

# Dropbox Business Competitive Analysis



VS



### Key Disadvantages:

- The Dropbox platform is a consumer service playing catch-up with the enterprise
- Dropbox Business is a 100% cloud solution
- Dropbox Business cannot provide access to existing on-premises shares
- Dropbox Business is a cloud storage file system, making data inaccessible outside of the Dropbox Business clients

Dropbox Business	Ivanti File Director
<p><b>Dropbox Business is a 100% cloud solution</b></p> <p>To solve the file access and sharing challenge for its users, customers would need to migrate all data to Dropbox Business, which can only be access through one of the Dropbox Business clients.</p> <p>Adopting Cloud storage presents significant reporting and security challenges, removes long standing data management processes, all of which for any business is a significant amount of work.</p> <p>Combine these management issues with the ongoing cost to access company data, many organizations are unable to utilize Dropbox Business.</p>	<p><b>File Director is a seamless on-premises solution</b></p> <p>All data is stored and managed from inside the organization’s environment which is compelling for organizations who prefer to (or must) keep their data in-house, especially from a security and management perspective.</p> <p>Since data does not need to be migrated from where it currently exists, File Director unlocks new value from existing investments. The result is lower associated costs of implementing the solution as data, storage, security policies, redundancy and business continuity plans are not affected.</p> <p>IT teams and users can work the same way they always have.</p>
<p><b>Dropbox Business requires users to change the way they work</b></p> <p>Working from a dedicated folder forces users to change existing behaviors and workflows, often resulting in confusion and a loss in productivity. This fundamental limitation forces users to think differently.</p> <p>Tools or applications will also need to change their access to suit. This can be difficult or even impossible across the entire organization.</p>	<p><b>File Director is a totally native user experience</b></p> <p>Features like In-Location Sync, for providing in-place synchronization of user’s files, and home and group shares mapped as drive letters provides the user with a totally native experience when accessing their data.</p> <p>Shortcuts, searches and all existing behaviors are unchanged.</p> <p>User productivity increases with File Director and access to data is effortless.</p>

Dropbox Business	Ivanti File Director
<p><b>Dropbox Business must sync every file &amp; folder</b></p> <p>Dropbox Business syncs all files in the dedicated folder by size, smallest first.</p> <p>This fixed sync method massively consumes network bandwidth and the storage on the endpoint, making working with large group shares almost impossible.</p>	<p><b>File Director's sync technology is very flexible</b></p> <p>Unlike Dropbox Business, File Director can sync in the background, on-demand or in real-time.</p> <p>A user simply opens an application and navigates to the file as normal. There is no need to migrate group shares, reducing network overheads and increasing productivity through eliminating upload time.</p> <p>This means users get the data they want, when they need it and most importantly, consuming network bandwidth and storage in an optimal way.</p>
<p><b>Dropbox Business lacks basic sync policies, control or audit features</b></p> <p>Dropbox Business provides almost unlimited storage but, with no control over what is synced, it provides significant challenges to the organization.</p> <p>With no endpoint sync control, unlimited amounts of data can be synchronized across the organizations network. This can be costly to the organization, affecting user productivity and critical applications.</p> <p>Reports for users and devices are available, but this does not provide the deep insight or administration controls required for a successful consolidation, migration or upgrade project.</p>	<p><b>File Director's sync policy, audit and control protects network and storage</b></p> <p>File Director's sync policy, audit and control protects network and storage.</p> <p>Businesses have a finite amount of resource to service the users, so control over the synchronization process is paramount to a providing the right user experience.</p> <p>Managing storage and network, dynamically changing policies and permissions and reporting against them, with File Director, helps provide the right service to all endpoints</p> <p>Advanced central endpoint tracking, sync control and other advanced features in File Director provide the necessary tools to make any consolidation, migration or upgrade project a success.</p>
<p><b>Dropbox Business lacks the ability to deeply integrate into the organization</b></p> <p>Dropbox Business offers light integration into Active Directory and a single sign-on with SAML 2.0. This requires significant setup for the admin and several steps for the end user, where many businesses have already standardized on Kerberos or Smartcard authentication.</p> <p>Large scale SANs, DFS, security policies and management frameworks around Active Directory are all common place and the 100% cloud approach to Dropbox Business makes many, if not all, parts of existing environments redundant.</p>	<p><b>File Director works as natively in the environment as it does on the endpoint</b></p> <p>Like most Ivanti products, File Director integrates into existing environments transparently. Real-time AD integration and native access to all shares from SANs, DFS or Windows Servers means File Director adheres to all existing security policies, access rights and management processes.</p> <p>Endpoint authentication follows common business methods, with support for username/password, NTLM, Kerberos and Smartcard authentication - All transparent to the end users.</p>