

TradeGecko Customer Spotlight



www.tradegecko.com

With Dropbox Business supporting design and development collaboration, the Singapore-based software provider is able to continually enhance its comprehensive backend inventory management solution for wholesalers around the globe.



Key Results



Seamless collaboration among software designers



Fast, simple previewing and sharing of large design files



Secure storage of HR and company documents

“There’s not really another option for designers like Dropbox Business. It’s the easiest, most seamless solution for the type of collaboration problems we were facing.”



Cameron Priest, Co-Founder and CEO, TradeGecko

THE CHALLENGE

Keeping up with explosive growth

Founded by three entrepreneurs from New Zealand in 2012, TradeGecko’s growth trajectory took off at such a rapid rate that it saw groups like the design team triple in size in a matter of months. Needing to collaborate on everything from software-related projects to marketing programs, employees shared files locally and passed flash drives back and forth. Eventually, they realised they required a more robust solution that would allow real-time sharing and multi-person access. With designers and developers working on very large Photoshop, Adobe Illustrator, and Sketch files, it was also key for the sharing platform to be able to easily handle huge loads of data.

The company decided to set up a Box account, but according to Senior Designer, Alex Smee, “The experience was sub-optimal.” Because many TradeGecko employees were personal Dropbox users, the company ultimately elected to try switching to Dropbox Business.

THE SOLUTION

Painless previews, easy cross-team collaboration

Dropbox Business allows TradeGecko team members to share projects, contribute to more than one project at a time, and ensure there is never confusion around the file versions everyone is using. In addition to hands-on collaboration among designers, non-designers throughout the company can preview files via Dropbox Business to stay updated on project progress. Co-Founder and CEO Cameron Priest says, “I don’t have Adobe Illustrator installed on my computer, but I’m still able to sit down with Dropbox Business and look through all the latest files that have been created with it.”

Dropbox Business not only allows TradeGecko employees to easily share and store very large files, but also gives them the option to keep those kinds of heavyweights off of their local drives. Smee explains, “Our marketing materials sometimes involve videos that take up lots of gigabytes, and that’s when the Dropbox Business selective sync feature becomes very important.”

When the company needs to share documents with people outside of the company—for instance, to get input from lawyers on issues like company stock options—it also relies on Dropbox Business. File permission settings help to ensure that everything from HR files to employee paperwork to financial documents are securely saved and only shareable with the appropriate individuals.

THE RESULTS

Daily workflows that just work

With Dropbox Business, day-to-day operations are smooth and seamless for TradeGecko—even as it continues to expand its global

workforce. Smee says the designers in particular appreciate never having to worry about working in silos. Collaboration is easy to come by, and that makes the process of executing projects much faster. He adds, “Dropbox Business is like the headquarters for everything we work on. We use it pretty much every moment of the day.”

One of the best parts of Dropbox Business is that it runs in the background, allowing TradeGecko staff members to focus on priorities that propel the company forward—rather than spending time managing separate applications and workflows. “We work on files as though they’re local,” says Smee. “Everything’s up-to-date, everything’s synced, everything’s backed up. We don’t think about the fact that we’re using Dropbox—it’s just effortless.”

Use case

How Dropbox Business helps

Collaboration	Design team members work together on projects without any confusion over edit versions or difficulty sharing large PSD, AI, or Sketch files.
Sharing	Documents related to fundraising or operational matters that require legal counsel are easily shared with the appropriate parties outside of the company.
Backup	HR, payroll, and other important company documents are securely saved and easily retrievable if accidentally deleted.

“Dropbox Business is like the headquarters for everything we work on.
We use it pretty much every moment of the day.”



Alex Smee, Senior Designer, TradeGecko

Discover how Dropbox Business can simplify your organisation’s day-to-day workflows.

[Learn More](#)