Dropbox for Business

GrabTaxi
Customer Spotlight

GRABTAXI

www.grabtaxi.com

"Unicorn" company GrabTaxi is pioneering transportation mobility in South-East Asia, using Dropbox for Business to support collaboration across its mobile workforce.

"Our ultimate vision as a team is to pioneer public transportation mobility for all. Having the right solution in place such as Dropbox for Business allows for secure collaboration across our teams in Southeast Asia and it helps us with the journey towards our vision."

Anthony Tan, Co-Founder and Group CEO, GrabTaxi

Key Results

Improved collaboration and mobility

Elimination of version control issues

More secure file access and sharing

THE CHALLENGE
Growing from startup to superstar

As one of Southeast Asia's only homegrown, billion-dollar "unicorn" startup companies, GrabTaxi has a whole lot riding on its success. Since its 2012 launch, the business has grown to accommodate 10 bookings per second throughout Malaysia, Singapore, Thailand, Jakarta, the Philippines, and Vietnam.

One key to the company's growth has been effective communication and marketing across the regions it serves. However, its distributed employee base didn't always have an easy time collaborating and sharing files. Processes were fragmented across different solutions, security was a concern, and file versions were difficult to control. As more employees began turning to Dropbox, it became clear that Dropbox for Business could solve GrabTaxi's

troubles. Chief of Staff Benety Liew explains, "If you've used Dropbox, you know how easy it is to figure out, so there was no resistance to setting up Dropbox for Business within the company."

THE SOLUTION
Fast-tracking continued growth

Now Dropbox for Business gives distributed teams a fast, efficient way to collaborate with local brands and marketing agencies — helping to facilitate GrabTaxi's continued growth. Issues around version control and file-size limits have disappeared. According to VP of Data and Growth, Kevin Lee, "Our marketers are constantly sharing large media files with external partners, and it's so helpful to not have to worry about size restrictions. Dropbox for Business has really helped reduce sharing friction, while enhancing our level of security."

Though GrabTaxi has always been concerned with the security of its shared content, it wasn't always able to enforce access control policies. With Dropbox for Business, the company can ensure that files are shared safely. Lee says, "It used to be that if I sent a file via email, I'd have no control over the data after it left my hands. But now I can decide who can view it and who can edit it, and set those access limits."

In addition to tightening file security, Dropbox for Business has also enhanced GrabTaxi's workforce mobility. "We've always relied heavily on mobile devices," states Lee. "But Dropbox for Business has really improved our ability to stay productive on the go."

THE RESULTS

An engine built for scaling

As part of GrabTaxi's commitment to innovation and growth, it has set up a $100 million R&D center in Singapore — where researchers rely on Dropbox for Business to share and store data. This is just one more example of how Dropbox for Business is helping support the company's success. As Lee attests, "There will always be bottlenecks to growth. But tools like Dropbox for Business help us eliminate those and make processes more efficient so we can scale our business better."

Customer use cases	How Dropbox for Business helps
Collaboration	Employees and external partners throughout Southeast Asia share files securely, without limits on file sizes.
Mobility	Cloud-based file access allows employees across 21 cities to stay productive while traveling and working on the go.
Control	IT managers set up access controls to govern exactly who is allowed to view and edit specific files.

"We use a lot of sharing controls. It used to be that if I sent a file via email, I'd have no control over the data after it left my hands. But now I can decide who can view it and who can edit it, and set those access limits. Dropbox for Business has been so critical in giving us the assurance that our data is safe."

Kevin Lee, VP of Data and Growth, GrabTaxi