

# How Dropbox Business can save your business from legacy tech

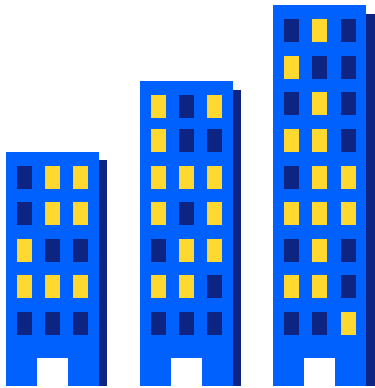


**After a long weekend, you check your office inbox to find a document request. You click the file in your server's share drive, but the server doesn't respond. You try again. No response. You take a deep breath and think: *Please, not today.***

Sound familiar? Legacy servers and programs are a problem for small- and medium-sized businesses (SMBs) across the board. According to a [2017 ITIC survey](#), 47% of SMBs say that one hour of downtime can cost their firms \$100,000 in lost revenue and end user productivity.<sup>1</sup>

The problem is that other decision-makers at your organization are not aware of the risks. That's why we put together this eBook, to help you justify replacing outdated tools with a resilient cloud-based file storage and sharing system: Dropbox Business. Let's get started!

# There's nothing small about your business



*"Dropbox Business came at the perfect time. When growing from one to six employees, it made sense to leverage the flexibility and ease of use of Dropbox. We can focus our energy on our core competencies and competitive advantage: great design work, client relations, and employees."*

—Alix Daguin, Project Designer, Red Dot Studio

Small-to-medium-sized businesses have an edge when it comes to personality and flexibility, but it's not without constraints. IT decision-makers know that any big changes must be fought for, even when they're in the company's best interests.

Unlike sales and marketing teams, IT isn't *directly* responsible for bringing in money. But given the chance to provide the company with the tech it needs and deserves, IT saves money through reduced technical problems, more efficient employees, happier customers, and a massive drop in downtime.

## Legacy systems stand in the way of all this—and that's on top of all the other IT challenges facing SMBs:<sup>2</sup>



**Adhering to changing regulations**



**Protecting more and more data**



**Finding qualified employees**



**Keeping everyone informed**



**Making sure disaster plans are in place**



**Researching new tech**



**Securing mobile devices**



**Working within tight budgets**

# What will your organization's big IT challenge(s) be in the next 5 to 10 years?



## Addressing complex hardware issues



**Dropbox Business has all the power of complex hardware without any of the headaches.**

Even if you've wanted to upgrade your tech for years, the prospect can still be intimidating. It's a huge change. But Dropbox Business makes it worthwhile by offering flexible storage plans, enterprise-grade security features, and consolidated administration. You also get team activity tracking and centralized billing. It's everything your organization should have with one of the most user-friendly interfaces in the game.



## Backing up and protecting files



**Dropbox Business backs up and protects files with the most intuitive operation.**

Dropbox Business backs up your files and protects them, complete with version history and deletion recovery for up to 120 days. Retrieving old versions or restoring deleted files is painless. With Dropbox Smart Sync, you can stop worrying about local hard disk constraints. Keep your files accessible through your desktop while they're saved in the cloud.



## Figuring out capacity and scaling



**Dropbox Business scales to any capacity, no problem.**

Dropbox Business offers Dropbox Paper, so you can create, share, and keep your teams in sync, thanks to the added benefit of admin control. Plus, with the team folder manager, you can enjoy sync management and visibility into the groups you create, whether your company has 50 or 500 employees.

# The cloud is here to help you achieve your goals



*"We're operating from a place of very high intensity, and Dropbox Business is the kind of technology that allows us to work at top speed and evolve in the face of changes."*

—Anna Feagan, Marketing Manager, Athlon Media Group

## We've come a long way since the early days of file sharing.<sup>3</sup>

**1985**

FTP allows the transfer of files from a central server.

**1997**

AOL Instant Messenger launches with file-sharing capabilities.

**2007**

Drew Houston and Arash Ferdowsi launch **Dropbox**.



**1989**

Sir Tim Berners-Lee invents the **World Wide Web**.

**1999**

**Napster** is one of the first P2P file-sharing platforms.

Once cloud-based systems arrived, there were less limitations on hard drive storage and sharing files became easier.

## A decade later, Dropbox now:<sup>4</sup>



Has **500 million** registered users



Used in **190 countries**



Supports over **20 languages**

In that time, Dropbox has evolved using cloud-based advancements while keeping up with new devices on the market. The power and potential of cloud storage and file sharing is big, especially for SMBs. However, many of them use the consumer version of Dropbox.

With Dropbox Business, cloud solutions ensure that you can store everything and share anything across teams and offices with ease. Dropbox Business isn't just for hefty file transfers; it's a robust and modern replacement for your basic file server. A one-stop solution keeps employees on the same page, making life easier for everyone at your organization.



## Why hasn't your organization adopted a cloud-based file storage and sharing system?



### Too complicated to configure, deploy, and maintain



**Dropbox Business is easy to figure out and maintain, no matter your level of tech skill.**

Such a simple, well-loved solution means there's little to no training required. Employees in any department—customer service, marketing, sales, you name it—can figure out the basics. No IT expertise needed.



### Limited accessibility due to capacity/scale



**Dropbox Business delivers total accessibility, regardless of capacity or scale.**

It can be a challenge to keep an open network of communication when scaling up—or it used to be. Dropbox Business yields higher end-user adoption, which means better control over company data. With Dropbox, files sync automatically. This way, employees in different departments can work their magic on the same Microsoft Office document at the very same time. No one's kept in the dark, no matter how big your company gets.



### Low reliability



**Dropbox Business is one of the most reliable business tools in the game.**

Dropbox is always here to help, so you get answers quickly via phone, email, or chat. On Dropbox's site, you'll find technical support, developer support, and a help center that provides articles and tips that could very well answer your question right away.

Plus, Dropbox Business complies with some of the most widely accepted security standards and regulations. In fact, Dropbox ensures this by having independent third-party auditors test controls and provide reports and opinions, which are shared with customers whenever possible.

# Other systems aren't exactly solutions



*"Dropbox Business gives us a secure, unified place to store all of our work and helps reverse the friction that can come with having hundreds of computers in one company."*

—Bill O'Donnell, SVP of Mobile Products, Kayak

You can't afford to make downtime a part of the workweek. Small-to-medium-sized businesses need to have resilient business continuity plans, and executives need to make the decision to move away from servers altogether. With each passing year, the legacy problem simply worsens.

**Although a cloud-based file storage and sharing system is the definitive way to go, other options come with issues that could prove disastrous when scaling up<sup>5</sup>, such as:**



**Content routing to the wrong folders**



**File size limitations**



**Different programs for basic functions**



**Overwhelming user experience**

Dropbox offers a user-friendly, all-encompassing dashboard and no file size limits via our desktop applications. However, the looming issue that shuts down business growth the fastest is incompatibility. With an increasingly mobile workforce, SMBs need a seamless experience across platforms and devices. That's why [Dropbox](#) supports the following operating systems:<sup>5</sup>



**Android**



**Mac**



**Kindle Fire**



**Linux**



**iOS**



**Windows**



**Windows Phone**

Your solution shouldn't be what's easiest and cheapest—beware the ripoffs! Instead it should be what will make things easier while lowering costs. Make sure your cloud storage and file sharing system remedies the pain points of your legacy tech.

## When it comes to legacy servers and programs, what are your organization's pain points?



### Modern solutions are too specific, with many tools tied together



**Dropbox Business means there's no need for hyper-specific solutions.**

Instead of taking weeks to set up virtual private network connections, Dropbox Business reduces onboarding time to a handful of days. After that, you can easily monitor team activity, view connected devices, and audit sharing activity from a friendly admin dashboard. Even when responsibilities change, transferring files from one user to another is simple. And you won't have to get into the weeds.



### Complexity of the system and having to integrate tools



**Dropbox Business is easy to streamline and customize with tools.**

There's a big difference between combining tools for a system to work and integrating additional tools to strengthen a system for your particular business objective. With Dropbox Business, you have the chance to connect to any number of our thousands of integrated apps. You get the Dropbox you want, the way you need it.



### Simply maintaining legacy is a costly process



**Dropbox Business is the cost-effective option for file storage and sharing.**

Dropbox is the financially sensible cloud option, with a payback period of only two months. Not just that, over the course of five years, Dropbox Business saves an average \$368,200 per organization (35-2,000 employees) annually<sup>6</sup>, thanks to staff time savings and productivity gains.



# What matters most to your business



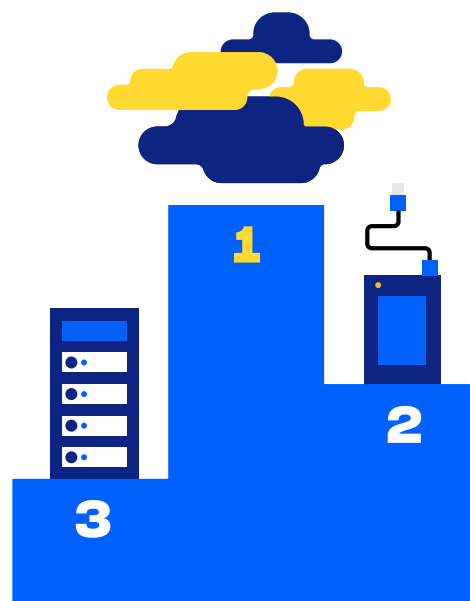
*"Dropbox Business allows our full-time staff to work and collaborate seamlessly with upwards of a hundred outside contributors."*

—Peter Stern, Operations Manager, Valiant Entertainment

With the right cloud storage and file sharing system, your business can evolve by leaps and bounds. With Dropbox, sales teams see an average *6% productivity gain*.<sup>6</sup> Imagine what that could mean for your bottom line. In fact, consider what a resilient cloud storage and file sharing system could mean for your company across the board.

Moving from a legacy system doesn't have to be a headache. Rather than upgrading your IT in one sweep, you can adjust in phases. For instance, you can still have a server while more of your active content moves to Dropbox. This gives everyone time to adapt while cautiously reducing time spent managing legacy.

Ultimately, a cloud-based solution would make your employees happier by simplifying communication and improve company culture.



## What does your organization want from a cloud-based journey?



### Work to be accessible—from anywhere, on any device, at any time



**Dropbox Business is accessible—wherever you are, whenever you're working, on whatever device.**

The workforce is only becoming more mobile. Luckily, Dropbox Business has designed its mobile apps for iOS, Android, or Windows phones, as well as iPad, Kindle Fire, and Windows tablets. So you're set and ready to work, whether it's at the office, at home, or on the go.



### Communication to be immediate and collaboration to be effortless



**Dropbox Business makes communication and collaboration a breeze.**

[No matter who](#) you're communicating or collaborating with, there's no reason it can't be instantaneous. With Dropbox Business, your interactions with customers, vendors, and freelancers can be more efficient while saving serious work hours.

**Collaborating with customers through Dropbox saves an average 1,424 annual hours<sup>6</sup>**

With Dropbox Business, you can share work products with customers in real time, from data sets to reports and presentations. You can even set up automated triggers to make collaboration with customers more effective.

**Working with vendors through Dropbox saves an average 1,019 annual hours<sup>6</sup>**

Real-time back and forth with vendors make a world of difference. Whether it's a contract, logo update, or price change, Dropbox Business ensures that you and your vendors are always on the same page.

**Collaborating with freelancers through Dropbox saves an average 279 annual hours<sup>6</sup>**

Dropbox makes it easy to pass marketing collateral, big or small, back and forth with freelancers. Trade in siloed processes for multiparty interactions.

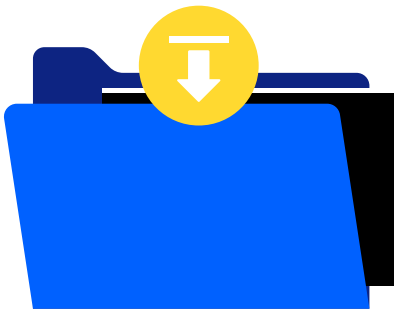


## Ability to try new things, experimenting often



**Dropbox Business allows your organization to experiment.**

With less infrastructure costs, reduced project cycle times, and up to 65% reduced bandwidth consumption,<sup>8</sup> you'll free up a *lot* of resources with Dropbox Business. With the additional time and resources, employees can work on forward-thinking projects that matter. Innovative work and a creative spirit can make your good organization, great.



Share the last three pages of this eBook with your IT decision makers to make big changes happen sooner rather than later.



Join the 200,000 companies who use Dropbox Business to experience the best file storage and sharing solution for SMBs.

# Empower your business with Dropbox

Every decision-maker at an SMB wants to:



**Protect their data**



**Keep their employees happy**



**Store all files in one place**



**Reduce IT overhead**



**Work together**

That may sound like it'll take a gargantuan overhaul, but that's not the case. Replace your legacy file storage and sharing system with Dropbox Business and start empowering your organization.

## The inevitable disaster of legacy systems

Legacy systems are not only setting you up for failure, they're pushing your organization toward it. An outmoded system comes with any number of [pain points](#) that can prove to be only the start of larger problems with critical, long-lasting repercussions. Here are just a few:<sup>7</sup>



**High costs**



**Lack of flexibility**



**Unreliable**



**Specific skills required**



**Too complicated**

## Dropbox is your solution

With a user-friendly cloud-based storage and sharing system like Dropbox, data is much more readily available, which means clearer communication across departments and locations. Employees also have an easier, less interrupted workday knowing their files are safe and secure. On top of that, there's no time-consuming company server maintenance.

Those are just a few of the ways Dropbox Business takes your organization to the next level—by saving you time, money, and human resources.

## Here's how Dropbox can ensure that your organization achieves its goals

Dropbox Business is the easiest decision to make with the biggest impact.

Let's get into what Dropbox Business can do for *you*.



### **Dropbox Business has all the power of complex hardware without any of the headaches.**

Even if you've wanted to upgrade your tech for years, the prospect can still be intimidating. It's a huge change. But Dropbox Business makes it worthwhile by offering flexible storage plans, enterprise-grade security features, and consolidated administration. You also get team activity tracking and centralized billing. It's everything your organization should have with one of the most user-friendly interfaces in the game.



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**To learn more about how Dropbox Business can keep your company competitive, visit [dropbox.com/business](https://dropbox.com/business).**

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