Introducing enhanced workflow tools to power modern work
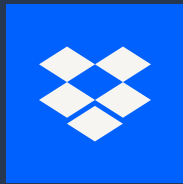
Partner and Distributor Guide to the Dropbox Launch October 2022

Dropbox

Dropbox

About the toolkit

This launch guide is intended for you, our partner community, to help you learn about, navigate and leverage the October 2022 Launch moment for your own business.

To begin with, we have relaunched the Customer Console with some new features to help you serve and manage your customers more easily.

You will also find customizable assets, information and resources to help you position Dropbox and these new features and products to your customers and prospects.

What's in it for you?

• New tools and solutions for existing customers
• Opportunity to deepen relationships with existing teams and accounts
• Create new revenue streams for your business

What you'll find inside

01. October Launch 2022

Help teams thrive while working remotely

Dropbox moves your customers work forward in less time by:

- Improving efficiency
- Simplifying workflows
- Minimizing manual processes

Partners will also benefit from continued growth, increased momentum and product stickiness. PLUS the Customer Console is relaunching for all partners to build increased trust and drive the customer relationships forward, reinforcing the value of Dropbox's multi-product portfolio.

Key Announcements

- Introduce **Capture** into our Dropbox plans for teams
- Rebrand HelloSign as **Dropbox Sign** and update packaging
- Introduce **DocSend advanced video analytics**

Special Announcement for Channel Partners

Get access to incredible customer insights and usage data with the new and improved Customer Console!

Dropbox

02. October Launch Target Audience

Company size: SMB and small teams (1-250 employees)

Dropbox Capture

Primary:
- Technical
- Business Operations
- Revenue-focused
- Solopreneurs
- Creative content creators
- Teacher, instructor

Secondary:
- Regulated industries
- Financial services
- Healthcare
- Education
- Construction

Dropbox Sign

Primary:
- Sales
- HR
- Finance
- Legal
- Professional Services

Secondary:
- All signers and collaborators
- Business manager

Dropbox DocSend

Primary:
- Media/sales
- Founders
- Investor relations
- Consultants

Secondary:
- HR
- Educators
- Creatives

03. Customer Console

Introducing the Customer Console: One Dashboard for All Your Dropbox Teams

While we are striving to make modern work tools for our customers, we are also focused on delivering the same for you, our partners.

The Customer Console is relaunching to make staying connected to your customers so much easier. It also means you can make significant strides in account planning and business development as well providing the best and most personalized service.

You'll see a single dashboard that provides a view into all your customer teams, bringing everything about them - license counts, renewal details and more - all together in one place.

Build and drive the customer relationship and service with greater insights, information and intelligence:

- **Team Health at a glance:** Get recommended actions for better customer outcomes using Health Scores
- **Team data:** View license counts, subscription types, renewal dates, accepted & provisioned rates, billing information
- **Deep Insights:** See monthly active user trends, storage consumption, linked devices, shared folder adoption, add-ons
- **Direct management:** Request admin access to your customer's Dropbox instance to invite members, generate reports, create folders and set roles & permissions

Resources

- [Video presentation](#)
- [Video demo](#)
- [FAQs](#)

Catch up with the news...

Because the Customer Console allows you to directly manage your customer teams, you must be logged in to a Dropbox Admin account to access the Customer Console. To request access to the Customer Console, click the Request Access link from the Console tab in the Partner Portal.

You can access the Customer Console in three ways:

- Clicking the link in the left menu on Dropbox.com,
- Clicking through the Customer Console tab in the Partner Portal,
- or by opening your browser and navigating directly to dropbox.com/customer_console

More information

Get in touch on customerconsole@dropbox.com
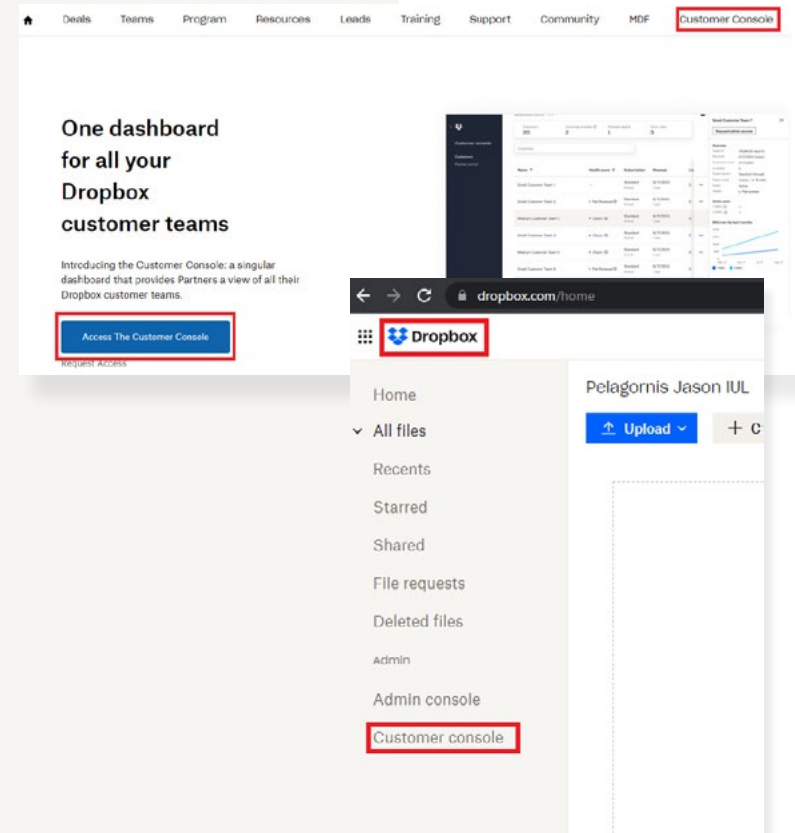
04. Dropbox Capture

Saving your customers' time with Dropbox Capture

For many, remote work means countless hours of video meetings, constant chat messages, and long emails. Dropbox Capture (launched in beta in 2021), alleviates these communication hurdles and makes it easier for your customers across locations and time zones to communicate asynchronously with engaging video messages.

Capture is now available across all Dropbox plans. With Standard, Advanced, Enterprise, and Education plans, your customers can record videos in 4K up to their storage limit and edit videos of any length.

Customers use Capture to present work, provide feedback, and share how-to and training videos.

Compelling Capture features for customers include:

- Video trimming
- Transcribing
- Commenting
- Improved screenshot markup
- Tracking video views

Dropbox

Resources

- <u>Dropbox Capture Cheat Sheet for Channel Partners (including features, use cases, discovery questions and FAQs)</u>
- <u>Sales/Marketing email to use for existing customers which can be modified for prospecting</u>
- <u>Watch the Capture video on YouTube and grab the embed code for your website</u>
- <u>Dropbox Capture logo pack</u>
- <u>Dropbox Capture Illustration images</u>
- <u>Social toolkit with content</u>
- <u>Capture Pitch Deck</u>
- <u>Capture 1-Pager</u>

Catch up with the news...
Visit <u>dropbox.com/capture</u> to read more and see what customers will see when they search online.
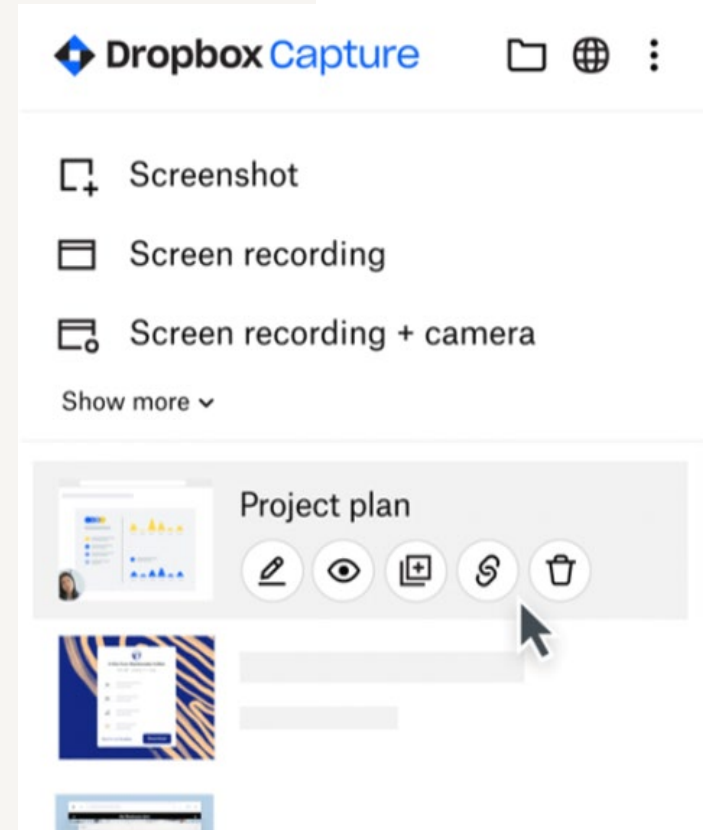
05. Dropbox Sign and Dropbox Forms

Dropbox Sign

Dropbox Forms

Automate workflows with Dropbox Sign & Dropbox Forms

eSignatures, mobile and web forms and APIs continue to deliver simplicity and value to your customers. We're reintroducing HelloSign as Dropbox Sign to make it easier for people and teams to use the full suite of tools that Dropbox offers. HelloSign API, and HelloWorks are also changing their names to Dropbox Sign API and Dropbox Forms.

Dropbox Forms will also be included in Dropbox Sign plans (Standard and Premium) and offer 50 free Forms transactions per month to help automate manual processes. Also, keep in mind that all Dropbox Sign plans include unlimited self-signing, so customers can sign as many documents as needed.

Dropbox Sign will continue meeting people and teams where they work by integrating with key solutions that make agreement workflows more seamless. Integrations with solutions like HubSpot, Salesforce, Oracle, and SharePoint mean customers can use Dropbox Sign's eSignature experience directly in their platforms.

Resources

- [Sales/Marketing email to use for existing customers and can be modified for prospecting](#)
- [Cheat sheet to easily describe the HelloSign rebrand to Dropbox Sign](#)
- [Cheat sheet to sell Dropbox Sign as the preferred eSignature solution](#)
- [Introducing Dropbox Forms: Complex forms made easy and mobile (a one pager for partners)](#)
- [Logo packs](#)
- [HelloSign Rebrand FAQ](#)
- [Dropbox Sign Pitch Deck For HR Professionals](#)
- [Dropbox Sign Pitch Deck for Sales Professionals](#)

Catch up with the news…
Read the blog [here](#) and see what the customer will see when they search in the FAQs [here](#).
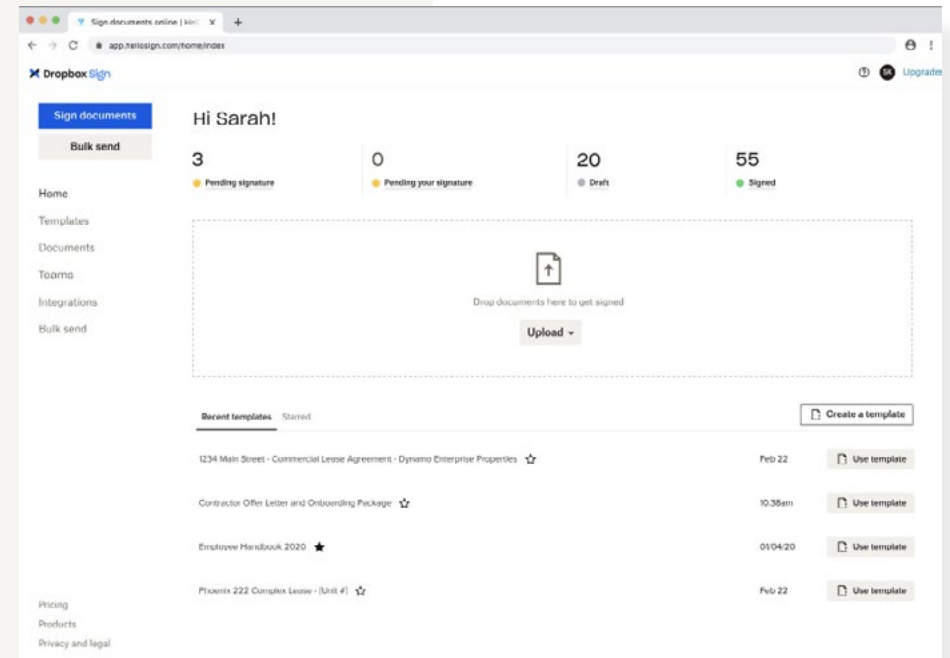
06. Dropbox DocSend

Leverage user insights with DocSend's Advanced Video Analytics

Advanced video analytics has been one of the most requested features among DocSend customers.

Customers can easily share videos and access insightful analytics, like playback completion rate, time watched, and geo-tagging information, along with insights into individual viewer data.

Advanced video analytics, such as an engagement graph, performance graph, and video engagement settings, are available to DocSend users on Standard, Advanced, and Enterprise plans.

These new analytics mean teams can focus on what matters most: building strong relationships and making smarter business decisions without the friction and frustration of switching between separate platforms.
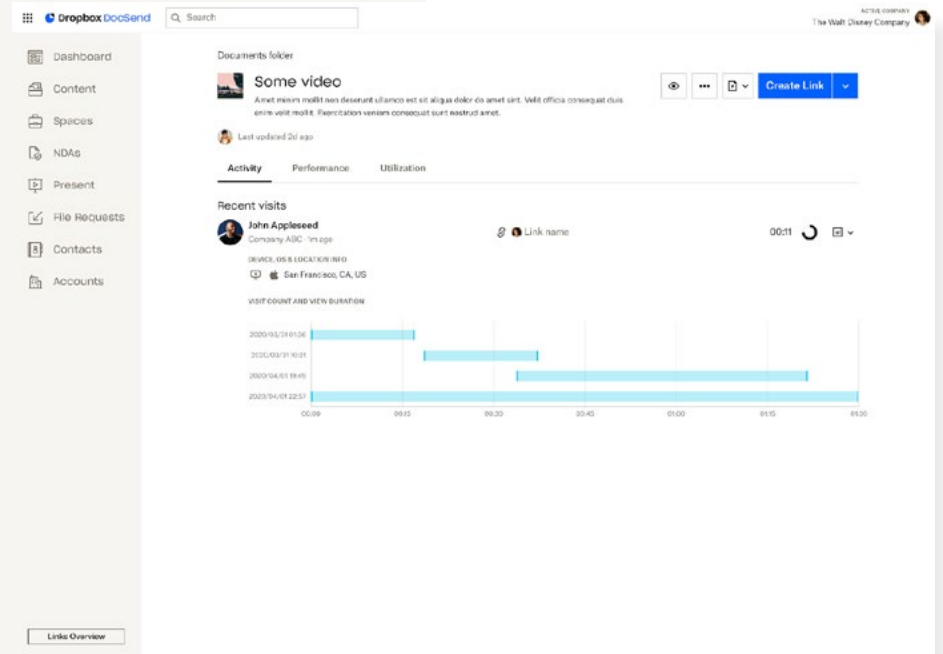
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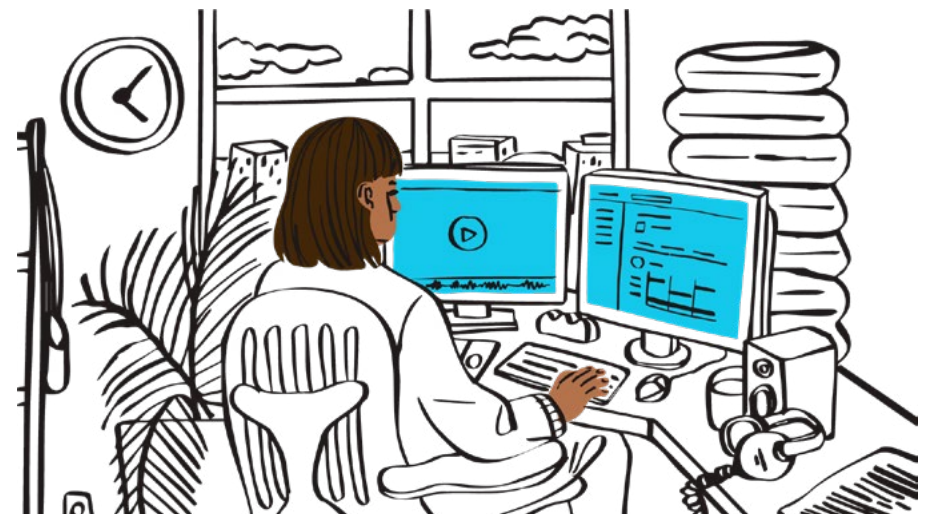
Resources

- Logo pack
- DocSend Product Walkthrough
- DocSend Overview Video

Catch up with the news...
Read the blog that customers will see if they search for it here.

Dropbox

07. General October Launch Social Toolkit

The social toolkit is intended to help you demonstrate and publicize your interest and integration with the October Launch.

It should help you:

- Show that you're a part of the momentum around the launch
- Leverage media and press coverage
- Build your own market awareness
- Reach new and existing customers
- Introduce new products to your market
- Develop new revenue streams

What you need to do

- **Step 1:** Review the social toolkit and identify the social posts/blog you would like to use
- **Step 2:** Customize the social posts and the blog (if you decide to use it) to reflect your social style and company brand guidelines
- **Step 3:** Post the relevant content on your social and blog channels
- **Step 4:** Make sure each social post has a clear call to action to review more content or set up a meeting (or visit your website, contact us etc.)
- **Step 5:** Leverage (or make your own) social posts for your sales and marketing team to post on their own profiles as well as the corporate one.

Resources

- Social toolkit (posts and blog)
- Design/graphics files
- Logo Pack

Catch up with the news...
Check out The Drop: October Launch video to hear from the Dropbox leadership team about our newest products and updates.
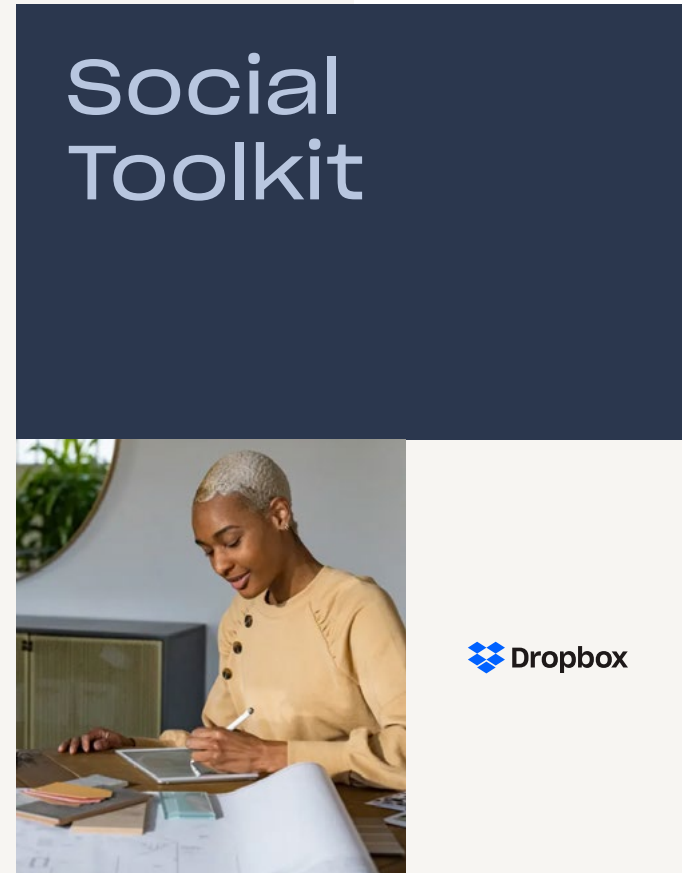
Dropbox

Dropbox is one place to keep life organized and work moving, helping creatives to streamline workflows and transform the way teams work together.

With more than 700 million registered users across 180 countries, Dropbox is on a mission to design a more enlightened way of working. Dropbox is headquartered in San Francisco, CA.

For more information on our mission and products, visit experience.dropbox.com

Get in touch!
For more support on this guide or anything related to this launch or any other campaign in a box (CIAB), please contact Emma Samuel esamuel@dropbox.com

For information or help with other Dropbox partner aspects, marketing and sales support, please contact partners@dropbox.com or sign in to the partner portal here.

For more information or help on the Customer Console, please contact the team customerconsole@dropbox.com

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