Dropbox Business

More action, less distraction

How Dropbox is working to make the workspace more productive

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Imagine a smarter workspace

What would the impact be on your team?

What if all the content and tools people used for work were in one place, so everything was easily accessible? Imagine the impact on your employees' productivity if your colleagues could focus on the work that matters most without distractions like switching between platforms, apps and content types.

What if all the people and conversations associated with a file or project were centralized? Think of the improvements to collaboration across your business if the context for everyone's work was right in front of them. You could help people stay in sync, rather than expect them to rely on fragmented communication channels. You could have a connected workspace, regardless of location.

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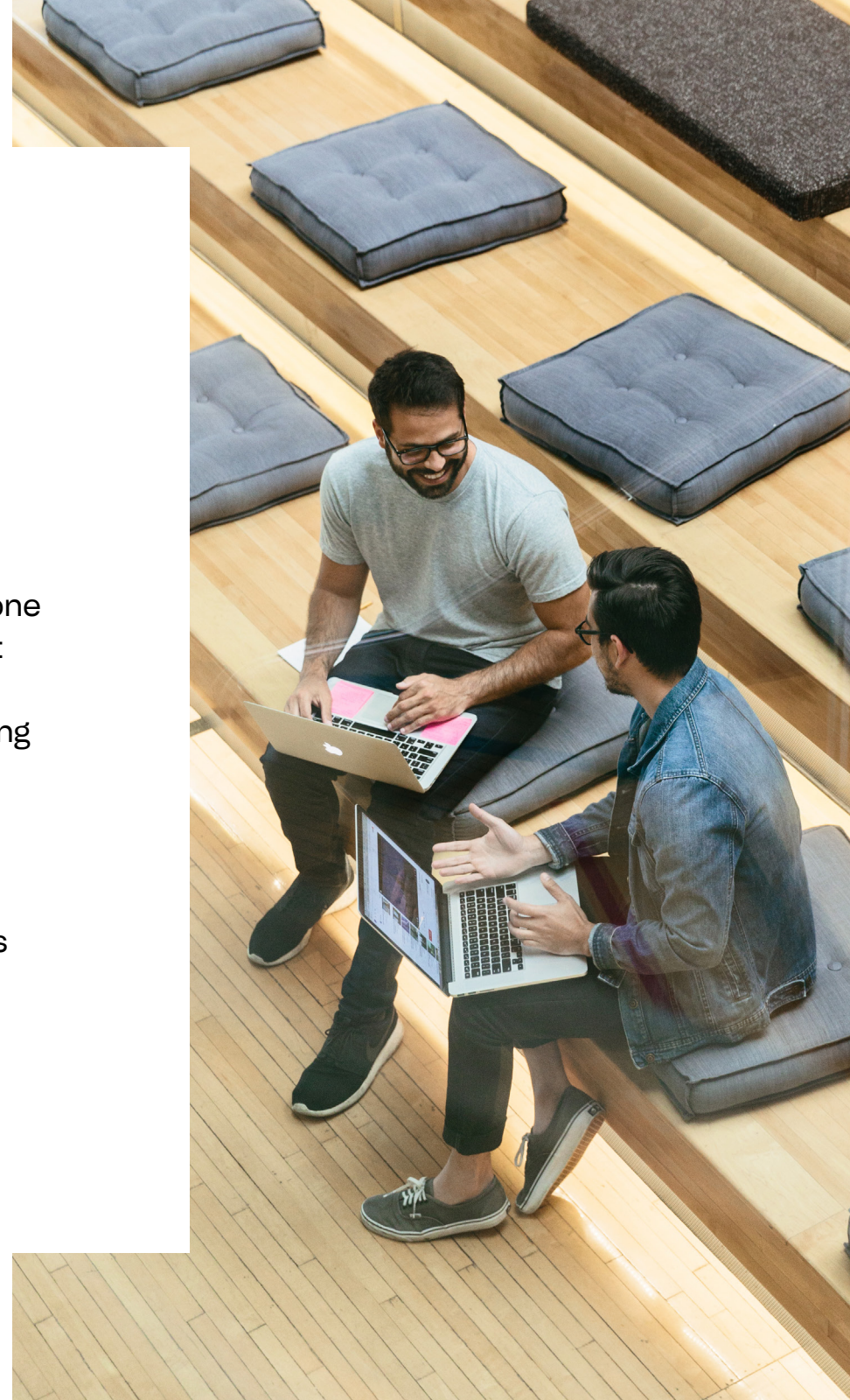
And what if the powerful technology your business has paid for—whether it's sitting on desks, in coffee shops, or in your colleagues' hands—proactively made things easier for them, with machine intelligence cutting through the clutter and using smart recommendations to bring what matters most to the surface? No more searching for content that's pertinent to a meeting or which might be relevant to a document you're editing, without searching for it.

It's clear that a smarter workspace has the potential to have a hugely positive impact on a team's productivity and the bottom line of a business. Thankfully, the smart workspace is not something that needs to be left to the imagination. With Dropbox Business, you get so much more than just increased secure file storage for single users. You get a space where your team's files and cloud content are brought together in a single space so your teams can continue using the tools they love most.

In short, Dropbox Business helps you provide your team with an agile working environment that helps keep them organized, focused and in sync.

[1] https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy

28%

Currently, the average interaction worker spends 28% of their day on unproductive tasks.[1]

Becoming more organized

Creating a workspace that cuts out the chaos

It's time to accept it. For many of us, the unproductive workweek has become all-too common. Wrestling with chat threads, status updates and multiple file types is just the tip of an ever-growing iceberg. Teams are siloed yet global, creating obstacles to collaboration that were not present for previous generations. Employees are, on average, spending 20 percent of their workweek looking for internal information and 28 percent managing email.[2] It will come as no surprise that in a typical working day, employees are switching between an average of 35 tools to access information and do their jobs.

At the same time, it has become increasingly accepted that businesses get the best from people if they allow them to use the tools and services they are most comfortable with.

[2] https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy

Multiple communications tools used for distributing and receiving content and multiple storage services have led to scattered content and a siloed workspace.

A place where information either isn't or can't be shared efficiently and effectively, the siloed workspace affects the way a business operates in many ways. It can lead to anything from duplication of work and effort through to a disjointed customer experience and disillusionment with your brand. Colleagues that don't work in unison can result in 'us vs them' mentalities, ring-fencing of information and subcultures that reflect the ideals of department managers rather than the vision of the business. This lack of focus often leads to a disorganized, chaotic work environment and a business populated by unhappy, cynical employees.

> "There are so many upsides to implementing a collaborative working culture, and the businesses who recognize this and take timely action to encourage it, will find themselves ahead of those who fail to recognize its importance."
>
> **Dropbox, Vanson Bourne 'The State of Collaboration' report.**

The bigger the business, the bigger the appetite

Companies with over 2,000 employees surveyed by Okta were deploying an average of 163 apps within their business

Okta, Businesses at Work 2019

But businesses can support choice and be organized. The key is not to force people to use specific tools and services, but rather ensuring access to all of them is simple, easy to find, and in one place.

The need for simplification doesn't just apply to ease of access. Technological diversification has led to more features and customization for the end user but also complication and confusion for teams, who now find themselves in the unenviable position of having more work to do than their predecessors. A tangle of different security and settings configurations is a recipe for a headache of epic proportions.

A single place for all your content means that whether you are in London, Lisbon or Los Angeles, you'll have easy access to whatever you need. With less switching between tools, folders and shared drives, your team will have more time to work on what really matters.

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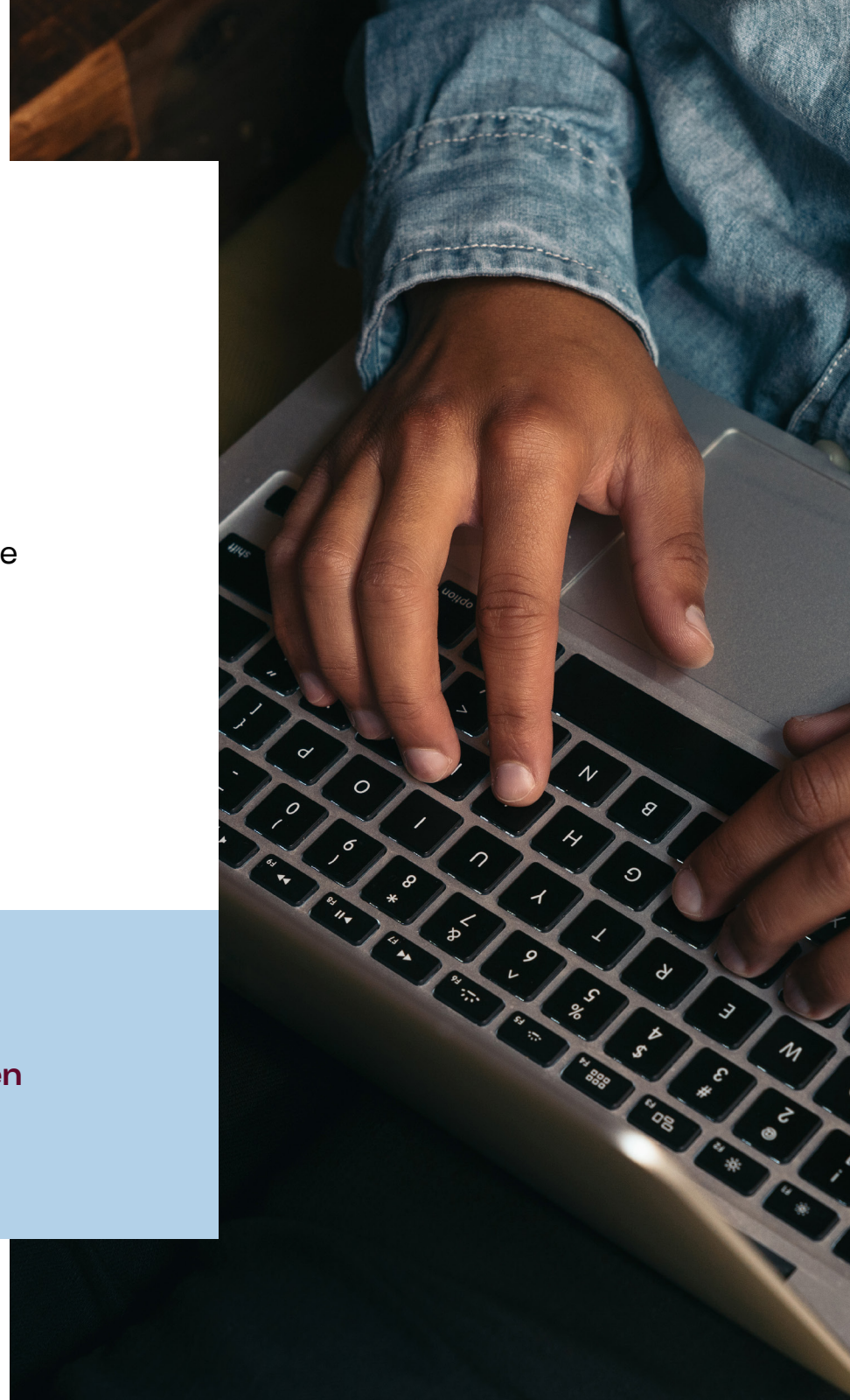
Be More Organized

Dropbox Spaces

Transform your folders into connected workspaces, with PowerPoint docs living next to your Google docs.

Folder suggestions

This intelligent feature learns and improves the more you use it, giving you suggested folders based on your activity.

Starred content

Get to work fast by accessing starred content right from your desktop.

Search enhancements

Search text within files and folders, and across your cloud-based files.

File previews

Preview files in high definition from your desktop, without needing to install the source app.

G Suite and Dropbox Paper integration

Create new files directly from Dropbox, which now includes G Suite and Paper.

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Staying Focused

Fostering a focused way of working

The rise of instant messaging tools, the seemingly unavoidable pervasiveness of email and the proliferation of online storage services means today's worker is switching between apps, files and folders 'every six minutes'.[3]

The upshot? A deluge of notifications, a cascade of open applications and an end-user furiously alt-tabbing their way through their working day.

The result of this isn't just an overwhelming of the senses. Businesses are now having to deal with the realization that the technology they brought in to boost productivity, gain efficiency and streamline processes is not helping, but actually hindering focus.

[3] https://www.dropbox.com/s/qlarz3wxqsvhann/DB-VB-Report-digital_FINAL

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A recent report focusing on collaboration in the workplace found that business leaders felt they spent an eye-watering 28% of their time on tasks that do not add critical value to the business.[4] And a study by Asana has found that the general workforce is spending 60% of their time on work that adds no critical value to the business, the equivalent of Monday to Wednesday every week.[5] This isn't just a case of not working smart, this is a case of the way in which we function within the workplace not working. A focused workforce, unshackled from the straight jacket of unproductive work, doesn't just add to the bottom line. With more time, teams can be more strategic, more efficient with their problem solving and dedicate more resources to business-critical pursuits.

We've developed Spaces, part of Dropbox Business, to help you focus on the most important tasks at hand without unwanted distraction. Smart folder suggestions, calendar integrations and team highlights help you to focus on your most important work without breaking stride.

Being interrupted is exhausting

Workers who are frequently interrupted reported 9 percent higher exhaustion rates, almost as high as the 12 percent increase in exhaustion due to work overload

International Journal of Stress Management, 2013 [6]

[4] https://dropboxbusinessblog.co.uk/dropbox-is-transforming-work-as-the-worlds-first-smart-workspace

[5] https://www.inc.com/rebecca-hinds/3-easy-ways-to-eliminate-unproductive-work-about-work-from-your-day.html

[6] https://trainingmag.com/6-jaw-dropping-facts-about-workplace-interruptions-and-what-you-can-do/

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Stay Focused

Commenting

Collaborate in real time by creating, viewing and resolving comments alongside your files.

Recent activity view

Stay on top of what's happening with a folder-level view that shows the most recent comments and file changes.

Slack without extra steps

Easily find the files you use most and share them directly from Dropbox into Slack without extra steps.

Integration with Zoom

Add or join Zoom meetings, present content and keep track of all of your work - all from Dropbox.

Getting in Sync

Make global collaboration easier than ever

Collaboration is a top priority for enterprises, and management are tasked with providing the tools and services that help people stay in sync. However, the globally-networked modern business faces challenges around coordination and collaboration that companies of the past may not have faced.

Without synchronized workflows, your employees are not working with optimal efficiency. The popularity of remote working has exacerbated existing workplace issues such as document version control, whilst creating new challenges around creative collaboration.

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Working in a truly global business gives today's workforce the challenge of communicating with colleagues across multiple time-zones. The mass adoption of instant-messaging and video-conferencing applications have allowed business to conduct projects with staff in locations as geographically disparate as San Francisco and Tokyo. However, geographical and cultural preferences will dictate that the apps and cloud services used in one locale may not correlate with those in another.

💬 **"At Moleskine, the tools that help us work in an agile way are Dropbox Business, Dropbox Paper, Zoom and Slack. It allows us to get the very best people over the world working together. It doesn't matter where they are, what time zone; they can be doing their very best work and making great products."**

Ben Hamey, Director of Moleskine Digital Studio

Lack of synchronization is powering a lack of productivity

'Overall, employees spent only 28 percent of active work time in structured applications. This means that not only do employees spend the largest amount of time outside of the most productive programs, but structured applications are insufficient for productivity on their own.'

Demistifying the desktop, Pega, 2018

Scattered communication channels can mean that colleagues within the same business are using incompatible applications and software, producing files that sit across multiple formats. And this is an issue that affects every department, from sales to HR, and from media to marketing. Formatting issues, unviewable documents and resultant downloads are just some of the symptoms of an unsynchronized workforce, and contribute to unnecessary lost time, frustration and needless distraction, throughout an organization.

With everything you and your teams need in one place, Dropbox Spaces allow your organization to collaborate in a seamless, stress-free way. Consign compatibility issues to the past and add structure to the way you work by syncing your workforce to the apps, software and documents they need.

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Get in Sync

Calendar integration

View upcoming appointments, join meetings and attach files right from your desktop.

Integration with Slack

View Slack activity around your files from all your devices to stay informed of the latest updates, even on the go.

Integration with Trello

Directly add a file to an existing Trello card, or even create a new card, all without leaving Dropbox.

Manage access rights

Granular file permissions give you the power to control who accesses folders and files, and what access they have for each one.

Integration with Zoom

Join Zoom meetings right from the content you are working on inside Dropbox.

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The smart workspace

3 ways to make the workspace more productive

Be Organized

Keep a single place for all your content with the new Dropbox desktop application.

Stay Focused

Focus on your most important work with smart folder suggestions, calendar integrations and team highlights.

Get in Sync

Get coordinated across your team with deep integrations with Google, Slack, Zoom, Trello, HelloSign and more.

Conclusion

And there you have it: 3 ways to make your workspace more productive. From working within a single space that hosts all your content with the new Dropbox desktop application, to staying focused on your most important work with smart folder suggestions, and getting coordinated across your team with deep integrations with Google, Slack, Zoom, HelloSign and more.

Want to learn more?

Visit **dropbox.com/smart-workspace**

Contact us to learn how Dropbox
can power collaboration for your team.