

SAAS PLATFORM DROPBOX

Empowering Your Team with Seamless File
Sharing and Collaboration

Presented By
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OVERVIEW



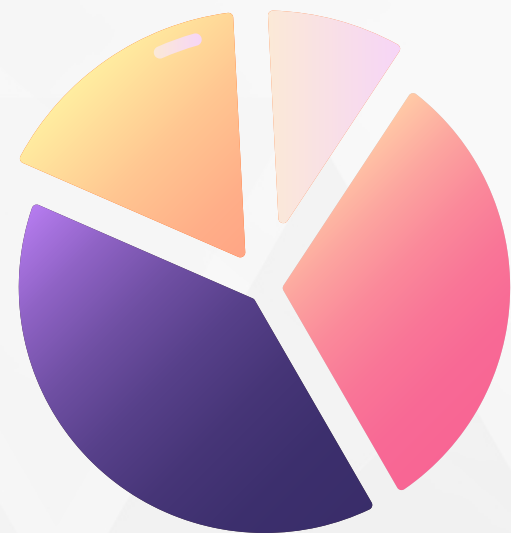
CLOUD-BASED

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



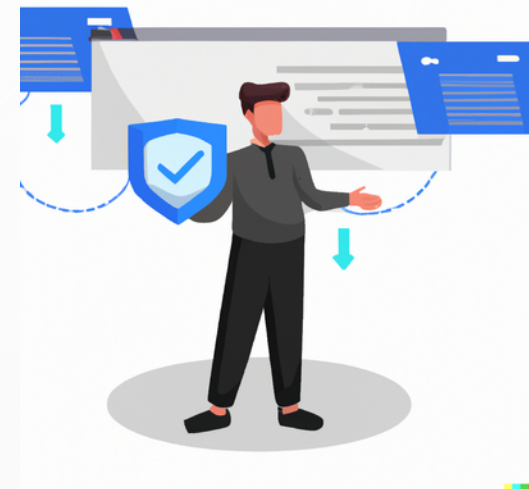
GROWTH

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

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 own servers
- Low integration

OPPORTUNITIES

- Focusing on the corporate clients all around the world
- Business partnership
- Social media networks
- R & D for new features

THREATS

- Security issues
- Increased customer churns
- Price wars

DROPBOX FOR ORGANIZATIONS

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, 2023**

- **Research Question:**

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

- **key Findings:**

Without these services,

- 1. Documents are scattered across individual computers, drives, or email attachments**
- 2. Difficult to share large files or collaborate**
- 3. High risk of data breaches**
- 4. Limited 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.



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