

# Read Me First: Partner Demand Gen Kit—Data Migration

Dropbox has launched a data migration add-on solution, Cloud FastPath Data Migration. We are selling this solution as a one-time add-on SKU in lieu of a native data migration offering.

With this add-on, we are enabling Dropbox the ability to provide a data migration solution directly to new and existing customers. By offering a solution that gets more customer data into Dropbox, we are increasing our propensity to retain customers, increase adoption, and drive engagement.

We've designed a new toolkit to help you offer Data Migration services for both enterprise and SMB markets. It includes:

- How to have a conversation with your customers—talking points and questions included
- 3 emails to send to your customers
- Resources to use with your customers

If you need additional information or support, please reach out to your Channel Account Manager or [partners@dropbox.com](mailto:partners@dropbox.com).

Thanks,  
The Dropbox Partner Team

# How to have a conversation with your customer?



## What is it?

Cloud Fastpath Data Governance allows organizations to quickly migrate files and associated permissions from on-premise file servers and existing cloud storage solutions to Dropbox Business.



## What are the benefits?

- Automated migration to expedite migrating files and associated permissions to Dropbox Business
- Robust analytics to gain insight into migration status before, during, and after migration with reporting and monitoring



## Who is the Audience?

- MM/ENT Dropbox Business ITDMs
- Available internationally for all Dropbox Business\* & Edu SKUs
- ITDM
  - IT Manager/Director
  - CISO/CIO/CTO
  - IT Project Manager
  - DBX Admins

## Discovery Qs

There are 4 areas that will determine if Cloud FastPath is the right solution for a customer: complexity, timelines, resources, and costs. Questions for each of these areas are listed below.

### 1 Complexity

- What are the sources of data? Is there only one source or are there multiple sources?
- How much data needs to be migrated?
- Are you migrating cold data, hot data, or both?
- Do permissions need to be preserved?
- Are there nested folder structures and do these need to be kept?

### 2 Timeliness

- Does your organization have a deadline to complete the migration?
- When does the data need to be migrated by?
- Are these deadlines imposed by a competitive sale?

### 3 Resources

- Is there a person at your organization that will be tasked with planning and executing the migration?
- What type of technical skill level does the person at the organization performing the migration have? Have they completed a migration before? How comfortable are they with this task?

### 4 Costs

- Is this project budgeted?
- What pricing are you seeing from other migration solutions?
- What is a reasonable price for this migration?

## General

- Is your company experiencing challenges transitioning to remote work and leveraging VPN?
- Does your organization have complex sharing permissions?
- How does your team currently collaborate while working remotely?
- How does your organization currently store its data?
- Does your organization have large amounts of data stored across multiple file servers, or various cloud apps?
- How does your company store and access data?

## Talking Points



### Remote Work Campaign

With an increasing number of teams working remotely for extended periods of time, organizations not only need a platform to store their files, but also enable frictionless remote collaboration.

With the Cloud FastPath Data Migration add-on, organizations can move their content to Dropbox so teams can quickly access content without VPN, leverage intuitive sharing features, and connect to other productivity tools to keep remote teams in sync and work moving forward.



### Prospects (Net New Purchase)

Organizations currently not using Dropbox are likely using either using on-prem file servers or competitive file storage solution, including Box, Egnyte, Office 365, ShareFile, or Sharepoint. The Cloud FastPath Data Migration add-on offers an opportunity for these organizations to easily migrate their files from an existing platform to Dropbox to take advantage of smart workspace features and enhanced collaboration functionality to power remote work.

For customers already on a cloud solution, they've likely completed data migrations in the past so we're now showing that Dropbox is removing a key blocker for them to make the transition to Dropbox.

With Cloud FastPath Professional Services QuickStart, prospects who do not have ample internal technical resources to handle an end-to-end data migration can enlist Cloud FastPath for white-glove technical support. This helps reduce the IT burden of data migration and lends Cloud FastPath's expertise in data migration projects for added confidence.



### Existing Customers

Organizations that currently use Dropbox but also rely on legacy systems and file servers likely experience splintered content sharing and friction in team collaboration. With the Cloud FastPath Data Migration add-on, they can migrate content onto one platform to have more control over their team's content while enabling a better employee experience.

With Cloud FastPath Professional Services QuickStart, customers who do not have ample internal technical resources to handle an end-to-end data migration can enlist Cloud FastPath for white-glove technical support. This helps reduce the IT burden of data migration and lends Cloud FastPath's expertise in data migration projects for added confidence.



# Email Cloud FastPath Data Migration Toolkit

## Email 1

**Subject Line:** Data migration made easy

Hi *(first name)*,

With an increasing number of teams working remotely, organizations not only need a platform to store their files, but also need to enable frictionless remote collaboration. We're finding that many customers have challenges in this area, but don't have bandwidth and budget to handle a migration project.

With **Cloud FastPath Data Migration**, you can automate and expedite migrating your team's files and associated permissions so you can move everything over efficiently and safely. And when your team has all their content in one place, you have more security and control and they have a better work experience.

Want to know more about our data migration services?

[\(Insert your customized CTA here\)](#)

**Thanks,**

*(partner rep name)*.



## Email 2

**Subject Line:** Migrate data for seamless remote collaboration

Hi *(first name)*,

Is your current file storage solution hindering remote collaboration?

VPN requirements and complex sharing permissions can cause friction and hinder collaboration among remote teams. Dropbox Business and **Cloud FastPath Data Migration** can help you overcome all of these challenges by migrating your data to the cloud and providing encrypted and secure access to your employees, wherever they are.

Want to know more about our data migration services?

[\(Insert your customized CTA here\)](#)

**Thanks,**

*(partner rep name)*.



### Email 3

**Subject Line:** How Clear Channel saw 5x ROI by moving to the cloud

Hi *(first name)*,

In an effort to provide a secure, enhanced collaboration experience for its end users, Clear Channel stripped 63 servers from 30 markets and moved all their content to Dropbox Business. Migrating 1,200 employees and all of their data to the cloud helped simplify collaboration and free their users to focus on important work.

Migrating to Dropbox enabled Clear Channel to:

- Save 1,400 days of working time per year
- Gain \$677k of financial benefit
- Achieve a 541% return on their investment.

Check out the full **customer story** to find out how Clear Channel successfully migrated to Dropbox and the immediate benefits it delivered to their business.

Want to know more about our data migration services?

[\(Insert your customized CTA here\)](#)

Thanks,

*(partner rep name)*.



## Email 4: Multi- add on selling - Dropbox Secure Collaboration Solution

**Subject Line:** New expanded security offerings with Dropbox

Hi *(customer name)*,

We know security and control is increasingly top of mind for many of our customers, especially with growing remote work demands. In light of these changes, we want to introduce you to the newest security offerings available through the Dropbox Secure Collaboration Solution.

Below are the features we think will be especially helpful for your teams at <insert company name>:

- **Data Governance:** One-click file recovery, 10-year back up, and legal holds
- **Secure eSignature:** An auditable, enterprise-grade way to securely request signatures and sign your most important business agreements electronically
- **Secure Transfer:** Feature to securely send up to 100GB of your company's most important files and folders right from Dropbox (even if the recipient doesn't have a Dropbox account), and easily track analytics on views and downloads

Want to know more about our data migration services?

[\(Insert your customized CTA here\)](#)

**Thanks,**

*(partner rep name)*.



An effective way to qualify leads is to provide a clear Call to Action (CTA) in your email closing. Each email should end with the same CTA that allows leads to indicate if they want to more information. Potential options include:

# 1.

Drive traffic to your company website by adding a hyperlink to your Dropbox Business landing page

# 2.

Create your own Google Request form so leads can indicate they want a call back

# 3.

Create your own **Calendly** link that integrates with your calendar, allowing leads to schedule a call directly

# 4.

Provide your contact information so a lead can contact you directly

 **CloudFastPath Data Migration Landing Page**

 **CloudFastPath One Pager**

 **Dropbox Secure Collaboration 1-pager**



**Secure Collaboration Solution**

## Protect data with greater levels of visibility and control

Superior security and control offerings help safeguard your company's most important data while simplifying team and content management.

**A collaborative workspace that's secure and easy to control**

More than 500,000 businesses and organizations choose Dropbox as their secure collaboration solution to protect data, manage usage, work efficiently, and mitigate risk.

- Dropbox Enterprise**  
Deploy a best-in-class Dropbox experience that fuels productivity and empowers you with increased visibility and controls, including 1-click file recovery with 10-year backup and legal hold capabilities.
- Advanced Team & Content Controls**  
Manage your Dropbox Business deployment with data protection and automation capabilities, visibility and auditability tools, as well as more efficient user management.
- Secure eSignature**  
Request signatures and sign your most important business agreements in an auditable, enterprise-grade way.
- Secure Transfer**  
Send up to 100GB of your company's most important files and folders securely, right from Dropbox, and easily track analytics on views and downloads.
- White-Glove Support**  
Unlock 24/7 support, including 1-hour email response times, as well as proactive guidance from our team of deployment and support experts.

To set up your personalized demo of the Dropbox Secure Collaboration Solution, visit [dropbox.com/business/contact](https://dropbox.com/business/contact).

