Read Me First: Partner Demand Gen Kit—Data Governance

Dropbox has launched a Data Governance add-on solution. DG allows our Dropbox Business customers to recover any file deleted or changed in the last 10 years.

We've designed a new toolkit to help you offer Data Governance add on for your customers. It includes:

- How to have a conversation with your customers—talking points and questions included

- 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**.

Thanks,
The Dropbox Partner Team

How to have a conversation with your customer?

Dropbox

What is it?

Data Governance is sold as an add-on for Dropbox Business and offers our customers 10-year Extended Version History with the ability to create legal holds.

- Placing a legal hold on a team member allows team admins to view and export all the content that's been created or modified by that member.
- Members affected by a legal hold will not be notified of the hold and will still maintain their permissions to create, edit, and delete files.
- Legal hold ensures all versions of "non-deleted" content will be protected and exportable for potential litigation.

Features List and Details

10-year extended version history

- Recover any file edited or deleted within 10 years*
- Guarantee all versions of non-deleted content will be available for audit and compliance within 10 years*
- *10-year period begins the day you add EVH

Legal holds

- Create holds for up to 100 members per hold
- Securely export your hold as a direct download .zip file
- Easily filter your export by user, file type, date range, or latest file versions

Benefits?

- Customers will have peace of mind that all file versions, including deleted versions, will be available for security or legal review
- Customers can reduce costs by no longer needing to use a 3rd party tool for legal holds
- Data Governance makes Rewind more valuable (can Rewind more than 180 days)
- Legal holds can reduce the burden on IT of having to manually prepare documents for audit or litigation

Regulated and often litigated organizations:

- Legal
- Real Estate
- Construction & Engineering
- Energy
- Media (sued a lot)
- Consulting & agencies

Job Titles

- **IT Admins** often carry out a hold request for the legal or HR department. So they focus on how to make placing and exporting a hold more efficient and less manual. IT may purchase Data Governance for peace of mind incase something happens in the future.
- **Legal counsel** (in house and/or external)/E-discovery specialist handle the process of refining and exporting data for litigation and can take the business case to IT.
- **Finance/Compliance/Forensics** teams can ensure that the correct data is being held for potential litigation

Audience Criteria

- SMB/MM (under 1,000 employees) are a better fit than large enterprises because incremental cost isn't that much
- Companies that have needs around data management, security and compliance
- Companies that may need a more cost-effective and light-weight legal hold workflow and don't want to have to manage legal holds manually

Discovery Qs and Talk Track

Discovery Questions

- Tell me about the length of your projects?
- Do you have a need to recover or audit files and file versions beyond 180 days / six months?
- How often do you have to go back and recover files and information? Is this for multiple teams? How long does this take?
- Is your organization subject to any regulatory policies around data retention?
- Have you ever been audited? What were you asked to provide?
- Do you have any patents that could be disputed?

Clarifying Questions

- Have you ever used Dropbox Rewind? Could you go back far enough?
- Are you familiar with the benefits of having legal holds?
- Do you use a 3rd party for legal holds right now? How is that going?
- How many holds would you do in a year? on a specific team?
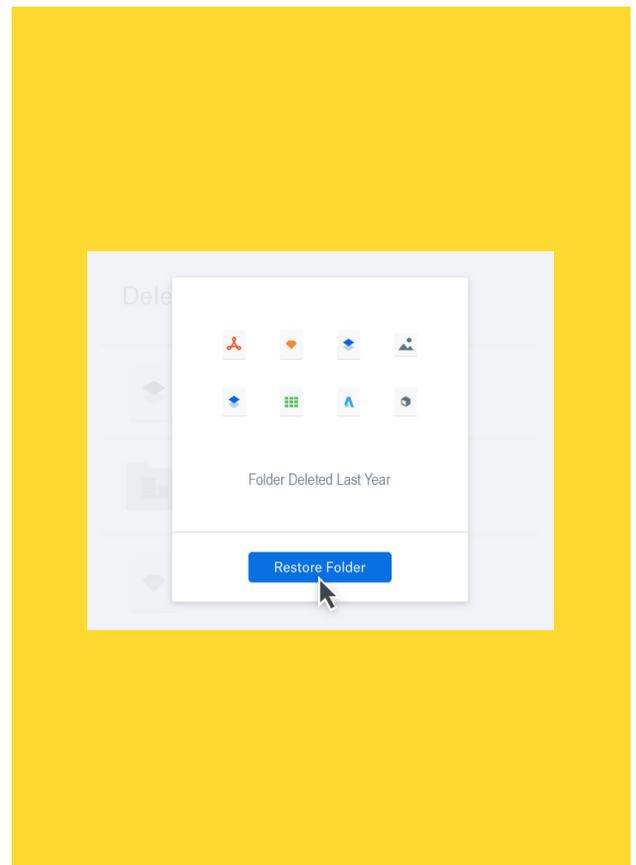- What is at risk if you can't prove you're not doing any wrongdoing within dropbox?

Talk Track

Data Governance is an expanding set of features and we should talk to our customers about this as an expanding suite of tools that is still in v1, and hence price it as v1. We want our customers to come on this journey with us! Locking in a price now will deliver even greater value as new features are added.

Currently Data Governance includes EVH and Legal Holds, basic features that enables content to be held on a user basis.

Legal Hold ensures that content cannot be deleted for the purpose of audit or compliance, regardless of litigation being involved. While many customers have used UVH as a proxy for holds, UVH does not guarantee a permanent deletion is prevented and does not produce an easily consumable and transferable briefcase of held documents. Exporting documents required for audit or compliance would be arduous, if not impossible, if done manually. The export in legal hold easily produces a package that can be searched, across ALL versions, and accessed.

EVH guarantees all versions of "non-deleted" content will available for audit and compliance in the future. Legal Hold ensures it's protected and exportable now.

Dropbox

Email Data Governance Toolkit

Email 1

Subject Line: New Data Governance solution helps your customers get ahead of litigation

[hold any campaigns until after external announcement on 16-Nov]

Hi *(first name)*,

Dropbox now has a solution that will allow your Customers to upgrade your data governance strategy with Dropbox Business.

The Data Governance Add-On allows customers to achieve peace of mind that their file versions will be available for security or legal review.

Retain and export data: Create legal holds to preserve files that users edit or delete

Maintain peace of mind: Retain data with 10-year extended version history and guarantee all versions of content will be available in the future

Stay in compliance: Create policies that define how long content must be kept for

Reduce risks and costs: Protect sensitive company files with enterprise-grade security features

Are you free on *(insert day/time)* to discuss how you and your customers can benefit?

Best,

(partner rep name).

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PLACEHOLDER

Email 2: Multi- add on selling - Dropbox Secure Collaboration Solution

Subject Line: New expanded security offerings with Dropbox

Hi *(first 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 hold
- **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

I'm happy to get on a quick call to provide more detail about any of these offerings and see how we can best support you and your team. Look forward to hearing from you!

Thanks,

(partner rep name).

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PLACEHOLDER

Call to Action Guidance

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

Resources

Data Governance helps IT navigate compliance

Dropbox Business

Data Governance helps IT navigate compliance efficiently

As part of our commitment to providing you the space you need, we now have solutions that allow you to retain all versions of your documents for up to 10 years.

New Extended Version History (EVH) and Data Governance product offerings make it easy for IT admins to manage, secure, retain, recover, and audit company data.

- **Quickly recover documents** that were accidentally deleted.
- **Efficiently set up and place holds** on a user, even retroactively.
- **Easily export a hold as a package** that can be tracked and searched across all versions.
- **Get version history past 180 days** for teams that work on long-term projects.

Easily manage data with new extended product offerings.

Extended Version History*
- Recover any file edited or deleted within 10 years*
- EVH guarantees all versions of non-deleted content will be available for audit and compliance within 10 years*
  *10-year period begins the day you add EVH

Data Governance
Extended Version History
Legal holds
- Create holds for up to 100 members per hold
- Easily filter and export as direct download .zip file
- Export by user, file type, date range, or latest revisions

Create legal holds without disrupting user workflows, and reduce the manual burden with a fast, easy way to create a hold.

1. Request
IT receives the request for hold on an individual user.

2. Place
IT uses the admin console in team settings to place the hold.

3. Turn on
Hold starts immediately and can begin on a past date.

4. Export
IT admin exports a summary with just a few clicks.

To set up your personalized demo, visit dropbox.com/business/contact.

New Data Governance offerings help teams get ahead of litigation

Dropbox Business

New Data Governance offerings help teams get ahead of litigation

With 10-year Extended Version History (EVH) and legal hold offerings, **finance and legal teams** can ensure important data is being held, for potential litigation or simply for tracking.

Easily access the file versions you need

Extended Version History*
- Recover any file edited or deleted within 10 years*
- EVH guarantees all versions of non-deleted content will be available for audit and compliance within 10 years*
  *10-year period begins the day you add EVH

Legal holds
- Create holds for up to 100 members per hold
- Easily filter and export as direct download .zip file
- Export by user, file type, date range, or latest revisions

Retain, recover, and review files quickly

- Place **legal holds on specific users**, in advance or retroactively, to collect all versions of content they create or edit over a specific period of time.
- Easily **refine and export data** for discovery and delivery in litigation matters.
- IT places holds, so team workflows are not disrupted.

To set up your personalized demo, visit dropbox.com/business/contact.