

## **Dropbox and Salesforce Form Strategic Partnership**

SAN FRANCISCO—March 9, 2018—Today Dropbox and Salesforce (NYSE: CRM) announced a strategic partnership to connect Salesforce’s #1 CRM platform with Dropbox’s leading collaboration platform, enabling companies of all types and sizes to collaborate and more deeply connect with their customers across sales, service, marketing, commerce and more.

The companies will initially deliver two new integrations to drive brand engagement and boost team productivity:

**Commerce Cloud and Marketing Cloud + Dropbox:** Create branded, customized Dropbox folders within Salesforce Commerce Cloud and Salesforce Marketing Cloud with the new Digital Asset Engagement solution. Folders can be accessed by both internal teams and external partners. With two-way workflows, content stays relevant and up-to-date, whether the user is working in Dropbox or Salesforce. For example, a retailer using Commerce Cloud may create a Dropbox folder to access product images or creative briefs from an external creative agency. The retailer is notified if the agency makes changes or additions and can then update their online storefront in order to deliver a superior shopping experience.

**Quip + Dropbox:** Access Dropbox content such as photos, videos and slides, directly within Salesforce Quip. Dropbox will also add support for Quip documents, allowing joint users to work on Quip files that live in Dropbox, furthering Dropbox’s effort to build a unified home for work.

In addition to these new integrations, Salesforce will use Dropbox Enterprise and Dropbox will significantly extend its use of Salesforce products including Salesforce Service Cloud, Marketing Cloud and PRM across its business.

### **Expanded Partnership with Continued Focus on Customer Success**

Today’s announcement builds on the existing relationship between Salesforce and Dropbox, including the Dropbox for Salesforce app available on the Salesforce AppExchange. Additionally, Salesforce Ventures, Salesforce’s corporate investment group, has been an investor in Dropbox since 2014.

### **Comments on the News:**

“Customer success is core to everything we do at Salesforce and it inspires our partnerships,” said Ryan Aytay, EVP Global Business Development & Strategy, Salesforce. “When you bring together the world’s leading CRM and collaboration platforms, the possibilities to create more value for our customers are endless.”

“This deeper partnership with Salesforce is a great opportunity to build new value for our

mutual customers,” said Quentin Clark, SVP of Engineering, Product and Design at Dropbox. “We’re looking forward to delivering these new integrations so our customers can get the most out of their tools.”

“Salesforce has completely changed the way businesses connect with their customers through the use of cloud, social, mobile IoT and AI technologies,” said Dennis Woodside, Chief Operating Officer at Dropbox. “Together, we have the opportunity to fundamentally change how people work.”

### **Pricing & Availability**

New integrations are expected to begin rolling out the second half of 2018. To sign up for the Digital Asset Engagement pilot, please sign up here.

Pricing will be announced at general availability.

### **Additional Resources**

Dropbox will join Salesforce at the Salesforce World Tours in top cities around the world this spring and at Dreamforce Sept. 25-28 in San Francisco

Follow Dropbox on Twitter, Facebook and LinkedIn

Follow Salesforce on Twitter, Facebook and LinkedIn

### **About Dropbox**

Dropbox is a leading global collaboration platform that's transforming the way people and teams work together. With more than 500 million registered users across 180 countries, we're on a mission to unleash the world's creative energy by designing a more enlightened way of working. Dropbox is headquartered in San Francisco, CA and has 12 offices around the world. For more information on our mission and products, visit [dropbox.com](http://dropbox.com).

### **About Salesforce**

Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit:

<http://www.salesforce.com>.