

# Mr Black Spirits

## Customer Spotlight

Mr Black Spirits uses Dropbox Business to keep its remote team and distribution network in sync, while keeping IT and operational costs low.



### Key results



Seamless integration with third party apps



Simple sharing and file control



Remote working made easy

“We save resources and money because we don’t have to pay for an IT manager or unnecessary office staff. I never have to worry about file servers – Dropbox Business is a set and forget solution.”



Tom Baker,  
Managing Director,  
Mr Black Spirits

### The challenge

#### A team shattered across the globe

From day one, Mr Black Spirits had ambitious goals. When it was founded in 2012 by Tom Baker and Philip Moore, an award-winning Australian distiller, the two vowed to make and sell the best coffee liqueur in the world. Fast forward five years, and the duo’s premium coffee liqueur products are now distributed in liquor stores and high end bars nationally and in the UK, with plans to expand their international operations in the future. As business boomed, coordinating and centralising IT operations became essential.

“We are a scattered business,” describes Baker, referencing his team of eight who are spread out across Erina on the NSW Central Coast, Sydney, and London. With no desktop computers and a sales team that’s constantly on the go, Baker’s represents a new breed of business, “We have production in Erina, marketing

in Sydney, and distributors and brand ambassadors around the world. We constantly need to share and collaborate on sales reports, design assets, and marketing collateral.”

The freedom to be nimble yet remain coordinated is a large part of Mr Black Spirit’s success, but things weren’t always so easy. “Before Dropbox Business we had a constant stream of bloated emails going back and forward. We needed to bring everything under the one roof,” Baker recalls.

### The solution

#### Everything and everyone working together

Baker is energetic about Mr Black Spirit’s fix on Dropbox Business. “I travel for about seven months of the year. Practically, there is no way that we could use anything other than a cloud-based service, like Dropbox Business, to run our company.”

Baker explains that a file server wouldn't provide the flexibility and performance that the team need to operate easily on a global scale. All files – from sales reporting, design assets, cocktail recipes, media releases and images – are stored in Dropbox Business. Baker invites any journalists, consultants, accountants, and other external collaborators to access and contribute what they need with the added security of tight permissions controls. "With Dropbox Business we can allow access, at various levels, to working documents we want to share with our business partners. This saves a lot of time as they can work directly with us without emailing files back and forward. Dropbox provides a range of permission controls so we never have to worry about someone seeing something they shouldn't." Baker quips.

Mr Black Spirits also takes advantage of the easy integration between Dropbox Business and other cloud-based services and partners, citing in particular Xero. "If you want to start a company,

just get a Dropbox Business account and a Xero account," Baker says, "They just work so flawlessly together. It's like a starter pack for any small business."

### The results

## Collaboration and cost efficiency

Dropbox Business has created a truly empowered workforce equipped only with phones and laptops. "Everyone uses Dropbox. Everyone is entirely cloud-based," Baker testifies, "They don't hold many files on their hard drive. The business does almost everything through the cloud."

The result is that Mr Black Spirits saves time and money. "We save resources and money because we don't have to pay for an IT manager or unnecessary office staff. I never have to worry about file servers – Dropbox Business is a set and forget solution".

## Use case

## How Dropbox Business helps

Information	Integrates with technology partners to streamline operations
Affordability	Increases IT cost efficiencies
Sharing	Content collaboration with third-parties is easier and more secure than ever before

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Managing Director,  
Mr Black Spirits

Discover what else is possible in your organisation when you make the move to Dropbox Business.

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