

# Shoes of Prey

## Customer Spotlight



Shoes of Prey lets women design and order the shoes of their dreams on-demand, all while keeping production processes smooth with help from Dropbox for Business.



### Key Results



Easy sharing of large photo and PR files



Smoother order processing



Secure storage of past and current work

“We have people working everywhere from Tokyo to Manila to New York to LA. Mobile file access is so important especially if we accidentally forget a presentation or need a file on the fly. Dropbox for Business is a lifesaver. I don’t think we could do what we do without it.”



Mike Knapp, Co-Founder and Co-CEO,  
Shoes of Prey

### THE CHALLENGE

#### Hitting the right stride

When the Shoes of Prey founders set out to open an online shop for women’s made-to-order shoes, they knew fun, easy design, and order processes would be paramount to their success. The actual steps around creating shoes — choosing shapes, colours, sizes, and materials — were a lock, but the company wanted behind-the-scenes processes to be just as fluid.

As the business grew from its original headquarters in Sydney, Shoes of Prey relied on Dropbox to share and back up important files like 3D models, product photos, and company documents, but it soon became clear that the application could help streamline flawed workflows. As Co-Founder and Co-CEO Mike Knapp remembers, “Before we took everything digital, people would sometimes recycle

and use the backs of papers to print orders. But when it was unclear which side held the real order, we’d often end up making the wrong shoes. It was a mess.”

### THE SOLUTION

#### A new world of order

The company moved to Dropbox for Business and pinpointed ways the application could help support operational efficiency. Now, for example, when a new order comes in, the website automatically places the request in a designated Dropbox folder. When shoes are ready to be shipped to a customer, a photo of them gets saved into another Dropbox folder. From there, the Shoes of Prey website uploads the photo into the customer’s online account, simultaneously generating an email so the recipient can see her shoes before they arrive. “Dropbox for Business is being used to manage really important parts of the business,” Knapp says.



On top of playing a key role in order fulfillment, Dropbox for Business serves as a publicity hub for photos and press releases that are shared with journalists and external partners. Knapp says, “Dropbox for Business has been great support for PR activities. Instead of having to try to email and attach high-resolution images, we can just put them into a folder and share the link. It’s so much easier.”

## THE RESULTS

### A grand global operation

With a highly distributed workforce, and its headquarters in Los Angeles, Shoes of Prey relies on Dropbox for Business for continuous access to the files that keep the company

operating. “We have people working everywhere from Tokyo to Manila to New York to LA,” says Knapp. “Mobile file access is so important, especially if we accidentally forget a presentation or need a file on the fly. Dropbox for Business is a lifesaver. I don’t think we could do what we do without it.”

By helping Shoes of Prey to run as efficiently as possible across global locations, Dropbox for Business is playing a key role in the delivery of “dream” footwear to shoe lovers worldwide.

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#### Customer use cases

#### How Dropbox for Business helps

Collaboration	Various systems, including a camera for product photos, collaborate with Dropbox for Business to help keep customers informed of order styles and statuses.
Mobility	Mobile file access helps employees across Australia, Japan, Philippines, the US and other locales stay connected to current projects and presentations.
Sharing	Photos and press releases can be easily distributed to external partners and journalists via shared links.

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“Dropbox for Business makes life easy for our software engineers because of its API. We don’t have to build special collection points for files to get routed properly — Dropbox does it for us.”



Mike Knapp, Co-Founder and Co-CEO, Shoes of Prey

