

Bellroy

Customer Spotlight

Bellroy uses Dropbox for Business to streamline workflows, reduce file version issues—and support its love of sleek functionality.



Key Results



Easier employee onboarding



Increased control over file versions



Stricter file access management

“Our designers and distributors work around the clock, from all different countries, and it’s really important that they all work on the latest files. Dropbox for Business helps us ensure that everyone sees the right versions, and it lets us deal with larger files more easily.”



Andy Fallshaw, Co-Founder and CEO, Bellroy

THE CHALLENGE

Creating global unity

In 2010, accessory designer Bellroy — named for its first two offices in Bells Beach and Fitzroy, Australia — set out to give customers a better way to carry everyday items. The company’s focus was on reinventing the leather wallet, but its affinity for sleek design and effortlessness impacted every area of its business.

As the company expanded operations to include a partner agency in Portland, Oregon, a product development partner in Melbourne, and many suppliers overseas, its minimalist ideology was put to the test. With a patchwork of systems powering its file storage and sharing, certain workflows began feeling cumbersome and file versions

became hard to track. To stay true to its core beliefs and support corporate agility, Bellroy decided to move to one solution for information sharing across global locations: Dropbox for Business.

THE SOLUTION

Simplifying cross-country collaboration

Although Bellroy had used Dropbox with its assortment of other applications, moving to Dropbox for Business allowed the company to centralise files and expand control. Co-founder and CEO Andy Fallshaw says, “Our designers and distributors work around the clock, from all different countries, and it’s really important that they all work on the latest files. Dropbox for Business helps us ensure that everyone sees the right versions.”

Being able to collaborate without issues allows Bellroy employees to keep projects moving, even when they're on the move themselves. "Our permanent staff and freelancers travel between offices and countries quite a bit. It's nice to know they can just pull up their files anytime with Dropbox for Business," adds Fallshaw.

THE RESULTS

Streamlined, secure processes

Dropbox for Business has helped Bellroy transform many of its old processes—including onboarding and file access management. Thanks to what Fallshaw calls the "easy icon at the top of the screen," new employees can get up to

speed on file sharing fast, with less training and fewer user errors. Once set up, they're able to stay productive, while Bellroy stays in charge. According to Fallshaw, "It relieves a lot of the stress of bringing on someone new. I think with some other solutions, whoever starts a file or a version has ownership of it. With Dropbox for Business, it's clear that Bellroy is the owner, and will always control who gets access to the file and who doesn't."

Ultimately, the efficiencies gained with Dropbox for Business have given Bellroy more time to devote to wallets and other product design. As Fallshaw says, "Having Dropbox for Business around means our team can concentrate on adding value for consumers instead of trying to figure out how to make software or files work."

Customer use cases

How Dropbox for Business helps

Collaboration	Designers and distributors can easily share files between offices and countries, without file versioning challenges.
Control	Administrators maintain tight control over who has access to which files.
Mobility	Even while traveling, full-time and freelance employees can stay connected to the files they need to get work done.

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