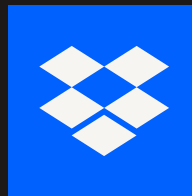


# Digital transformation debunked.



How to go from  
buzzwords to better.

**Dropbox**

# Who's tired of digitally transforming everything?

We've all heard a lot of buzzwordy banter about digital transformation in recent years, and the chaos and calamity of 2020 has only made it more buzzworthy. But that doesn't mean we're not growing weary of the term.

If there's any good to come from the past year, it's that we've learned that transformation is possible—indeed, many businesses did it overnight. We realized that change on a significant scale, while difficult, doesn't have to be debilitating.

2020 also taught us that any process, workflow, or function which depends on paper is ultimately doomed. Same goes for processes with manual steps and workflows requiring people to be in the same room. We're learning, in other words, that "how we've always done it" may not be the best way to do it.

Traditional tech companies label the solution to these problems “digital transformation.” They define it as the redesign of workflows and processes in a digital world, where automation and intelligence make work better, leaner, and faster—while making your business more versatile and viable.

These conversations invariably turn to core communication and job functions and the business applications that can make them better.

- In accounts payable, think of replacing paper-, email-, and PDF-based workflows with fast, accurate, and affordable digital processes.
- Or in sales, imagine automation helping teams focus on the right priorities, accurately track the pipeline, and close more deals—then using e-signatures and electronic contracts to speed and simplify the process.
- Or in communication, tools like Slack and Zoom give your teams ways to communicate in today’s work-from-anywhere environment.

**The truth is, back-end systems and front-facing communications are critical, but they’re only the beginning.**



In an August 2020 survey, 58% of small and midsize businesses reported the current global environment has served as a catalyst for digital transformation with many planning to expand their IT budgets.

# Put your attention where your innovation is.

Your team is your most important asset. The ideas they bring to the table and the projects they produce—that's where the value of your company lies. And while rethinking AP processes or digitizing month-end financials does help the business, it doesn't do much for your team's creativity.

Digital transformation (at least as it's currently viewed) doesn't take into account the systems, processes, and tools that help employees work together or share information. Instead we need to:

- Rethink collaboration, so projects can move forward faster.
- Reimagine invention, so you're not merely ready for what's next, your entire corporate culture gets a much-needed shot in the arm.

By creating a single, central place for employees to share content, volley ideas, manage projects, and effortlessly collaborate and create, you open the door to four major benefits that reach across the business.

**This is the transformation you're looking for.**



# Keep creativity flowing.

Again, the power of your company is in its people. And when you make it easier for them to work together, they'll get more done faster, they'll feel better about their work, and you'll reap the rewards of their innovation.

Here's how:

- **Bring people together without being together.** Give employees, vendors, and partners a single place to view projects, gather input, share ideas, and figure out what's next—even while apart.
- **Get email out of the way.** Use cloud-based sharing to eliminate email holdups and bloated inboxes, allowing your team to see and share files of any size and type.
- **Trade feedback on any idea and every file.** Give your team and its consultants, partners, and agencies one place to share feedback, see comments, make edits, and follow progress with detailed notes right in the file.
- **Deliver flexibility and uniformity at the same time.** Let individual employees and project teams use Google Docs, Microsoft Office apps, Slack, Zoom, Trello, or whatever they like, and their working group can see it all, all in one place.
- **Eliminate frustrating status meetings.** Alert everyone about a project's progress, letting them know when it's their turn to contribute, and spotting (then dislodging) obstacles as they happen, without having to stop, sit down, and meet.



of leaders from small to midsize businesses confirm that digitally focused working environments are the future of work.



75%

of small business leaders agree that in the last 12 months, relationships with their customers have changed.

## Connect with customers beyond CRM.

Putting the power of sales automation and contact management to work is one thing, but creating a way to work, share, and dynamically collaborate with customers is another thing entirely.

When you have that capability, engagements and projects run more smoothly, and you'll strengthen your bond with every customer.

Here's how:

- **Keep your good work out of their cluttered inbox.** Share any file of any type in a single place, so whether it's a PDF, a video, or an entire project plan, it's right there on the other end of the link you share. And no matter what application they're using or format they're used to viewing, they can see what you've sent.
- **Make it easy to make notes and add ideas.** Let customers add comments, include insights, provide additional details, and more—directly on the content you're sharing.
- **Stay on top of the details.** See who's commented on a file, who still needs to, and when new notes are added.

# Improve hiring, reviews, and other HR awesomeness.

HR isn't all paperwork, it just feels like it. Keeping offer letters, reviews, policy manuals, NDAs, contracts, and other critical documents updated, accurate, and accessible is no small feat.

But when you do, it frees your team to focus on more important things than administrative to-dos.

Here's what you can do:

- **Give every employee access to all the information they need.** Eliminate the time employees waste looking for the right form or manual, plus the time you spend sending it their way.
- **Make sure every offer letter and performance review is accurate.** Give employees easy access to pre-approved templates and pre-defined checklists, so you can avoid costly mistakes.
- **Keep confidential information under control.** Access employee healthcare data, employee surveys, and internal feedback without worrying that it might fall into the wrong hands.
- **Sign on the dotted line—or any line.** Use HelloSign to quickly, easily, and officially capture signatures on electronic documents. And you can send, sign, and store important agreements in one, seamless workflow.

By improving focus, companies in manufacturing; education; retail; information; and professional, scientific, and technical services stand to gain as much as

**\$1.2 trillion annually**  
in untapped employee output.



## Protect your most precious asset—your ideas.

Intellectual property is the most important product your company produces. And without a way to control and manage the content in which those ideas live, you're at risk of losing them.

If a critical employee leaves, for example, they might leave a gap in your intellectual property landscape—because when the idea is only in Dave's head or Diane's hard drive, it's bad for business.

Here's how to protect your property:

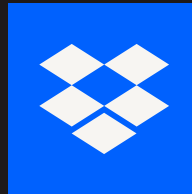
- **Manage permissions and watermark your work.** Determine who can see what work when and add layers of protection, so you can confidently store, share, and maintain version control across teams and throughout approvals.
- **Keep your content safe and accessible.** Take advantage of easy back-ups and the ability to restore content, and you'll stay protected from accidental deletions, lost devices, theft, and ransomware.
- **Turn security over to the experts.** Tap into enterprise-grade data and system protection that meets the latest standards and gives your small business the same security as the world's largest organizations.



Call it digital  
transformation  
if you'd like.  
Just be sure to  
call Dropbox.

Dropbox is the single, simple place to share, store, and collaborate on the work your employees produce. It's the way to keep everything straight in any department. It's how you simplify and strengthen relationships with customers. And it's where your ideas live and breathe and don't get breached.

If that feels like a transformation from  
the way things typically get done,  
that's because it is.



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