / month <a href="#">Try for free</a> or <a href="#">purchase now</a>	<b>Enterprise</b> Contact us for pricing <a href="#">Contact us</a>
<b>Dropbox core features</b>			
Storage	1 TB	2 TB (2,000 GB)	10 TB (10,000 GB)
Best-in-class sync technology	✓	✓	✓
256-bit AES and SSL encryption <small>i</small>	✓	✓	✓
MS Office 365 integration <small>i</small>	✓	✓	✓
Dropbox badge (in Office collaboration tool) <small>i</small>	✓	✓	✓
<b>Advanced data protection</b>			
Unlimited file recovery and version history <small>i</small>	30 days	✓	✓
View-only sharing permissions	✓	✓	✓
Password-protected and expiring shared links <small>i</small>	✓	✓	✓
Remote device wipe <small>i</small>	✓	✓	✓
Granular permissions <small>i</small>		✓	✓
System alerts <small>i</small>		✓	✓
Account transfer tool <small>i</small>		✓	✓

**Customer Insights...**



**We're in the Ingram Marketplace!**  
**Come to our booth to learn more from our experts**

