

Focus on
the work
that matters

 Dropbox Business





Our ability to focus is broken





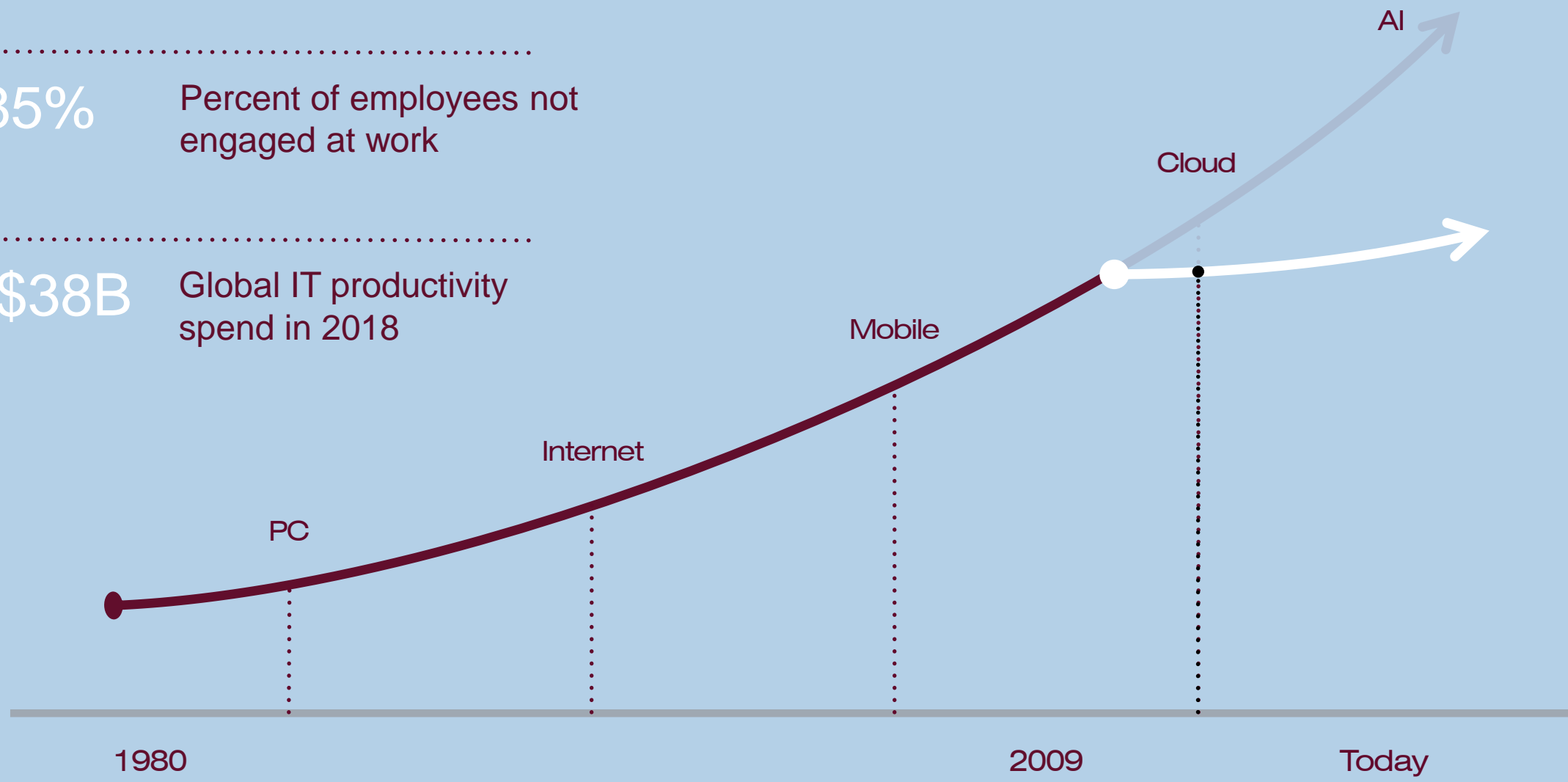
Worker productivity is plateauing

85%

Percent of employees not engaged at work

\$38B

Global IT productivity spend in 2018



*World Economic Forum



Over 60% of our time is wasted
on work about work



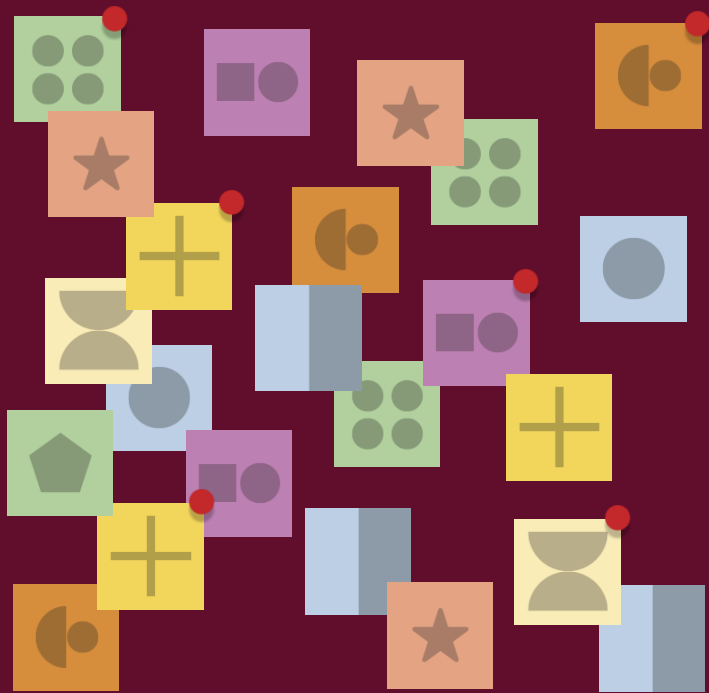


How can we fix this?



The consumer world is showing us the way

More



Smart





NETFLIX

Smart recommendations

More channels



NETFLIX ORIGINAL
STRANGER THINGS

95% Match 2017 2 Seasons 4K Ultra HD 5.1

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows

Popular on Netflix

- NETFLIX STRANGER THINGS
- NETFLIX okja
- NETFLIX GLOW
- NETFLIX 13TH
- NETFLIX Master of None

Recently Watched

- NETFLIX CLUB DE CUERVOS
- NETFLIX PUNISHER
- NETFLIX BRIGHT
- NETFLIX THE CROWN
- NETFLIX NETFLIX TABLE



Google



Smart targeting






More ads



Google Ads 1-800-877-2981 Sign in Start

Overview How It Works Cost

cars for sale near me  

 All  Shopping  News  Maps  Images More Settings Tools

About 1,090,000,000 results (1.07 seconds)

Carvana® Used Cars | Cars For Sale Online | carvana.com

Ad www.carvana.com/Used-Cars

Get Pre-Qualified To See Your Real Terms And Actual Monthly Payments For Every Vehicle! Find The Right Used Car For You. Search By Make, Model, Price, Mileage And More!

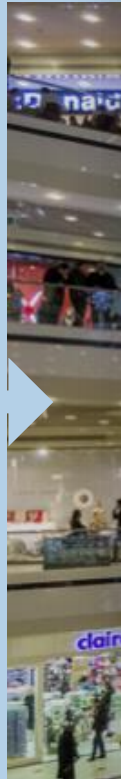
| | |
|---|---|
| Sell Us Your Car Get An Offer Within 2 Minutes, No Pictures Or Inspection Needed. | Find a Car Every used vehicle at Carvana goes through a 150-point inspection. |
|---|---|



STITCH FIX

Smart shopping

More stores



The screenshot shows the Stitch Fix website homepage. At the top, there is a navigation bar with 'STITCH FIX' on the left and 'Women', 'Men', 'Kids', 'Style Guide', 'FAQ', 'Gift Cards', and 'Sign In' on the right. The main content area features a large hero section with the heading 'Personal Styling for Everybody' and the subtext 'A great wardrobe starts with your perfect fit. Our Stylists discover clothing for you, hand-selected for your unique size & style.' Below this is a red 'GET STARTED →' button. To the right of the text is an image of two clothing racks filled with various garments. Below the hero section are three category tiles: 'WOMEN →' (Offering sizes 0-24W (XS-3X), Petite, Plus and Maternity), 'MEN →' (Offering sizes XS-3XL, waist 28-48" & inseams 28-36"), and 'KIDS →' (Offering sizes 2T-14). Each tile includes an image of clothing items and a small box icon.



Stakes in the workplace are
higher — especially in the
knowledge economy

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Those who can focus will win. Those who can't will lose.

“The average knowledge worker consequently loses 2.2 hours of productivity per day to distractions and recovery time. And email, the web, instant messaging, and interruptions in knowledge work cost the US \$588 billion per year.”



Why hasn't anyone solved this?



#1 Walled Gardens are more profitable

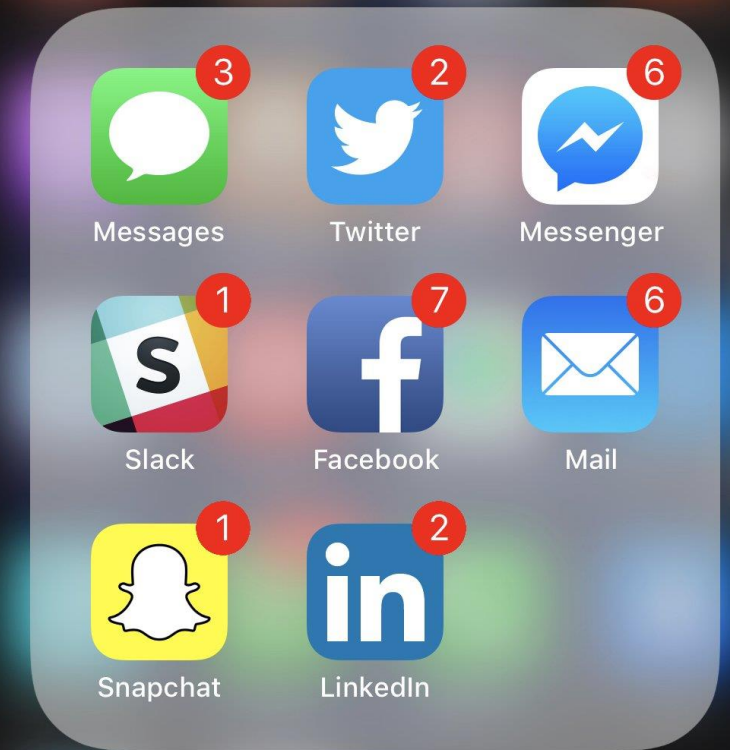
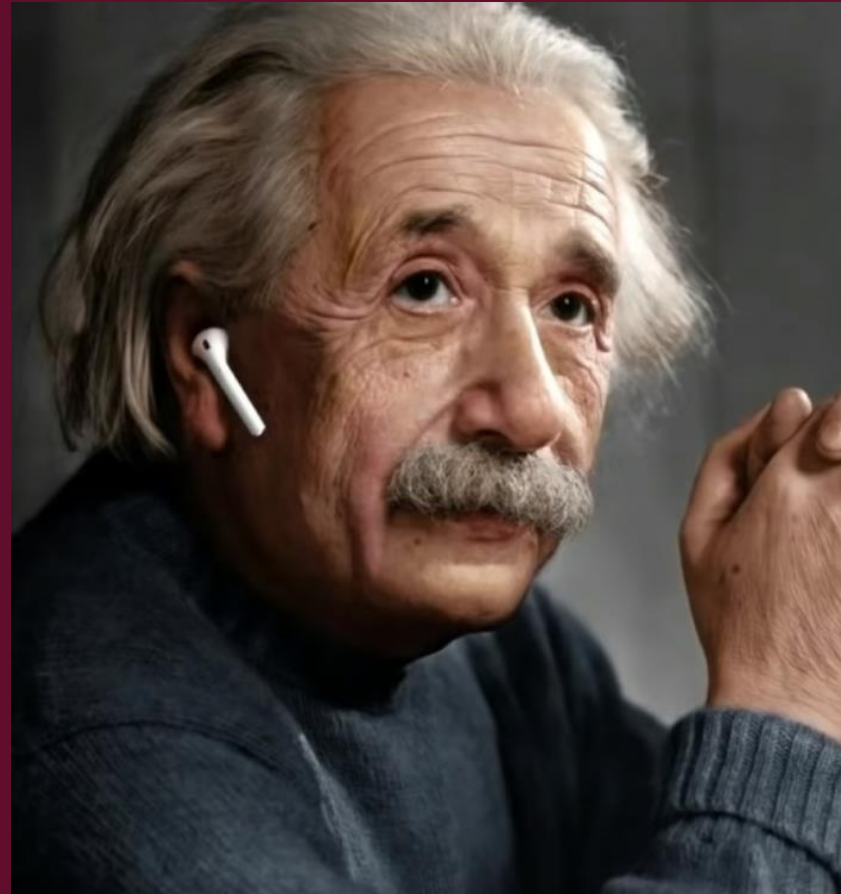
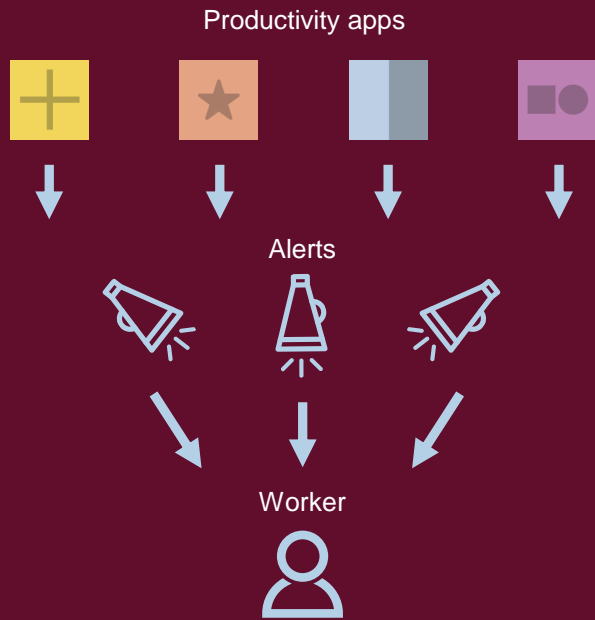


Google Apps for Work





#2 Notification-first design gets users





#3 Machine Intelligence & AI for Vendor not end-user

DNA Test Company Sells Rights to Drug Compound Based on Customer Genetic Data
CARLY CASSELLA 14 JAN 2020

Brazil fines 1 privacy invo users

Tuesday, [December 31st 2019](#) - 12:20 UTC

Google's latest user-hostile design change makes ads and search results look identical

Natasha Lomas @riptari / 11:38 am CET • January 23, 2020

 Comment

[Full article](#)



#4 Low-value integrations

The image is a collage of overlapping screenshots from various web applications, illustrating low-value integrations. The applications shown include:

- YouTube:** A video player for "Work-Life Balance" with a search bar containing "work life balance".
- Gmail:** An email inbox with a search bar and a list of emails. A notification for "Lunch" is visible.
- Google Calendar:** A weekly calendar view for September 2019, showing events like "Office Closed", "Scoop Carpool", "Focus time", "DNS", "Lunch", "Strike", and "Office hours".
- Dropbox:** A notification for "Dropbox garrett BIG FAN" and a sidebar menu.
- Twitter:** A tweet from "ax @aaalison" and a thread from "#lifetowens".

Overlaid on these screenshots are several notification popups:

- A "Lunch" notification from "calendar.google.com" for "12:30pm - 1pm".
- A "Dropbox garrett BIG FAN" notification.
- A "Dropbox garrett BIG FAN" notification in the bottom right corner.



#5 Content is scattered & interlinked

Inextricably linked content

... Exponential Growth





That's why we are building the smart workspace — to help your teams focus on work that matters

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Dropbox is building the smart workspace

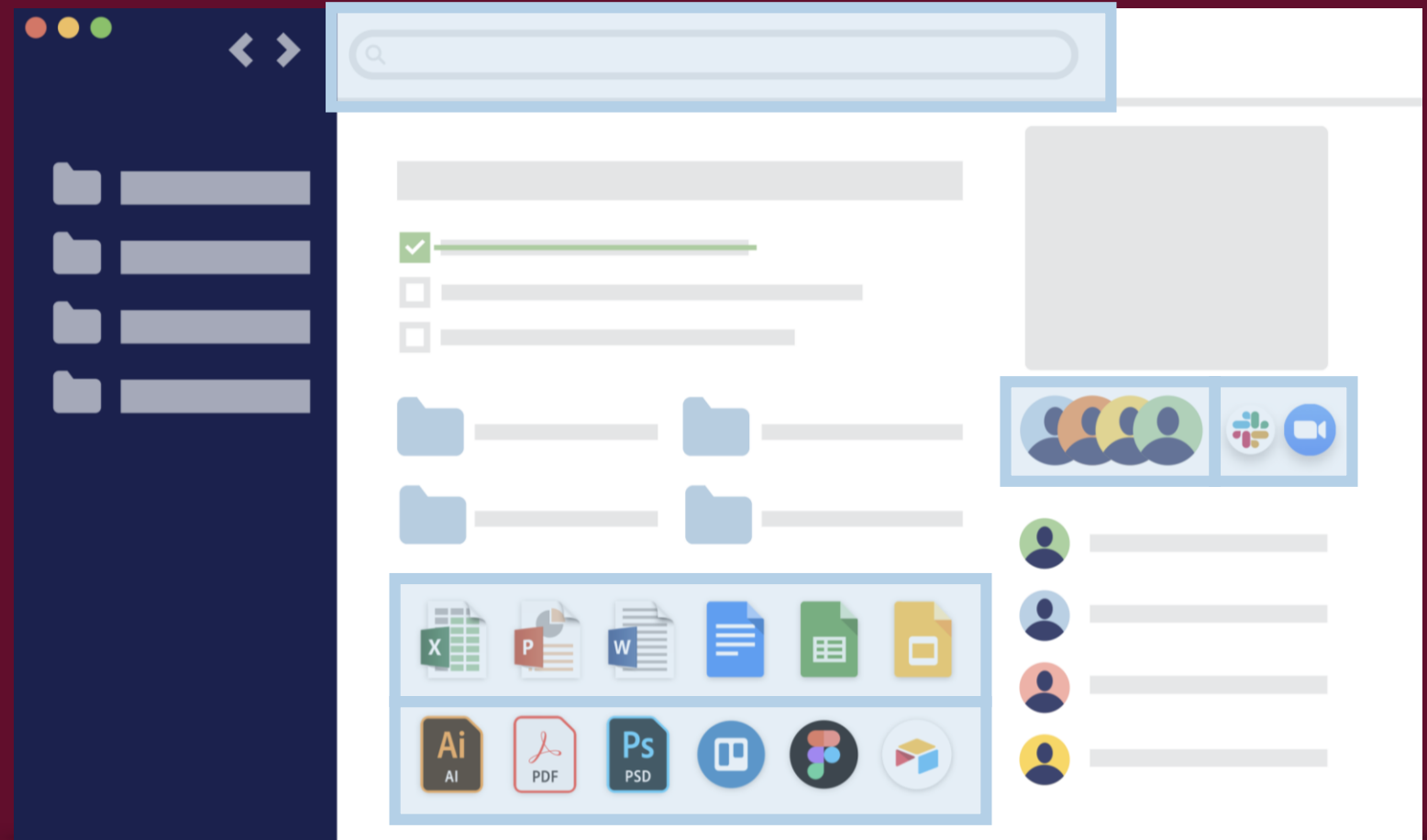
Traditional files

Cloud files

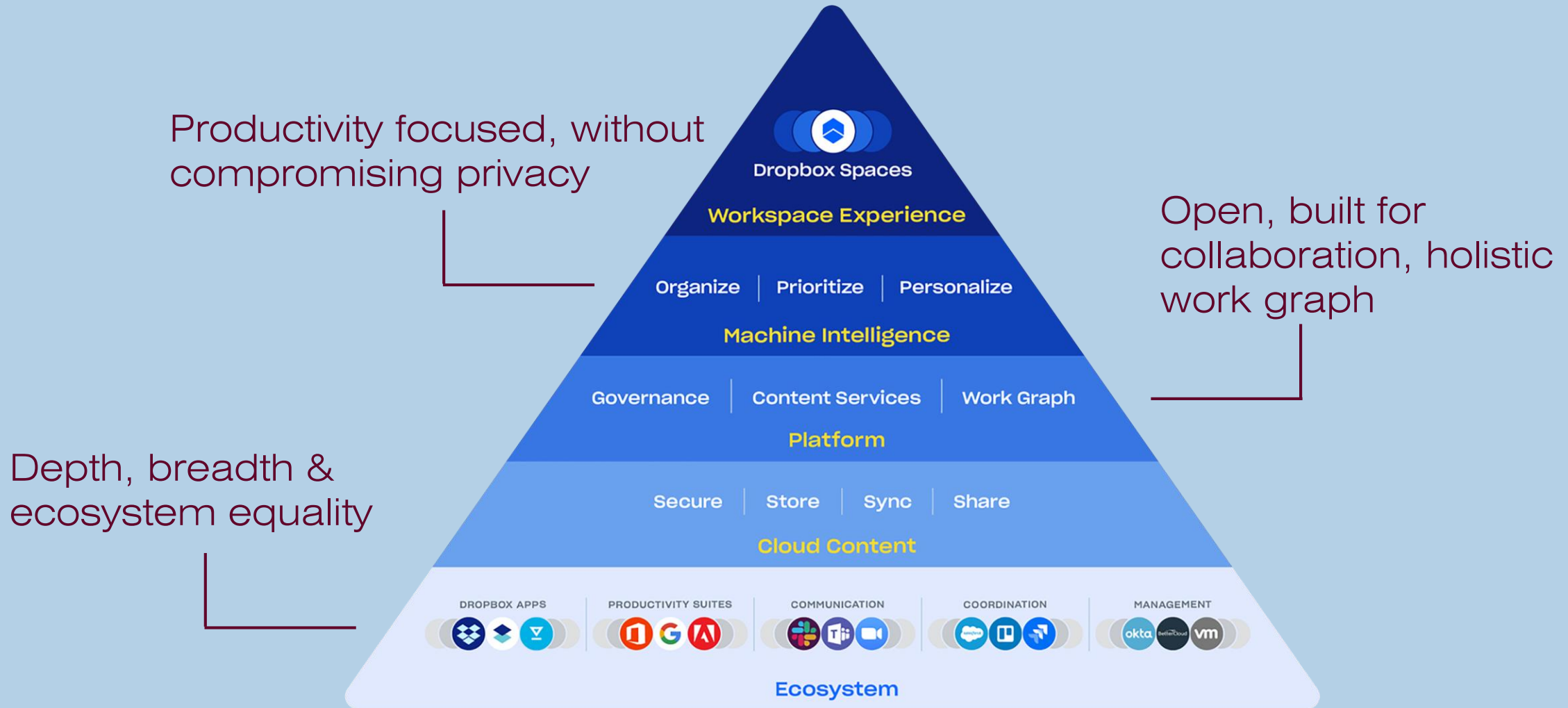
Search across all files

Teams

Collaboration tools



What makes the smart workspace unique?



GLADSTONE INSTITUTES

Facilitate research across campuses and continents

With Dropbox, investigators can quickly share large 3D models and video files with collaborators around the world.

“A lot of the time we need instantaneous feedback, because the faster we work, the faster we can get to a cure”.

Meredith Calvert, PhD,
Microscopy Core Director



UNIVERSITY OF
CAMBRIDGE

Centralize content for administrators, faculty, and students

“We want to ensure that our staff and students have the best choice of technology solutions available to them at their fingertips, and therefore offering Dropbox has given everyone the opportunity to work more effectively with co-workers both here and elsewhere.”

Dr. Mark Ferrar, Chief Architect,
University Information Systems

MANCHESTER
1824

The University of Manchester

Securely control and manage institutional data

“We deployed Dropbox Business to ensure that the University, its students, staff, research, and global partners can continue to learn, teach, and innovate truly world-class ideas securely without disruption.”

Caroline Hargreaves,
IT Services division



A top-down view of a wooden desk. In the top left, a silver laptop with the Apple logo is partially visible. In the center, two white coffee cups are on the desk; one contains light brown coffee and the other dark coffee. A hand is holding the rim of the light coffee cup, and another hand is holding the handle of the dark coffee cup. To the right of the cups is a blue pen. In the bottom right, a white tray is filled with almonds and cashews. In the bottom left, a black smartphone is lying on the desk.

Next Steps:
See What's New

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