



**Free your SMB
customers from
legacy tech
with Dropbox
Business**

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Introduction

Help your SMB customers shift their focus from cumbersome on-premise infrastructure to content-based collaboration, granular admin controls, and mobile working across teams. With Dropbox Business, your customers move beyond legacy file tech.

This campaign guide for Dropbox partners is designed to help you:

- Highlight industry trends and success cases of migrating to cloud services
- Show how a customer would effectively move from legacy tech to Dropbox, and the added benefits of using Dropbox
- Provide education around the commercial benefits of selling cloud services rather than on-premise hardware



File server modernization campaign overview:

Core campaign message

Free your SMB customers from the legacy tools that hold them back.

Target audience

- Organizations with less than 250 users
- Teams and organizations
- IT decision makers

Main customer pain points

With Dropbox Business, your SMB customers can:

- Reduce hardware and support costs
- Save the time and hassle of having to maintain hardware and manage user tickets stemming from difficult-to-navigate server structures
- Enable flexibility and enhanced capability for their teams and businesses across verticals

Why you should team up with Dropbox

- Make recurring revenue on Dropbox Business subscriptions and services around them
- Diversify the solutions you provide and develop a strong cloud transformation story for your customers
- Address common customer pain points while making higher margins on cloud solutions



File server modernization campaign messaging framework

- Shared folder technology helps teams easily share and set access permissions to folders and files that are shared internally or externally
 - Dropbox Business offers the space customers need to upload files of any size from most devices
 - Smart Sync enables teams to keep secure company data in one, easily accessible place
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Teams work more effectively than ever before. They can focus on getting work done.

Your customers' workflows shouldn't be burdened by legacy tools and technology.

Dropbox Business increases mobility, flexibility, and speed. Customers no longer need to worry about connecting to a VPN.

Help customers remove the restraints that hinder flexible collaboration

Dropbox removes the limits that old technology places on your workflows. Technology is no longer an obstacle.

Customers can reduce infrastructure costs, which means they can also decrease management overhead and minimize risk.

Directly impact business outcomes and produce results. Grow your business more quickly.

Now, there's less headache and less process for your customers.

Increased productivity and enhanced capability to collaborate means better business results.



Why your customers choose Dropbox Business for file server modernization:

1. Work anywhere, anytime

Dropbox makes all files securely available, wherever your customers are, without complicated and expensive VPNs. And, teams can even collaborate offline.

2. Stay in sync

Enable customers to share files with their team, partners, and external clients. They can stop worrying about who has which version—with Dropbox, everyone is always in sync.

3. Integrate with apps—quickly

Dropbox works without limitations on all the devices your customers' teams work on, including Mac, PC, Android, and iOS. Dropbox easily integrates with existing applications, too, so it doesn't interfere with the way work gets done.

4. Protect customer data

Customer files get an instant upgrade in protection, because everything put in Dropbox is stored on a distributed, reliable cloud infrastructure. Teams can work without worry knowing that a backup copy is made every time a new version of a file is saved.



Execute your own file server modernization campaign in a few simple steps:

Step 1

Familiarize yourself with campaign messaging framework and purpose.

Tactic

Apply file server modernization campaign messaging to your website, landing page, or marketing assets to generate interest in Dropbox Business and attract SMB customers.

Description

Communicate the value of Dropbox Business as solution to boost productivity and keep sensitive data safe—while also reducing investment in costly hardware and management costs.

Marketing and sales resources available to you

Here are some file server replacement campaign sound bites that you can pull from and leverage in your marketing efforts, including:

- Social media posts
- Customer or company newsletter promoting new services
- Emails being delivered to prospects and/or customers



- 01 Dropbox replaces your old tools, meets you where you are by integrating with your existing workflows, and helps push your business forward by finding innovative ways to get work done.
- 02 Dropbox Business is more than just a file server. With Dropbox, you can enhance the experience of doing work by focusing on content-based collaboration.
- 03 The landscape of tools, solutions and systems used by businesses is broad, varying by capability and complexity, as organizations grow from small to large. Dropbox Business is the right solution to displace outdated on-premises tools, and empower organizations to be more flexible and productive.
- 04 As the world's leading collaboration platform and most popular file sync and sharing solution, Dropbox Business can drastically improve productivity. Benefits include remote working and file access, ease of working with people outside your organization on files, more effective team collaboration, and much more.
- 05 Dropbox is the fastest solution. On average, it syncs files 5 times faster than the competition. This becomes a must-have when you're talking about the cloud solution becoming the host for all your corporate information, and when you want to remove friction from employee workflows so they can get work done.
- 06 Dropbox is integrated to employee-facing applications like Microsoft Office, Adobe Document Cloud, Salesforce, Slack and many others. Dropbox becomes the connective tissue that binds people and platforms together—all while IT admins maintain complete governance, visibility, and control.
- 07 With Dropbox, you can focus on content-based collaboration, gain granular admin controls, and facilitate mobile working across their teams.
- 08 Reduced labor and admin, eliminate hardware acquisition and operating costs, improve remote access over VPN, and protect critical information with Dropbox Business.



Step 2

Generate awareness for Dropbox Business for file server modernization.

Tactic

Reach out to your customers and prospects to highlight the value prop of Dropbox Business for file server modernization.

Description

Save your business from legacy tech ebook takes your customers on an interactive journey that builds the case to replace outdated tools with Dropbox's flexible storage system.

Leverage the journey to the cloud poster to educate your prospects and customers on the evolution of how data is stored and migrated.

Marketing and sales resources available to you

1. [Save your business from legacy tech ebook](#)
2. [Journey to the cloud poster](#)



File server replacement email templates for partners

Email template 1

Purpose: Tell the file server replacement story to your prospects and customers and generate interest.

Subject line 1: Save your business from legacy tech with Dropbox Business

Subject line 2: Free your company from on-premise infrastructure

Subject line 3: Use Dropbox Business to solve your file server needs

Hi [Insert Prospect or Customer First Name here],

As you know, legacy servers and programs are a problem for companies like yours across the board. According to a 2017 ITIC survey, 47% of SMBs say that one hour of downtime can cost their firms \$100,000 in lost revenue and end user productivity.

That's why we put together a new interactive ebook focused on the Dropbox Business solution. After answering four simple questions, you'll get a customized business case that makes the argument for replacing outdated tools with Dropbox's resilient cloud-based file storage and sharing system.

Feel free to reply back to this email and I can answer any questions you have about how Dropbox Business can work for you.

Thanks,

[Insert First Name here]

[Insert Company Name and Contact Details here]



Email template 2

Purpose: Follow up with prospects or customers and gauge the opportunity to migrate important files to Dropbox Business.

Subject line 1: Let's talk about file server replacement with Dropbox Business

Subject line 2: What's holding your company back? Let's talk.

Subject line 3: Dropbox Business can empower your team—and reduce hardware costs

Hi [Insert Prospect or Customer First Name here],

I would like to set up a call to discuss the legacy systems that may be holding you back and how Dropbox Business can help your team work more effectively. How does [Insert Day and Time here] work for your schedule? If there is another time that is better for your schedule, please let me know.

I look forward to speaking with you soon!

Thanks,

[Insert First Name here]

[Insert Company Name and Contact Details here]

PS I thought you might find this poster interesting—it's all about the evolution of storing and sharing data.



Step 3

Set up a discovery meeting with customer and gauge the opportunity.

Tactic

Follow up with your customers to evaluate interest and opportunity for Dropbox Business as an alternative to legacy on-premise file solutions.

Description

Once you've scheduled time with a prospect or customers, use qualifying questions to gauge the opportunity to implement Dropbox Business for file server modernization.

Marketing and sales resources available to you

Here are some customer qualifying questions/conversation topics to get you started:

Question 1: How do your team members access and share large files while working remotely?

Question 2: If your server failed, how would your business be affected?

Question 3: Can your team easily share and collaborate with remote colleagues and external partners without worrying about multiple versions and sharing very large files?

Question 4: What are the technology modernization priorities of your business, and do you have a roadmap?



If you have any questions please reach out to your partners sales representative.

For specific questions about the Dropbox Reseller Program,
please reach out to partners@dropbox.com.

