

Dropbox 101

Selling Dropbox Business



July 2019

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The Dropbox Partner Program

At Dropbox, we believe in delivering great products that simplify the way people work together, and we value partners who share our vision.

The Dropbox Partner Program is designed to provide the program support, training, systems, and tools necessary for partners to present and resell Dropbox to their customers.

Program membership

Dropbox determines a partner's membership level through the investment in training and sales. Higher levels of engagement and performance qualify partners for an advanced level of membership.

The Program features three levels of membership: Registered, Select, and Elite.

Qualification criteria

After joining the Program, partners are eligible for registered tier benefits and can earn additional Program benefits after they satisfy the Program requirements. To be eligible for Program benefits, the partner must transact directly with the end customer. A partner that sells to another partner cannot use that transaction toward Program requirements.

Evaluation period

Dropbox will evaluate program participants annually to ensure they continue to meet the requirements for their specific level in the program. If Dropbox determines that a partner does not meet the requirements for their level, Dropbox may transition that partner out of the specific level, or out of the program entirely. In the latter case, all program benefits will immediately cease.

Requirements

The following chart details the handful of requirements for each partner level in the program.

	Registered	Select	Elite
Program registration	Required	Required	Required
Level 1 customer support resolution	>97%	>97%	>97%
Role-based training	Recommended	5 curriculum completions	10 curriculum completions
Annual net new customer accounts with activated licenses		5 customers	20 customers
Approved customer references submissions each year		2 references	5 references
Approved joint business plan			Required

Benefits

The following chart details the benefits associated with each partner level in the program.

	Registered	Select	Elite
Onboarding guide	Yes	Yes	Yes
Access to the Dropbox Partner Portal	Yes	Yes	Yes
Deal registration	Yes	Yes	Yes
Role-based training	Yes	Yes	Yes
Reseller Support tool	Yes	Yes	Yes
Tier badging	Yes	Yes	Yes
Marketing collateral	General	Yes	Co-branded
Program and product webinars	Yes	Yes	Yes
Partner locator (when available)	Yes	Yes	Yes
Channel Account Manager (CAM)	Support via disti	Dropox CAM eligible	Name Dropbox CAM
Solutions Architect	Deal-specific	Deal-specific	Deal-specific
Dropbox Business Advanced IULs	5 licenses	1 team, up to 20 seats	1 team, up to 50 seats
Dropbox Business Advanced demo licenses (free, annual)		1 team, up to 5 seats	1 team, up to 20 seats
Dropbox Business Advanced IUL discount		40% discount from list price	50% discount from list price
Demo kit		Yes	Yes
Product roadmap			Yes
Marketing development funds (MDF)			As approved in joint business plan
Sales leads			As approved in joint business plan

Training

To qualify for the Select or Elite tiers, training on Dropbox feature upgrades is required. Additional training resources may be available from Dropbox or from authorized distributors.

A partner can fulfill the training requirement by having an individual complete multiple learning curricula.

Curriculum	Description
Dropbox Certified Sales Partner (in-person and online)	Successfully sell Dropbox Business
Dropbox Certified Administrator (in-person)	In-depth technical training
Technical	Pre-sales and demonstration
Services	Deploy Dropbox Business
Marketing	Help your customers get back to work fast
Admin	Learn to administer Dropbox Business
End-user	The basics of how to use Dropbox Business

Support

Partners will be responsible for providing professional and thorough support to customers, as set forth below.

The timeframes below are applicable to partners with (1) a marketplace with log-in-as-user functionality, AND (2) a team admin who has enabled Reseller Support. Partners who do not meet those two requirements are expected to provide Level 1 support set forth below, and after getting assistance from their distributor via an escalation, advise the end-user to sign into their Dropbox Business Admin console and escalate to Dropbox directly via dropbox.com/team/admin/help.

Level	Description	Responsibility
1	The service is unaffected. Level 1 support requests by customers include: (1) Requests related to delivery or activation of end user accounts; (2) Requests for general information related to the Service (e.g., basic how-to guidance, troubleshooting through the Help Center); (3) Payment and billing requests.	Partner resolves Dropbox customer issue within one (1) business day (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise).
2	The service is affected by an issue that impacts administration, a non-critical operation, or secondary functions, or a Level 3 issue for which a temporary workaround has been provided by Dropbox.	Partner exhausts resolution methods with Distributor assistance and partner escalates to Dropbox within one (1) business day (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise).
3	The service is affected by an issue that prevents operation of critical documented functions.	Partner exhausts resolution methods with Distributor assistance and partner escalates to Dropbox within four (4) hours (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise).

The Dropbox Partner Portal

The Dropbox Partner Portal is designed to provide you with quick access to all the tools and resources you need to make your partnership with Dropbox successful.

The homepage

Easily access the latest news and most relevant resources in the Partner Portal, including:

- Recent announcements and quick links to information
- Portal profile and partner tier information, with the ability to update profile details
- Important resources including co-marketing guidelines and sales tools
- Central location to submit and view support requests for Partner Program and for customers

Deal registration

The Deals tab enables you to successfully register and track the status of submitted deals. Partners can track whether deals have been approved or rejected and will be notified of any status updates.

Resources

The Resources page provides access to assets and tools designed to help you make the most out of your partnership with Dropbox.

Included are marketing assets and resources, as well as sales tools and templates that can be leveraged with your prospects and customers. Continue to check back on this page as new materials and resources become available for use.

Program

Here you will find a description of the Dropbox Partner Program for your reference. This section provides all of your membership, including tier information and program benefits.

Support

We're here to help. In this section, partners can receive program and product help, and submit and view tickets sent to Dropbox Support on behalf of their customer.

Training

Training is an important aspect to becoming a certified Dropbox Partner. All registered partners have access to free and thorough training that covers how to position and sell Dropbox, offer services, provide support to customers, and more.

Managing your profile

You can view your profile information by clicking on the icon at the top right of your screen and selecting **My Profile**. If you'd like to make any changes to your information, click the **Edit** button in the top right of the form and save the changes.

Managing your company's portal account

If you have admin permissions on the Partner Portal, you will see **My Account** under the right hand menu. From here, you can add new members to your account, change your domain, number of employees, billing address, and much more.

Inviting your colleagues to access the Partner Portal

Other employees at your company can also benefit off the Partner Portal by joining your team. They can register for the Partner Portal in two ways:

1. From the main login page (dropboxpartners.com), click the **registration** link.
2. If you have admin permissions on the portal, you'll see the option to **Add New User** in the My Account section under your avatar. Once you do, they will receive a verification email and will be asked to reset their password.

We encourage you to invite at least two colleagues to join you on the Partner Portal to receive updates, submit deals, and track support tickets in a timely manner.

Why businesses are choosing Dropbox Business

Dropbox aspires to do more than syncing our customers' files. Everything our product team focuses on—now and in the future—is to unleash the world's creative energy by designing a central workspace that helps teams stay organized and keep them in their flow.

Dropbox now has over 200,000 business customers, which includes 52% of the Fortune 500, and great companies across a number of different industries.

In this section, you'll learn how to position Dropbox Business against our three main competitors: OneDrive, Box, and Google Drive.

Microsoft bundling scenario



Ask discovery questions

1. "Do you store some data in your own data centers and some in the public cloud?"
2. "Are you primarily looking for an all-in-one solution?"
3. "Are you using Office 365 as your primary collaboration solution?"
4. "Are your teams actively using OneDrive and SharePoint?"



Understand the customer's environment

1. "What do you use to collaborate with people outside of your team or outside your office?"
2. "What parts of the Microsoft suite do you use the most?"
3. "How has your experience been with SharePoint?"
4. "What tools and file types do you use outside of the Microsoft suite?" e.g., Slack, AutoCAD



Don't get compared to a basic free product in OneDrive. OneDrive is good for sharing Office files within your team, but not as good for sharing outside your team. Dropbox does far more to get value from Office 365 than OneDrive (and SharePoint), through the best performance, the best external sharing network, and the best collaboration features.

Key messages

Teams use Office 365 more when they're on Dropbox. There's a reason why Dropbox has the most Office docs.

So what?

Most of our 300K+ business team customers also use Office 365 or G Suite. Customers choose to spend more on Dropbox to tie together their work, because those suites can't do it alone.

How?

- **Performance:** Dropbox has more intelligent sync technologies: 3X faster download/7X faster upload on desktop.
- **Platform:** No file size limits, supports more platforms, and 75% of Dropbox Business users integrate with 3rd party apps (i.e., Slack, Google).

Tap into the largest collaboration network and streamline external sharing.

So what?

Teams need to collaborate externally. Dropbox has the largest collaboration network and simple, seamless, and secure sharing features.

How?

- **Adoption/Network:** Dropbox has 4.5B+ sharing connections globally within/across teams.
- **Ease of use:** Microsoft has a complex sharing setup: OneDrive for storage, SharePoint for distribution. Dropbox puts users first, makes sharing easy with minimal IT support.

Dropbox offers a single surface for team collaboration while Microsoft creates a disjointed experience spread across multiple apps.

So what?

OneDrive is primarily a cloud storage tool while SharePoint is focused on content management and is clunky for collaboration. Dropbox delivers a full suite of team collaboration features layered on top of our world-class sync platform. We provide a unified collaboration experience for any content, across the most commonly-used devices.

How?

- **Unique tools:** Dropbox includes the Badge and Paper. Full collaboration features across the content lifecycle, not just for storage.
- **Content focus:** Preview 280+ file types in browser and add comments and annotations. Dropbox works on all kinds of content and reduces the app licenses you need.

Objection handling

“We get OneDrive for free, why should we pay for Dropbox Business?”

Dropbox has strong organic adoption, works just as well on Mac and is great for internal AND external sharing. Employees bypass OneDrive because it is clumsy to use, harder to share with external teams, and is an inferior experience on non-Office documents.

“OneDrive and SharePoint are more feature rich.”

We’ve known for years that super tools and productivity silos don’t solve for everything, especially your edge cases and users doing the heaviest lifting. Dropbox reduces complexity by delivering frequently-used features that customers will actually adopt. We also integrate with best-of-breed third-party apps as well as an API to extend a broader ecosystem of apps and services.

“Dropbox is just cloud storage”

Cloud storage only scratches the surface of what we do. Dropbox offers best-in-class sync, the biggest API network for all of your apps, plus a built-in suite of collaboration tools, such as Paper. With features such as rich content embeds, Paper is a collaborative workspace for your entire team.

“OneDrive Files On-Demand is the same as Dropbox Smart Sync.”

Smart Sync is built into Dropbox and is fully backward compatible across all platforms (Files On-Demand requires Windows 10). Microsoft Differential Sync is also not the same as Dropbox Delta sync. Dropbox Delta sync works for all files. Differential sync is only possible for new Office files in .docx, .pptx, .xlsx formats.

Reference the facts

Vertical momentum

Dropbox Business is in the largest companies and is the preferred solution across verticals

- 10 of the Top 10 Fortune 500 companies in technology
- 9 of the Top 10 Fortune 500 companies in professional services
- 8 of the Top 10 Fortune 500 companies in manufacturing, and media and entertainment
- 7 of the Top 10 Fortune 500 companies in construction

Dropbox Business is used by over 50% of the Fortune 500

Customer wins

180+ Dropbox wins (20+ licenses) over Microsoft in the past two years



Dropbox win after OneDrive external sharing and compliance enforcement issues

IT, Marketing, and Customer Service can collaborate from anywhere



Dropbox win despite O365 push by CIO due to broad Dropbox active adoption

Stack-agnostic, single place to store and access anytime/anywhere



Dropbox win due to access and performance in the field, and integration with essential construction apps

Ease of use key. Share from sites with low bandwidth; collaborate on very large filetypes; Admin controls

Microsoft consolidation scenario



Ask discovery questions

1. "Do you store some data in your own data centers and some in the public cloud?"
2. "Do you have a mix of sharing and productivity tools or platforms in your environment (e.g., Box, Microsoft and Google)?"
3. "Are your users dissatisfied with OneDrive or SharePoint?"



Understand the customer's environment

1. "What type of productivity tools do your employees use in addition to Microsoft?" e.g., Slack, Salesforce, Google, etc.
2. "Is your IT Team spending lots of time deploying, training, supporting these tools?"
3. "Where does team work and collaboration take place?" e.g., Slack, SharePoint, etc."
4. "How do you manage task lists?"



Don't get into a feature bake-off. Dropbox is the glue for all of your tools, not just Office 365. Office 365 includes dozens of uncoordinated tools that often end up as shelf-ware. OneDrive is only good for sharing Office files within your team, but not outside your team. Dropbox does far more to get value from Office 365 through our open platform, better ease of use and a broad external sharing network.

Key messages

Why consolidate around Office 365, when Dropbox integrates across productivity tools from dozens of companies, including Microsoft, Google, and Adobe?

So what?

You can't dictate what your partners or external parties use. Break your content silos with Dropbox. Dropbox is building even deeper connections with Google and Salesforce.

How?

- **Adoption:** Dropbox has 4.5B+ sharing connections globally within/ across teams.
- **Platform:** No file size limits, support more platforms, and 75% of Dropbox Business users integrate with 3rd party apps (i.e., Slack, Google).

Teams use Office 365 more when they're on Dropbox. There's a reason why Dropbox has the most Office docs.

So what?

Most of our 300K+ business team customers also use Office 365 or G Suite. Customers choose to spend more on Dropbox to tie together their work, because those suites can't do it alone.

How?

- **Performance:** Dropbox has more intelligent sync technologies: 3X faster download/7X faster upload on desktop. Smart Sync works on all files.
- **Ease of use:** Microsoft has a complex sharing setup: OneDrive for storage, SharePoint for distribution. Dropbox puts users first and makes sharing easy with minimal IT support.

Dropbox offers a single surface for team collaboration while Microsoft creates a disjointed experience spread across multiple apps.

So what?

OneDrive is primarily a cloud storage tool while SharePoint is focused on content management and is clunky for collaboration. Dropbox delivers a full suite of team collaboration features layered on top of our world-class sync platform. We provide a unified collaboration experience for any content, across the most commonly-used devices.

How?

- **Unique tools:** Dropbox includes the Badge and Paper. Full collaboration features across the content lifecycle, not just for storage.
- **Content focus:** Preview 280+ file types in browser and add comments and annotations. Dropbox works on all kinds of content and reduces the app licenses you need.

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“OneDrive and SharePoint are more feature rich.”

We’ve known for years that super tools and productivity silos don’t solve for everything, especially your edge cases and users doing the heaviest lifting. Dropbox reduces complexity by delivering frequently-used features that customers will actually adopt. We also integrate with best-of-breed third-party apps as well as an API to extend a broader ecosystem of apps and services.

“Dropbox is just cloud storage”

Cloud storage only scratches the surface of what we do. Dropbox offers best-in-class sync, the biggest API network for all of your apps, plus a built-in suite of collaboration tools, such as Paper. With features such as rich content embeds, Paper is a collaborative workspace for your entire team.

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Stack-agnostic, single place to store and access anytime/anywhere



Dropbox win due to access and performance in the field, and integration with essential construction apps

Ease of use key. Share from sites with low bandwidth; collaborate on very large filetypes; Admin controls

Microsoft new-to-cloud scenario



Ask discovery questions

1. "Do you store most data in your own data centers or on-premises?"
2. "Are you using SharePoint Server?"
3. "Are you looking for file server replacement use case?"
4. "Do you have few/no SaaS solutions in your stack?"



Understand the customer's environment

1. "What type of productivity tools do your employees use in addition to Microsoft?" e.g., Slack, Salesforce, Google, etc.
2. "Is your IT Team spending lots of time deploying, training, supporting these tools?"
3. "Are you concerned about the complexity, customizations, and training costs of switching to a new solution?"



Don't get dismissed as a consumer solution. Dropbox is trusted by Enterprise CIOs and simple enough for anyone to use. Be the alternative to Microsoft's OneDrive + SharePoint Online + Azure ecosystem. Show Dropbox's enterprise credibility, single tool simplicity and existing organic adoption.

Key messages

Secure your data in the platform that your employees already use for work..

So what?

Dropbox is trusted by over 50% of the Fortune 500. We're the platform that employees and partners already use, and every file has enterprise-grade security.

How?

- **Adoption/Network:** Dropbox has 4.5B+ sharing connections globally within/across teams. It's easier to share where partners and customers are already.
- **Secure platform:** Exabyte-scale infrastructure and enterprise certifications such as SOC 1, 2, 3, ISO 27001, 27018, 22301, HIPAA/HITECH, and FERPA/COPPA. Dropbox is enterprise-grade and not just a consumer solution.

Dropbox offers a single surface for team collaboration while Microsoft creates a disjointed experience spread across multiple apps.

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How?

- **Performance:** Dropbox has more intelligent sync technologies: 3X faster download/7X faster upload on desktop. Smart Sync works on all files. Save time, hard drive space, and bandwidth and work effectively when connectivity is poor.
- **Ease of use:** Microsoft has a complex sharing setup: OneDrive for storage, SharePoint for distribution. Dropbox puts users first, makes sharing easy with minimal IT support.

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Ease of use key. Share from sites with low bandwidth; collaborate on very large filetypes; Admin controls

Box bundling scenario



Ask discovery questions

1. "Are you mostly a Microsoft shop?"
2. "Are you primarily looking for a productivity solution or an all-in-one solution?"
3. "Do you store some data in your own data centers and some in the public cloud?"



Understand the customer's environment

1. "Do your employees use multiple operating systems, device types, and other productivity tools (e.g., Slack)?"
2. "Do end users feel like your current solution could be easier to use?"
3. "Do people collaborate with individuals or teams outside of your organization?"
4. "How do they currently share documents and files?"



Dropbox is a better complement to your existing tools than Box. Looking for a solution that plays best with Microsoft, Dropbox stores more Microsoft Office files than anyone else. Dropbox Business has more adoption, better performance, and better integrates with best-in-breed security solutions.

Key messages

Security through adoption. That's why Dropbox has 4X more paid businesses than Box.

So what?

Most of our 300K+ business team customers also use Office 365 or G Suite. Customers choose to spend more on Dropbox because we are a better solution than Box. More security bells and whistles don't matter if employees aren't using the solution.

How?

- **Momentum:** Dropbox usage increases even when Box is deployed, even in their reference accounts.
- **Network:** Dropbox has 500M+ registered users and 4.5B+ sharing connections globally within/across teams. It's easier to share where partners and customers are already.

Enhance team collaboration with our best-in-class sync and user centric design.

So what?

Teams can work together faster with minimal IT support and training costs.

How?

- **Performance:** Box can't do desktop syncing at scale. Only Dropbox has LAN Sync, Delta Sync, and Streaming Sync. Dropbox has a better experience and is faster: 2X faster download/5X faster upload on desktop. Save time, hard drive space, and bandwidth, plus work effectively when on the road when connectivity is poor.
- **Ease of use:** Dropbox has unlimited file size uploads and one single sync client instead of two. Users are familiar with Dropbox and our intuitive admin interface.

Secure open collaborative platform for all your business apps and needs.

So what?

Box features are a mile-wide and an inch deep — be careful of features that sound nice but don't offer much. Dropbox offers more integrations and broadest cross-platform support.

How?

- **Security/Platform:** Dropbox has an integration-first approach with best-in-class security solutions. Box charges customers extra for light-weight add-ons instead of leveraging the better security tools you've already invested in. Secure it your way and save money.
- **Unique tools:** Preview 280+ filetypes in browser, Box supports ~110 filetypes. Box does not support native MXF, DWG (AutoCAD) or RAW image formats. Dropbox includes the Badge and Paper. Full collaboration features across the content lifecycle, not just for storage.

Objection handling

“Box is built for enterprise.”

Box is trying to be both an ECM and collaboration tool, leading to a clunky experience. How does your organization plan to leverage these ECM features? Dropbox is focused on content collaboration and is trusted by 300K+ business team customers, including over 50% of the Fortune 500.

“Box has more admin controls and better visibility.”

What are the specific features for which you feel Box has an advantage over Dropbox? Over the past year, we’ve made significant investments to our Dropbox Business products. Dropbox’s R&D budget is 2.5X that of Box, which means we can invest more.

“Box has better security.”

Is there is a specific security concern or a certification that you need? Dropbox has enterprise-grade certifications/support for SOC 1, 2, 3, ISO 27001, 27018, 22301, HIPAA/HITECH, and FERPA/COPPA. We also partner with best-in-class security leaders.

“Box Drive is the same as Dropbox Smart Sync.”

Smart Sync is built into Dropbox and delivers offline access. Box Drive is an online-only streaming client that is separate from the Box Sync client, and you can’t have both clients installed on the same machine. Offline access gives users both ease of use and speed, which is important while on the road or when the network is poor.

Reference the facts

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190+ Dropbox wins (20+ licenses) over Box in the past two years



Dropbox win after Box deployment had 10% adoption

Ability to work with partners inside and outside organization They trust Dropbox to move key IP/large media files between teams



Dropbox win after Box deployment had low adoption

NatGeo uses Dropbox to localize files with partners in Netherlands. All marketing for home entertainment is shared from Dropbox



Dropbox win because of easy access for all students, faculty, and staff

Was able to replace file servers with Dropbox

Box consolidation scenario



Ask discovery questions

1. "Do you have a mix of sharing and productivity tools or platforms in your environment?" (e.g., Box, Microsoft and Google)
2. "Are you concerned with adoption rates?"
3. "Do you store some data in your own data centers and some in the public cloud?"



Understand the customer's environment

1. "Do you experience a number of support tickets filed for your current solution? Do end users feel like your current solution could be easier to use?"
2. "Do your employees use multiple operating systems, device types, and other productivity tools? Do you use Microsoft, Slack, Google or Salesforce often? What's your philosophy on BYOD?"



Don't get stuck in a feature bake-off. Dropbox Business has better adoption that leads to more effective security controls, superior user experience with better performance, and a more robust platform across the most commonly-used devices.

Key messages

Security through adoption. That's why Dropbox has 4X more paid businesses than Box.

So what?

Most of our 300K+ business team customers also use Office 365 or G Suite. Customers choose to spend more on Dropbox because we are a better solution than Box. More security bells and whistles don't matter if employees aren't using the solution.

How?

- **Momentum:** Dropbox usage increases even when Box is deployed, even in their reference accounts. Users pick Dropbox over Box.
- **Network:** Dropbox has 500M+ registered users and 4.5B+ sharing connections globally within/across teams. It's easier to share where partners and customers are already.

Enhance team collaboration with our best-in-class sync and user centric design.

So what?

Teams can work together faster with minimal IT support and training costs.

How?

- **Performance:** Box can't do desktop syncing at scale. Only Dropbox has LAN sync, Delta sync, and Streaming sync. Dropbox has a better experience and is faster: 2X faster download/5X faster upload on desktop. Save time, hard drive space, and bandwidth, plus work effectively when on the road/ connectivity is poor.
- **Adoption/Ease of use:** Users are familiar with Dropbox and out intuitive admin interface. Less time and money spent on training and support tickets, better time to value.

Unify your fragmented environment on the strongest platform.

So what?

Get all of your content in one place and increase agility. Dropbox offers more integrations and the broadest cross-platform support.

How?

- **Security/Platform:** Dropbox has an integration-first approach with best-in-class security solutions. Box charges customers extra for light-weight add-ons instead of leveraging the better security tools you've already invested in. Secure it your way and save money.
- **Content focus:** Preview 280+ filetypes in browser, Box supports ~110 filetypes. For example, Box does not support native MXF, DWG (AutoCAD) or RAW image formats. Add time-coded video comments, comments, and annotation. Dropbox works on all kinds of content and reduces the number of application licenses you need.

Objection handling

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Box is trying to be both an ECM and collaboration tool, leading to a clunky experience. How does your organization plan to leverage these ECM features? Dropbox is focused on content collaboration and is trusted by 300K+ business team customers, including over 50% of the Fortune 500.

“Box has more admin controls and better visibility.”

What are the specific features for which you feel Box has an advantage over Dropbox? Over the past year, we’ve made significant investments to our Dropbox Business products. Dropbox’s R&D budget is 2.5X that of Box, which means we can invest more.

“Box has better security.”

Is there is a specific security concern or a certification that you need? Dropbox has enterprise-grade certifications/support for SOC 1, 2, 3, ISO 27001, 27018, 22301, HIPAA/HITECH, and FERPA/COPPA. We also partner with best-in-class security leaders.

“Box Drive is the same as Dropbox Smart Sync.”

Smart Sync is built into Dropbox and delivers offline access. Box Drive is an online-only streaming client that is separate from the Box Sync client, and you can’t have both clients installed on the same machine. Offline access gives users both ease of use and speed, which is important while on the road or when the network is poor..

Reference the facts

Vertical momentum

Dropbox Business accounts are in largest companies and is the preferred solution across verticals

- 10 of the Top 10 Fortune 500 companies in technology
- 9 of the Top 10 Fortune 500 companies in professional services
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- 7 of the Top 10 Fortune 500 companies in construction

Dropbox Business is used by over 50% of the Fortune 500

Customer wins

190+ Dropbox wins (20+ licenses) over Box in the past two years



Dropbox win after Box deployment had 10% adoption

Ability to work with partners inside and outside organization They trust Dropbox to move key IP/large media files between teams



Dropbox win after Box deployment had low adoption

NatGeo uses Dropbox to localize files with partners in Netherlands. All marketing for home entertainment is shared from Dropbox



Dropbox win because of easy access for all students, faculty, and staff

Was able to replace file servers with Dropbox

Box new-to-cloud scenario



Ask discovery questions

1. "What is your cloud strategy? How fast are you thinking of moving to the Cloud?"
2. "Are you looking for an ECM replacement?"
3. "Do you have few/no SaaS solutions in your stack?"



Understand the customer's environment

1. "Are you concerned about easily securing your data as you move to the cloud?"
2. "Are you nervous about employees bringing new tools (e.g., Slack, Trello) to work and not being able to control that usage?"



Don't get dismissed as a consumer solution. Dropbox is trusted by Enterprise CIOs and simple enough for anyone to use. Dropbox Business is a leader in the Gartner MQ for Content Collaboration Platforms. Dropbox Business is a trusted solution that is easier to manage, has better adoption and is an open platform that gives customers more flexibility.

Key messages

Get up and running faster by connecting to the platform that your employees already use.

So what?

That's why Dropbox has 4X more paid businesses than Box. Deploy faster and reduce training needs. Adopting Dropbox lets users continue with their existing workflows.

How?

- **Adoption/Ease of use:** Dropbox has 500M+ registered users and 4.5B+ sharing connections globally within/ across team. Users are familiar with Dropbox and our intuitive admin interface. Reduce ramp up time, money spent on training and support, and better time to value.
- **Momentum:** Dropbox usage increases even when Box is deployed, even in their reference accounts. Users pick Dropbox over Box.

Better experience, more adoption and more secure.

So what?

More security bells and whistles don't matter work if employees aren't using the solution. Dropbox's custom-built global exabyte infrastructure optimizes speed and security. Box relies on third parties to store and analyze user data.

How?

- **Performance:** Box can't do desktop syncing at scale. Only Dropbox has LAN Sync, Delta Sync, and Streaming Sync. Dropbox has a better experience and is faster: 2X faster download/5X faster upload on desktop. Save time, hard drive space, and bandwidth, plus work effectively when on the road/ connectivity is poor.
- **Secure platform:** Trusted by over 50% of the Fortune 500 and Enterprise Certifications such as SOC 1, 2, 3, ISO 27001, 27018, 22301, HIPAA/ HITECH, and FERPA/COPPA.

Secure open collaborative platform for all your business apps and needs.

So what?

Box features are a mile-wide and an inch deep — be careful of features that sound nice but don't offer much. Dropbox offers more integrations and the broadest cross-platform support.

How?

- **Security/Platform:** Dropbox has an integration-first approach with best-in-class security solutions. Box charges customers extra for light-weight add-ons instead of leveraging the better security tools you've already invested in. Secure it your way and save money.
- **Unique tools:** Preview 280+ filetypes in browser, Box supports ~110 filetypes. Box does not support native MXF, DWG (AutoCAD) or RAW image formats. Dropbox includes the Badge and Paper. Full collaboration features across the content lifecycle, not just for storage.

Objection handling

“Box is built for enterprise.”

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Google bundling scenario



Ask discovery questions

1. "Are you mostly a Google shop?"
2. "Are you primarily looking for a productivity solution or an all-in-one solution?"
3. "Do you store some data in your own data centers and some in the public cloud?"



Understand the customer's environment

1. "Are you looking for a way to integrate your existing G Suite tools and content with other parts of your workflows?"
2. "Which other tools and file types do you use outside of the Google ecosystem?" e.g., Office, Slack, AutoCAD



Don't get compared to a basic free product in G Suite. Dropbox is focused on being open platform for your content, with best-in-class integration for all productivity apps.

Key messages

An open platform with deep Microsoft integrations.

So what?

Dropbox supports the way you want to work, whether it's with Office 365 or G Suite.

How?

- **Microsoft Integration:** Dropbox has Office 365 integration and the Dropbox Badge for Office docs AND a partnership with Google for docs. Easy collaboration for productivity files.
- **Identity Management:** Dropbox has an out-of-the box Active Directory Connector.

Don't limit your toolset

So what?

Most of our 300K+ business team customers also use Office 365 or G Suite. Customers choose to spend more on Dropbox because those suites can't do it alone. Dropbox integrates with apps like Microsoft, Slack, Adobe and is building even deeper connections with Salesforce, Google Docs, and Gmail.

How?

- **Adoption:** Dropbox has 4.5B+ sharing connections globally within/ across teams. Easier to share where partners and customers are already.
- **Platform:** Dropbox supports more apps, and 75% of Dropbox Business users integrate with
- 3rd party apps. Google attempts clunky conversion to Google file types. Can open any file, on any device, any platform, any size.

The best desktop experience

So what?

Dropbox offers a superior end user experience because there is only one sync client, potentially resulting in fewer support tickets. Google wants all your work to take place in the browser and in their tools.

How?

- **Performance:** Dropbox has faster sync speeds: Up to 6X faster download and 3X faster upload on desktop. Save time, HD space, and bandwidth + work effectively when connectivity is poor.
- **Ease of use:** Dropbox offers one-click sharing from desktop. Dropbox organic adoption is high because you can work the way you want.

Objection handling

“How is Dropbox different than Google Drive?”

Dropbox is a single client that includes Smart Sync, and is completely platform agnostic. Dropbox also has more reliable sync and better file security (e.g. expiry dates for links)

“Google Drive has real-time collaboration.”

Real-time collaboration is limited to G Suite’s online environment and Google file formats. Dropbox features the Badge for Office files and conflicted copy support, along with Paper for live collaboration alongside your Dropbox content.

“Google Drive is free with G Suite.”

G Suite is focused on the browser experience at the expense of reliable sync. Dropbox delivers superior desktop sync and the freedom to work offline or outside of the Google ecosystem. Unlike Google Docs, Dropbox Paper supports all types of content and provides lightweight project coordination tools.

“Google offers Drive Enterprise standalone.”

Drive Enterprise standalone is a marketing tactic by Google to get O365 users to try using G Suite. As users begin using additional Google apps, they risk adding another layer of identity management for IT admins.

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News Corp

Dropbox win because it integrated all tools and stored all files

Business units now able to share content internally and externally

DAVIDSON

Dropbox win after completing performance test 10X faster than Google

Replaced legacy server with Dropbox collaboration platform

Grab

Dropbox win due to easy sharing and collaboration, security, and buy-in from employees

Collaborate across mobile workforce; share large media files with marketing agencies

Google consolidation scenario



Ask discovery questions

1. "Do you store some data in your own data centers and some in the public cloud?"
2. "Do you or your external partners have a mix of sharing and productivity tools or platforms in your environment?" (e.g., Box, Microsoft, and Google)
3. "Are your users dissatisfied with Google's sharing/editing capabilities?"



Understand the customer's environment

1. "Do you prefer to be entirely on one platform or the flexibility to choose which tools work have the best performance and popularity within your organization?"
2. "What type of productivity tools do your employees use in addition to Google?" (e.g., Slack, Salesforce, Microsoft, etc.)
3. "What from your current technology stack are consolidating, and what is the impact you hope to achieve?"



Don't get into a feature bake-off. Google Drive is only good for Google Docs and is not a good enough solution. Dropbox is focused on being open platform for your content, with best-in-class integration for all productivity apps.

Key messages

An open platform with deep Microsoft integrations.

So what?

Dropbox supports the way you want to work, whether it's with Office 365 or G Suite. Google wants to move all customers to G Suite eventually.

How?

- **Microsoft Integration:** Dropbox has Office 365 integration and the Dropbox Badge for Office docs AND a partnership with Google for docs. Easy collaboration for productivity files.
- **Identity Management:** has an out-of-the box Active Directory Connector, G Suite forces Google Groups. Easy team management for admins.

The best desktop experience

So what?

Dropbox is built with usability in mind and offers superior desktop and sync experience. Google wants all your work to take place in the browser and in their tools. Reduce "work about work" with modern tools that increase agility.

How?

- **Performance:** Dropbox has faster sync speeds: Up to 6X faster download and 3X faster upload on desktop. Save time, HD space, and bandwidth + work effectively when connectivity is poor.
- **Ease of use:** Dropbox offers one-click sharing from desktop. Dropbox organic adoption is high because you can work the way you want.

Secure your data in the platform that your employees already use for work.

So what?

Dropbox's high adoption makes it easy to control and protect all of your company's content. G Suite content migration can be difficult, and the files and folders not migrated over will not be secured.

How?

- **Platform:** No file size limits, support more platforms, and 75% of Dropbox Business users integrate with 3rd party apps (i.e., Slack, Microsoft). Can open any file, on any device, any platform, any size
- **Secure platform:** Trusted by over 50% of the Fortune 500 and Enterprise Certifications such as SOC 1, 2, 3, ISO 27001, 27018, 22301, HIPAA/HITECH, and FERPA/COPPA. Secure enough for them, secure enough for your needs.

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Google new-to-cloud scenario



Ask discovery questions

1. "Do you store most data in your own data centers or on-premise?"
2. "Are you looking for file server replacement use case?"
3. "Are you also looking for SaaS productivity solutions?"
4. "Do you have few/no SaaS solutions in your stack?"



Understand the customer's environment

1. "Would you feel comfortable moving from an on-prem solution to operating in a primarily browser-based ecosystem?"
2. "Would you be comfortable locking yourself into one ecosystem, or prefer the flexibility of being platform agnostic?"
3. "What tools and file types do you use outside of the Google ecosystem?" e.g., Slack, AutoCAD



Don't get compared to a browser-based productivity suite. Dropbox is trusted by Enterprise CIOs and simple enough for anyone to use. Google Drive File Stream/Backup and Sync isn't good enough. Dropbox is focused on being open platform for your content, with best-in-class integration for all productivity apps.

Key messages

Secure your data in the platform that your employees already use for work.

So what?

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How?

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Solution selling

Dropbox meets the needs of customers from many companies and organizations. This section covers how to position Dropbox to the media, construction, legal, technology, non-profit, retail, and education verticals.

Managing app overload

As more of our work goes into the cloud, the exploding number of cloud-based apps and services has been one of the most impactful trends in the last few years. And it's not just in tech—a recent survey found that across industries as varied as healthcare, retail, manufacturing, media and entertainment, companies increased the number of apps they use by an average of 24% from 2016 to 2018.

Dropbox has the ability to tie all this disparate silos of data and technology together — and as our partners, you're on the forefront of helping customers be more productive, efficient... and more enlightened.

Publishing	Construction	Tech	Education	Retail & CPG	Professional Services
					
					
					
					
					
					
					
					

Media

Produce creative content with ease

Bring your vision to life

Create better, together

Connect staff, freelancers, vendors, and agencies with a single tool.

No limits to your creativity

Use any device to create, view, and work on content in any format—from GIFs to videos to text files—whenever inspiration strikes or deadlines loom.

Even when you are on the go

Make that last minute edit using the Dropbox mobile app—whether you're in the office, on the road, or at lunch.

Use your favorite tools

Keep creative energy flowing by plugging into the existing workflows of your team's most popular tools:

- Adobe
- InVision
- Slack
- Vimeo
- VMware AirWatch

Stay focused

Save money

Say goodbye to expensive hard drives and physical storage costs.

Save time

Say hello to faster production workflows. Preview videos instantly and provide real-time feedback and approvals.

Save effort

Cut down the number of reshoots with faster feedback loops. Collaborate in real time, whether in the office, on set, or on tour.

Safeguard and share your work

Protect creative work

Protect your most valuable content with enterprise-grade security. Manage shared files and folders with contractors and view comprehensive audit logs and permissions in one place.

Share your work with the world

Distribute content to audiences near and far in just one click.

“Dropbox allows people to collaborate around all file types within the organization and with external partners. And they can do so from anywhere, in a way that they can quickly and easily adapt to.”

Dom Shine, CIO, News Corp

Construction

Build smarter and more cost-effectively

Build stronger, together

Collaborate anywhere, anytime

Use advanced previews without worrying about size limits. That way, you can collaborate on large CAD or BIM files, PDFs, Photoshop documents and Excel files anytime — whenever you want and wherever you are.

Keep using popular industry tools

Dropbox connects with the industry tools you already use, so you can avoid delays and keep projects moving.

- Adobe
- Autodesk
- Docusign
- Fieldwire
- Plangrid

Reduce risk

Decide who sees what

Dropbox offers enterprise-grade security features, so you have more control over who sees what and better visibility into what's happening with your projects.

Minimize delays and rework

Gain instant access to files. Dropbox Business syncs up to 4.6x faster than competitors with Delta Sync.

Get the info you need quickly

Use Dropbox Smart Sync to access even the largest renderings, blueprints, or site videos—without taking up space on your hard drive or mobile device. Reliably view company data even if you're offline or have limited connectivity.

Manage projects with ease

Build the team together

Bring internal teams, contractors, architects, and clients together in one place.

Get organized

Manage multiple bids and organize files and photos from various sites using File Requests.

Connect with contractors and vendors

Share information securely and manage what files contractors and external vendors have access to through the Dropbox Admin Console.

“We look for simple, flexible tools that do the job well. Dropbox was the obvious choice for us in that regard. So many of our employees were already using the product before we rolled it out that we did not need to invest in much additional training.”

Richard Wetzel, Partner, Centric Projects

Legal

Lock down your legal files and simplify client collaboration

Work securely

Safer off-boarding

Securely off-board employees and remotely wipe content off their devices

Protect data

Ensure confidential data stays protected with the appropriate level of permissions, using intuitive sharing controls

Built-in eDiscovery

Leverage the lightweight eDiscovery capabilities in Dropbox to review client content

Enhanced security

Add extra layers of protection using best-of-breed security capabilities of our partners

Save time

Enhance the contract drafting and review process

Take a contract from first draft to final PDF using native sharing and preview capabilities

Integration with HelloSign, DocuSign and others.

Take the final PDF to signature using Dropbox Extensions

Fax delivery to go

Digitally fax signed contract directly from Dropbox

Built-in versioning and file restoration

Automatically save updates back to Dropbox folders

Save time

Effortless sharing

Use Dropbox sharing capabilities to gather essential documents, from legal briefs to depositions, in a single place

Deep search

Search file names and text within PDFs

Collaborate

Enable internal and external parties to easily review and update documents

Beyond a shadow of a doubt

Reduce friction and confusion with the help of Dropbox capabilities, such as the Badge

“With Dropbox Business, we’ve seen significant improvements in our productivity — and also in our client relationships and partnerships. We’re able to collaborate better than we ever have before.”

Daniel Kukucka, CTO, Servcorp

Technology

Delight users and keep the company safe

Secure and control company data

Protect intellectual property

Protect your data by enforcing customized security policies on top of a sophisticated infrastructure

Domain enforcement

Lock down your domain and secure unmanaged usage

Enhanced discovery

Gain visibility and insight into end-user actions

Integrate with existing security

Layer with best-of-breed security tools

Build on existing investments

A single pane of glass

Easily connect to the tools your teams use every day with partner integrations

Reduce confusion

Streamline workflows with the help of Dropbox Extensions to improve collaboration

Everything at your fingertips

Ensure that your content stays organized, in sync, and in one place

Delight employees

Get to work fast

Reduce training and deployment time with the platform your end-users already use

Anytime, anywhere

Allow users to access content and collaborate from their platform of choice: desktop, web, or mobile

Enhance collaboration

Streamline internal and external collaboration with intuitive team-sharing options

Lightning quick sharing

Optimize workflows and reduce friction with industry-best sync speeds and generous file size limits

“Dropbox’s auto-sync functionality and file sharing capabilities are mission critical for our field reps. It’s way easier to use than Sharepoint.”

Tim Wong, Technical Marketing for Automotive Vehicles, NVIDIA

Non-profit

Mobilize your team and advance your mission

Align around your vision

One place for all your work

Keep all your messaging and project plans in one place—accessible by the people executing on your mission: strategists, donor relations, communications, and community organizers alike.

Keep everyone up to date

Whether you're in the field on a mobile device, or on a laptop at your office, get access to the latest versions of shared documents, so you can keep your whole team up to date.

Collect files from anyone

With file requests, you can collect and receive files—large or small—from partners, volunteers, or beneficiaries, right into your Dropbox.

Work as an integrated team

Simplify collaboration

When it's easy to share ideas and collaborate on marketing materials, fundraising forms, or large data sets, you and your team can focus your energy on delivering impact.

Break down silos

Remove barriers to community organizing, fundraising, and research. Share your vision, projects, and data with anyone, whether they have a Dropbox account or not.

Protect sensitive material

Safeguard your mission

Data recovery is a breeze. We back up all your files, and protect them with up to 120 days of version history.

Share securely

Keep your files safe and your donor and volunteers' information private with password protection, expiring links, and limits on forwarding and downloading.

“We’re receiving tons of pictures and are constantly overriding things that couldn’t be managed in email. Dropbox saves us a huge amount of miscommunication by allowing the latest versions of documents to be available to everybody at all times.”

Andrew Hall, World Bicycle Relief

Retail & CPG

Navigate tight margins and distributed teams

Faster, smarter, more cost-effectively

Keep your brand consistent

Stay organized and access content from one place with world-class sync technology

Integrated collaboration

Solutions to enable work streams across the entire content lifecycle

Keep using your favorite tools

Dropbox works with the tools you already use, including:

- Microsoft
- Adobe
- DocuSign
- Slack
- ZenDesk

Bring your vision to life

Extensive security

Protect data and ensure intellectual property is kept under control

Layed permissions

Make sure the team stays focused by managing who has access to what using the Dropbox Admin Console.

Take advantage of organic adoption

Dropbox's ease of use, performance and reliability at scale, and open collaboration platform means that many companies' employees have organically adopted Dropbox and are collaborating productively on our basic product.

Security is the foundation

Bank-level encryption

All data is encrypted at rest (256-bit AES) and in-transit (SSL/TLS)

Compliance and certification

SOC2/SOC3, ISO 27001, 27018
HIPAA/HITECH support

Best-in-class security partner ecosystem

75% of teams use DBX platform to link to third-party solution. Those solutions run on top of over 2 billion API calls each day.

“Dropbox Business lets us share relevant, up-to-date information with suppliers, contractors, and anyone else involved in a project. If we make changes to a file, everyone knows about it. Our lives have become a lot easier with these smoother processes in place.”

Adrian DiTonto, National Retail Operations Manager,
Ben & Jerry's, Unilever Australia

Education

Make learning and research easier

Learn without limits

Share your ideas anytime, anywhere

Upload, download, view, and work on any file type or size—from academic papers to large MATLAB or STATA data sets—whether you're in class, at a conference, or on-the-go.

Use any device

Because Dropbox works on any device and all of the most popular operating systems, students and professors can connect using the smartphone, tablet, or laptop of their choice.

Keep using your favorite tools

Dropbox works with the learning management systems and tools you already use, including:

- Blackboard
- Okta
- Microsoft
- Cloudlock

Protect your ideas

Keep your data safe

Dropbox has enterprise-grade security features like multi-layered protection and strict encryption, to guard against multiple threats and keep sensitive information secure.

Stay compliant

Dropbox supports industry-accepted standards and regulations—including FERPA, COPPA and HIPAA—that universities must comply with as a matter of law or accreditation.

Decide who sees what

See what users are doing and manage who has access to what using the Dropbox Admin Console.

Expand your research horizons

No silos, no walls

Break down barriers to collaborative research and innovation. Share your ideas, info, and data with anyone—even external partners—whether they have a Dropbox account or not.

Make it easy

Dropbox is designed with simplicity in mind. No extra training needed.

“Dropbox provides an amazing balance of feature-rich usability and security. We leverage Dropbox to enable seamless collaboration between faculty and students while protecting their cutting-edge academic research and other sensitive data.”

Dan Alig, CIO, The Wharton School, University of Pennsylvania

Why storytelling matters in your biz

Crystal Sheffield-Baird

It's Monday morning. You know you need to put out a weekly blog and newsletter, but you struggle to connect your topic area to something approachable that people will respond to. You push it off until your blog and email list are basically a graveyard of good intentions and well-meaning half posts. You only post regularly as you gear up for a promotion and you're exhausting yourself.

And what's worse—the income isn't as consistent as it could be and you're on the verge of burnout. You wonder whether you can sustain the endless grind, whether you made the right decision in building a business. You work more now than you ever did in a day job.

I've realized that I've taken for granted something central to what I'm trying to help people with—how storytelling can help them and their business. It's become quite the buzzword in marketing. I think that a lot of people understand the concept of brand/content storytelling, but they don't know how they can apply it to how they can make it work for their unique business. If we can first establish why it matters in their content and across their business, then application becomes so much easier.

Our brains rely on stories to make sense of the world. That's why we read, we watch movies, and we listen to podcasts. There's these different things where there's this beginning, middle, and end. As humans, we strive to make sense of our world, even when it's chaotic and seemingly random. That's what stories do for us. But you may ask yourself, "Why is this relevant to me and to my business?" or maybe, "Okay, I get that it's relevant, but now what?"

Your purpose and passion to your work guide you, but it can't keep the debt collectors at bay.

Storytelling is relevant because it's been missing in most of marketing and content, though this is starting to change. I've read a lot of different blogs and newsletters and I really try to pay attention to which ones make me open up and read to the end. The point is to stand out over what other people are doing because there's people who have a lot of really great information out there, but there's no immediate reason to know why this is relevant or how it can help me.

What's In It For Me—Build Relevance

If you wanted to learn a skill or you wanted to learn about how to write copy, learn how to design something, or compare two similar products. Let's use SquareSpace as an example. There's a million blogs or videos that will show you how to choose and edit their templates. But the problem is, you really don't understand exactly how to apply this skill or with this knowledge. You haven't immediately established the after picture of what's possible. They may learn how to edit or write their copy, but that's just a means to an end. Describe that, show how this can be applied to elevate their relationships, health, well-being, or business.

This is especially true with services, particularly in coaching and consulting. Your brain and your expertise is the product. It's not immediately obvious what they can get, what kind of result, or what kind of experience they're going to have by working with you or by learning something that you know. And by "not obvious," it's something intangible. If you're a dating coach, you need to fully illustrate their confidence in conversing with the opposite sex, in knowing exactly what they're looking for, upping their confidence, and how they can let go of old, toxic relationships that were no longer serving them. Flesh it out as much as possible. This is something you need to know like the back of your hand in your business/non-profit.

Relevance is key; without having that immediate relevance established you potentially lose them. This is something that you can do with storytelling. Without knowing why it's important to tune out and turn off and click out because there's so many other things competing for our attention.

I think that there's some confusion here—Is storytelling is the content in and of itself? I don't believe that—Storytelling is one piece of the content puzzle. I think it's very important. It's the glue that puts all the other pieces together and makes it cohesive. But it can't always stand alone. We're usually consuming content with the intent that we're going to learn something that we can apply.

Strike an emotional chord

Storytelling also builds this emotional connection to the content. We make most of our decisions using our emotions. This is true in branding, marketing, watching movies, or reading books. If you don't really care about the character or what happens to them, you don't care about the movie or book. Half of the problem with writing fiction is to make somebody relate and emotionally connect to that character.

This is true in content marketing as well because how many of us know something, we have been told something that I need to do x and y to help my business, or I know that I need to stop drinking soda. You can intellectually know something, but until you connected emotionally to your why you want to make that change, that information goes unheeded and forgotten. And that is exactly what you don't want to happen to your content. You do not want someone to read it and then forget about it within 15 minutes.

Overcoming Objections with Storytelling

Storytelling also, plain and simple, leads to sales. If someone's forgetting your content, they're not exactly going to come back and they're not going to become a part of your audience. They're not going to subscribe to that newsletter. Or if they do happen to click the button, they won't open up the emails and will eventually unsubscribe. And when you continue building on your connection with them (that coveted "Know, Like, Trust" factor), they will think of you first and foremost when they're ready to buy.

Storytelling makes us and our business appear more to be like a living, breathing person instead of a faceless brand. People do not invest or buy from brands. They buy from people, they buy into the stories and the shared beliefs and values (for more info on this, I'd suggest reading [this post](#) of mine). When we resonate with the person behind the business, when we see ourselves in not only their struggle, but in their client's struggles, their clients' victories, and their clients' frustrations, when we see ourselves in that, that's worth more than any sort of sales conversation you could have with them.

Why? Because a lot of the objections fall away. A major objection, especially in service based professions, is, "That's great that this worked for you, or a few other people, but will it work for me?" If you build that emotion and connection to the content, to the clients, to the stories, then that becomes irrelevant. You, with your engaging content, have helped them make shifts and some results already in their lives.

And they are already seeing themselves in the stories of others. It's not a question of 'will this work for me' anymore. It's, "Oh I'm dealing with the same thing." Or "Oh, I've been frustrated by that too." Or, "Oh, they experienced this after implementing this process or by learning this and getting support. That's exactly where I want to be. That is the after picture that I want to have."

If someone's forgetting your content, they're not exactly going to come back and they're not going to become a part of your audience.

Once they've at that point mentally, it's no longer about sales. It's about informing them of the ways they can go further with you. They don't need convincing, but they do need a bit of direction to know what the next steps are. They need the Call to Action to seal the deal. Don't spend so much time on content that this becomes an afterthought, or you won't have predictable revenue and won't be able to keep the lights on.

Conclusion and takeaways

Don't just educate or entertain with your content. Good content does both of these things well, but when you inspire and motivate folks with your own story and your content to consider what's possible in their lives and business, that's what leaves the most impact. Most people need a MAJOR event or crisis to put themselves into action. You shouldn't be expending energy convincing people who are not yet at this stage. But what you CAN do is shine a light on the future possibilities. Help them turn that crisis point into a catalyst and jumping off point to break through and rise above to become the best version of themselves.

Knowing the story and how you serve your clients, why it matters, and by leaning into the emotions and identity people have surrounding the problem you help them with; all of this makes content much more aligned and even effortless.

The best way to do this is thinking through these questions:

Why does my work matter? Why am I passionate about this?

What's their crisis point that propels them to action? How does it make them feel?

What do clients tell me was their biggest take-away from working with me? How do I want them to feel afterwards?

What are things people ask you about your work? What do you wish people knew before working with you?

Once you have these questions answered You will be able to sit at your keyboard or as you record a video, and instead of wondering how things fit together, you have the framework already there and just fill in the blanks with the theme and purpose of the content.

Crystal Sheffield-Baird is a Strategic Content Storyteller who collaborates with purpose-driven entrepreneurs to develop compelling clarity in their content marketing. You can find them [here](#), on [Instagram](#), and on [Twitter](#).

The Dropbox Partner Advantage

What follows is the Dropbox story—how we got here and why we do what we do. We're not covering this ground just to educate or entertain. Instead, we hope to inspire and motivate you to find [your own Dropbox story](#) and to think about what's possible in your customer's lives and business

A little history

When we originally started Dropbox in 2007, we believed that life would be better if all of your important information lived in the cloud.

One of our founders, Drew Houston, kept coming back to a question he had been asking himself, and others around him — 'Why can't people access all of their most important information in the cloud... on any device, from anywhere in the world, at any time?' That founding question led him eventually to another MIT student, Arash Ferdowsi, and from there they created the first prototype of Dropbox.

People loved it so much that it just took off. Dropbox has reached hundreds of millions of people around the world.

Innovation and focus

The way people work together today is complicated. But at Dropbox, we think it should be simple.

That's why we're building the world's simplest, most powerful collaboration platform. One that threads together different tools, platforms, devices... and (most importantly) people. We believe that when everyone and everything is connected, ideas flow more freely, working together is more delightful and people create amazing things.

That's why at Dropbox, our Mission Statement is "To create a more enlightened way of working."

What does that mean? It means analyzing the way people work and taking out the needless complication.

For example, with the Dropbox Magic Folder, we didn't just design a better thumb drive or an easy way to email yourself. We took a more idealistic approach and fundamentally changed how people use their file systems. Making that Magic Folder "just work" was the result of thousands of little details done right, most of which, are invisible.

3 C's of collaboration

Every company in the world works on content, but only Dropbox brings the context and conversations around that content into one place. Dropbox's product strategy focuses on the three key elements of collaboration: Content, Communication, and Coordination.

Lets dig into these buckets a little deeper:

Content

On our platform you can organize, store, and iterate on your team's content in one central place so everyone can easily find and access what they need anytime, anywhere and on any device.

Communication

Communication in context reduces confusion and the back and forth over emails or instant messages. Dropbox makes it easy to gather feedback and approvals alongside your content — so your teams can get more done, together, in one centralized spot.

Coordination

Content and communication alone aren't enough — the two need coordination in order to create a seamless experience. Only Dropbox is able to tie everything together in a way that makes work easier and less confusing.

Deep partnerships

When it comes to workplace technology, choice is important and users select the best solution to solve their needs. Dropbox unleashes the world's creative energy by rejecting the premise that a walled garden is the best way to serve customers. Dropbox takes an open approach and integrates with the best of breed tools so teams can get their most important work done. Our open ecosystem of deep partnerships allows customers to expand the capabilities of Dropbox and better integrate with their existing workflows, thus providing increased productivity, and additional security features for all our customers globally.

While we're incredibly excited to have you selling our product, we don't want the value we add to your business to stop there. We want you to be able to leverage Dropbox as the wrapping paper that holds a holistic solution together. This will ultimately enable you to upsell more best in breed applications on top of the Dropbox platform, which means more money in your pocket, and a solution that is specifically tailored to address each of your customer's specific challenges and needs!

Dropbox integrates with over 300,000 products natively, meaning customers can use Dropbox seamlessly alongside their existing tools. Partners can leverage Dropbox's deep integrations and build a full solution for customers by building custom applications that use the Dropbox APIs. Because Dropbox is an open ecosystem, you can easily bundle Dropbox with other solutions and provide a holistic suite to your customers.

Another integration approach to consider is Extensions. Extensions are a new way to easily start and finish workflows from within Dropbox using a customer's favorite tools, with no additional integration work or coding required. Once they're finished, their work will be saved back to Dropbox, so everything stays organized, in sync, and in one place.

Enterprise apps



Media & design



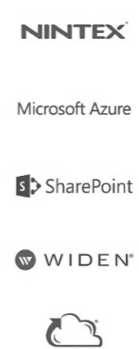
Sales & marketing



Project management



Content management



Productivity



Security



Comms



User centricity

Dropbox was founded on the idea that users need tools that can deliver whenever and wherever they are, regardless of the type of device or operating system they're using. We believe that technology should be intuitive and work seamlessly with all the tools needed to get the job done easily and efficiently. With 500 million users globally, we will continue to innovate and release features that will help our users across all industries.

Secure and reliable

Dropbox owns our infrastructure and we have full control over everything we do as a company. This allows us the flexibility to streamline and optimize everything we do.

All data stored and shared on Dropbox is encrypted in transit (using SSL/TLS, creating a secure tunnel protected by 128-bit or higher Advanced Encryption Standard (AES) encryption) or at rest (using AES 256-bit encryption).

Dropbox Business offers a set of control features that allow for identity and access management, administrative actions and sharing and file controls. For example, our identity and access management features provide for single sign-on and two-step verification.

Dropbox has built-in easy-to-use security features such as view-only permission for shared folders, passwords and expirations for shared links, and the ability to undelete and rollback files to a previous version.

Admins can unlink and remote wipe a device if necessary, such as when an employee's device is lost or stolen and has company data on it.

When it comes to visibility, the Dropbox Admin console offers comprehensive activity logs. Dropbox Business admins can generate activity reports at anytime for several types of events, filtered by date range. Reports are available for individual users or entire team accounts and can be downloaded in CSV format, or integrated directly into the customer's existing security information and event management tools for analysis using the Dropbox Business API.

Compliance is a great way for businesses to validate a services' trustworthiness. We encourage and expect partners and customers to validate that our security practices comply with the most widely accepted standards and regulations, such as ISO 27001, ISO 27018 and SOC 1, 2, and 3. Our independent third-party auditors test our controls and provide the reports and opinions, which we share whenever possible.

Interested customers can find more compliance information at dropbox.com/business/trust/compliance. Please keep in mind that some of our compliance reports are only available under NDA.

Our privacy commitments are also key to Dropbox's security. When you talk with customers about privacy, it's important to highlight that our Terms of Service do not give Dropbox any right to their data other than the limited rights that enable us to offer our services. Whether it's their personal or work information, we're committed to keeping it private. Our privacy policy clearly describes how we handle and protect our users information. We publish a transparency report and our government data requests to share how often we receive, scrutinize, and respond to these requests.

Our Privacy Policy describes what kind of data we collect and why, with whom we might share this information, how we protect this data, how long we retain it, where we keep and transmit data, and what happens if the policy changes and users have questions. You can learn more about our privacy policy at dropbox.com/privacy.

If customers need specific information about Dropbox security, please don't forget to mention the Dropbox Business Trust Guide, available at dropbox.com/business/trust.

Users have a choice

At the end of the day, our main goal is to make users wildly successful on our platform. Over the past 11 years Dropbox has thrived because we design our platform for end users and their evolving needs. Our focus has driven organic growth and strong user adoption this enables organizations to easily onboard team members, and reduce training and maintenance costs. Our customers also love the power of access we give to them — Dropbox works seamlessly anytime, anywhere in the world and on any device.

Appendix 1:

Class exercises

When finding a solution, it's not a question of 'will this work for me' anymore. It's, "Oh I've dealt with the same thing." or "Oh, I've been frustrated by that too." Relating to the challenges and pain points of your customers is essential. Explaining how Dropbox has helped solve some of those issues for you personally will make positioning much easier.

Below are three exercises we'll do in class. Use the material in this guide, as well as information you find on-line.

1. The power of storytelling (5 min.)

Think of your favorite story/storyteller. Write their name on a post-it and answer these questions:

1. What stood out about the story/person?
2. What makes you remember it?
3. How did it make you feel?

2. Developing your Dropbox story (15 min.)

Answer the following questions to start developing your personal Dropbox story.

1. When did the story happen & what were you doing?
2. What problem/challenge did you encounter?
3. So, what did you need to change?
4. Where did you look for a solution?
5. What did you find?
6. How did you decide to change?
7. How did this change your perspective?
8. How did this change who you/what you do today?

3. Pitching Dropbox (20 min.)

Getting a new customer is highly contingent on the sales pitch.

A good pitch has a hook and is persuasive.





- In groups of 4-5, develop and deliver a Dropbox Advantage presentation.
- You must present the five key advantages using a whiteboard to emphasize your message.
- You will include personal anecdotes, data points and customer stories that back up your message to land your story.





Your team will be judged on the following scale:





- Poor (0 Points): Does not demonstrate clear understanding of the Dropbox Advantage.
- Below Average (1 Point): Demonstrates a basic understanding of the DBX Advantages but fails to either describe it appropriately for the audience or articulate the value.
- Average (2 Points): Demonstrates a good understanding of the Dropbox Advantages, describes it appropriately for the audience, but fails to articulate the value.
- Above Average (3 Points): Demonstrates a good understanding of the Dropbox Advantages, describes it appropriately for the audience and does a good job of articulating the value.
- Excellent (4 Points): Demonstrates a deep understanding of the 5 Advantages, describes it appropriately for the audience, and clearly articulates the value.





Appendix 2: Competitive matrix

Dropbox Business delivers unmatched sync capabilities and is loved by both employees and IT admins.

Usability				
Desktop file upload limit	Unlimited	15GB	15GB	5TB
LAN Sync and Streaming Sync	•			
Delta sync for all files	•			
Unlimited API usage offered	•		•	
Mobile support for iOS and Android	•	•	•	•
Platform agnostic desktop support (Windows, Mac, and Linux)	•			
Bandwidth optimization	•			•
On-demand access to all content	•	•	•	•
Mobile offline folders	•	•	•	•

Usability				
Company-managed groups	•	•	•	•
Open and edit PDFs directly in Adobe DC	•	•		
Collaboration on MS Office Online	•	•	•	
Collaboration on MS Office desktop	•	•	•	
Gmail extension	•	•		•
Custom branding for shared links	•	•	•	
Custom branding across user interface		•	•	
Inline commenting	•	•		•
Content creation with live co-authorizing	•	•	•	•
See who viewed each file (and when)	•	•		

Admin Controls				
Audit log	•	•	•	•
Account wipe across all devices	•			•
Account capture	•	•		
Simple account transfer	•	•		•
Dual account	•		•	•
Configure password strength monitoring		•	•	•
2-step verification	•	•	•	•
Sub-team policies	•	•	•	•
Account activity log	•	•		•
Sign in as user	•	•	•	
Suspend user data	•	•	•	•
Device approvals	•	•	•	•

Security				
Granular permissions	•	•	•	•
TLS for transport security	•	•	•	•
Geographically diverse data centers	•	•	•	•
SSAE16/SOC1, SOC2, SOC3, ISAE 3402, ISO 27001, ISO 27018	•	•	•	•
ISO 22301	•		•	
256-Bit AES encrypted storage	•	•	•	•
Files are encrypted at rest and in transit	•	•	•	•
HIPAA/HITECH	•	•	•	•
FINRA	API	•	•	
Whitelist domains		•	•	•
EFF data privacy scores (out of 5)*	5		4	4

*EFF, Electronic Frontier Foundation, is the leading nonprofit organization defending civil liberties in the digital world.

Appendix 3:

Dropbox Business matrix

The Advanced plan of Dropbox Business is for teams and businesses seeking more sophisticated admin, audit, and domain management tools, with as much space as you need. Here are the differences between the Standard and Advanced plans.

	Standard (\$12.50/user/month)	Advances (\$20/user/month)
Included space	3 TB	As much as you need
Best-in-class sync technology	•	•
256-bit AES and SSL encryption	•	•
MS Office 365 Integration	•	•
120 days of version history and file recovery	•	•
Dropbox Paper	•	•
Smart Sync	•	•
Team folders	•	•
Granular permissions	•	•
Unlimited integrations with premier partners	•	•
Two-factor authentication	•	•
User management	•	•

	Standard (\$12.50/user/month)	Advanced (\$20/user/month)
Active Directory connector	•	•
Unlimited API access to platform partners	•	•
25,000 calls/month for data transport use cases	•	•
Enables HIPAA compliance	•	•
Audit logging, filtering and exporting 200+ events		•
Advanced admin controls		•
Tiered admin roles		•
Invite enforcement		•
Single sign on (SSO) integration		•
Device approvals		•

Appendix 4:

Resources

Resource	Link
Dropbox Reseller program guide	assets.dropbox.com/documents/en-us/reseller/program-guide/dropbox-partner-reseller-program-guide-en_US.pdf
Dropbox help center	dropbox.com/help
Dropbox admin live support (chat) and email	dropbox.com/team/admin/help
Dropbox Business guide	dropbox.com/guide
Dropbox installer	dropbox.com/install
Dropbox app integrations	dropbox.com/app-integrations
Supported file preview types	help.dropbox.com/files-folders/file-types-that-preview
Dropbox API	dropbox.com/developers
Dropbox blog	blogs.dropbox.com/dropbox
Dropbox Business plan comparison	dropbox.com/business/plans-comparison
Dropbox status	status.dropbox.com
Dropbox debug	dropbox-debug.com
Dropbox YouTube channel	youtube.com/user/dropbox
Dropbox Twitter	twitter.com/dropboxsupport
Partner support	partners@dropbox.com

