



Driving business value with the new Dropbox

Our newest product enhancements include an improved desktop experience, greater integration with cloud content, and deeper enterprise partnerships. Dropbox customers will realize a faster time to value and speedier end-user adoption.


New Desktop Experience (Desktop App & Assistant Tray)

Groups	Challenges addressed	The new Dropbox	Value drivers 
End users	Distributed productivity tools increase time spent on search and coordination	<ul style="list-style-type: none">• Personalized and intelligent access to your most important content and calendars• Quickly check status of shared work• Suggested files feature recommends content based on your activity and who you work with	<ul style="list-style-type: none">• Less time spent on searching for content and switching to various productivity apps• Greater ease of use and adoption• Improved team and project coordination
IT	Change management process extends time to adoption upon a tool deployment	Adaptive content creation provides an improved, less-proactive user experience	Less time spent on deployment and training efforts, providing increased time to value

Cloud content (G Suite, Office 365)

Groups	Challenges addressed	The new Dropbox	Value drivers 
End users	Restricting versatility and limiting flexibility of tools reduces efficiency	<ul style="list-style-type: none"> • Create, update, and share cloud documents in Dropbox and manage them in your folder hierarchy • Manage access rights from one central location 	<ul style="list-style-type: none"> • Less time spent mining for content • Less time spent collecting feedback • Less confusion when managing access to specific documents
IT	Content and productivity silos reduce utilization of existing tools	Central storage / single source of truth for all local and cloud-based files	Increased utilization of existing productivity tools, improving return on those investments

Deep Partnerships (Slack, Zoom)

Groups	Challenges addressed	The new Dropbox	Value drivers 
End users	Increased time spent navigating the multiple solutions where collaboration and work take place (Zoom, Slack)	Message directly on Slack or start a Zoom conversation from a Dropbox file	<ul style="list-style-type: none"> • Less time spent navigating different applications • Less time waiting on project feedback and updates • Decreased project cycle time
IT	Content and productivity silos reduce utilization of existing tools	Deeper integration with Slack and Zoom further enhances enterprise offerings to end users	Utilization of existing productivity tools, improving return on those investments