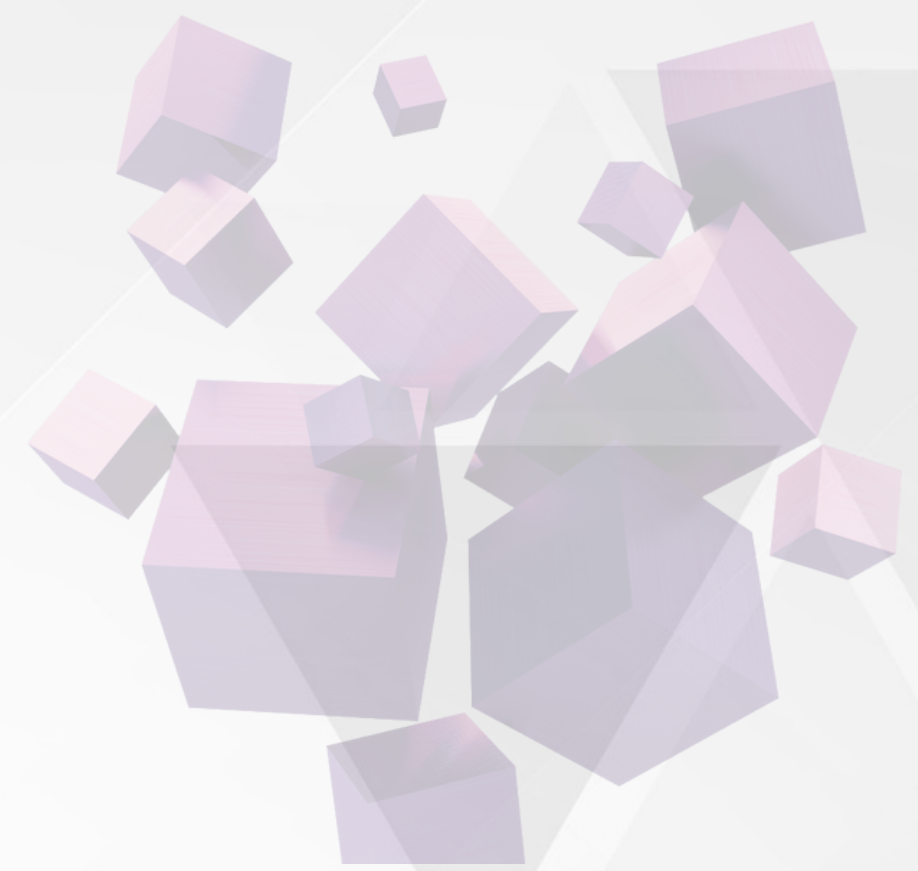


DROPBOX

SAAS PLATFORM

Empowering Your Team with Seamless File
Sharing and Collaboration

Presented By
Aashish Jha
(Dep. Of computer Engineering)



APP SPOTLIGHT



CLOUD-BASED

Revolutionizes the way teams work together by providing seamless access to files and fostering real-time collaboration.



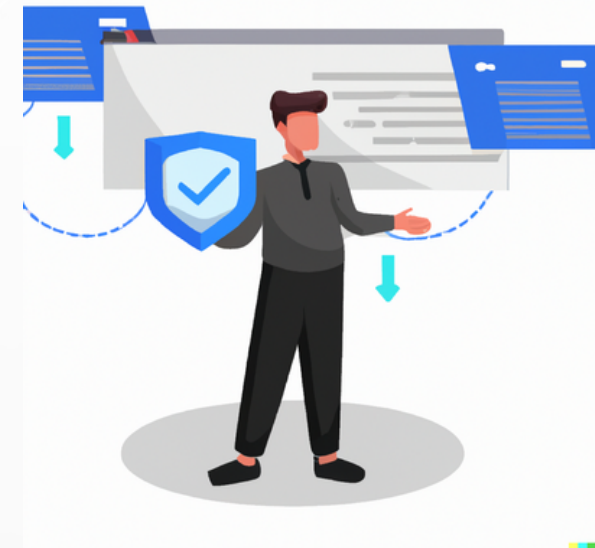
GROWTH

Increase from 600 million users in 2023 to 675 million users in 2024.



MARKET

Dropbox, with a 27% market share, is a preferred choice for individuals and businesses seeking reliable file storage and collaboration capabilities.



NEEDS

Ensures quick decision making, Securely share sensitive documents, collaboration and version control.

ORGANIZATIONAL: SWOT ANALYSIS

STRENGTHS

- Web uploading and publishing services
- Ease to store, share and access data
- Synchronization and backup services
- network effect with large user base

WEAKNESSES

- Limited free storage
- Lack of servers
- Low integration

OPPORTUNITIES

- Business partnership
- Social media networks
- R & D for new features

THREATS

- Security concerns
- Customer churn
- Price wars

DROPBOX ENTERPRISE: UTILIZATION

Usecase and Features

- **Share files eg. share contracts, presentations, marketing materials, etc.**
- **Backup important files.**
- **Collect and manage work from team members.**
- **Secure share files with clients and vendors.**
- **Employee has more control over the data.**
- **Administer user permissions and data security.**
- **Increased collaboration and productivity.**

CASE STUDY

By Nur Luthfiah, university of Makassar, 2016

- Research Question:

“Can Dropbox significantly improve employee onboarding experiences, collaboration across teams, and overall workflow efficiency within a company?”

- Key Findings:

- 1.Scattered Documents
- 2.Difficulty in sharing and collaborate
- 3.Data Breaches
- 4.Storage Capacity
- 5.No backup and recovery
- 6.Difficult to maintain consistency

“These problems can be solved by using SaaS platforms like Dropbox”



THANK YOU

CONCLUSION

By implementing Dropbox and fostering its use within the organization, companies can expect significant improvements in employee onboarding, collaboration efficiency, and overall workflow.



aashishjha8008@gmail.com