




Nugit

Customer Spotlight

The data analytics company relies on Dropbox Business to help keep its growing team in sync and share information securely with clients.



Key results

-  Storage for large amounts of information
-  Seamless sharing and collaboration between teams
-  Files are easy to find and track

“We’re operating at a much faster pace. Dropbox Business lets us easily check back on previous versions of files and locate documents easily.”



David Sanderson,
Founder and CEO, Nugit

The challenge

Centralised storage for a growing team

Nugit helps businesses like Facebook Inc., Publicis, Maxus, and Johnson & Johnson turn their media marketing data into easily understood visualisations and charts suitable for reports and presentations. Unlike its competitors, Nugit doesn’t just prepare dashboards or CSV data files, instead the company provides reports that combine beautiful visualisations, AI, natural language and clear insights for their growing client base in Singapore, Australia, and around the globe.

Dealing with many large clients and huge quantities of data visualisations every day, the company has a constant and insatiable need for digital storage space. With its team of 28 set to double in the next few months, after a successful round of

funding from Sequoia Capital, it was important to find a solution sooner rather than later. Temporary solutions were found in Google Drive, personal Dropbox accounts, and even messaging tool, Slack. “A lot of files were thrown around on Slack, but it was hard to keep track of them. As the company grew bigger, we really needed somewhere to keep our information in one place,” explains Founder and CEO David Sanderson.

The solution

Tracking changes made easy

Eventually, Nugit settled on Dropbox Business. Sanderson notes that the flexibility and functionality of Dropbox Business set it apart from other solutions, “For our business, we needed a large amount of storage space for our data visualisations. That’s why

we wanted to make sure we were on Dropbox Business.” As a lot of employees used Dropbox on a personal level, and were familiar with how to use the platform, the solution was spotted early on in the business’s growth journey. Implementing Dropbox Business was straightforward. “We got Dropbox Business at an early stage in our business when we knew we were going to grow, so from the start we were able to establish a single source of truth for all of our files,” reflects Sanderson.

Dropbox Business is now used across Nugit’s design, sales, and marketing teams to store all the materials necessary for bespoke data visualisations. Features like shared folders, version control, and file recovery, also help to ease asset creation. “Dropbox has a feature that tells you that someone is working on the same file as you. When we have a lot of people collaborating on the same document it’s really useful when you get that pop up notification,” says Sanderson.

The results

Productivity through streamlined workflows

The simplicity of a singular, catchall, and expandable file storage solution works well for Nugit. Sanderson explains, “Having a central place to store information, easily share different documents, and collaborate on work is really important for us.” Dropbox Business has boosted the productivity of employees at Nugit, helping them access and share files quicker and easier. He adds, “We’re operating at a much faster pace. Dropbox Business lets us easily check back on previous versions of files and locate documents. We don’t have to scroll through Slack messages or email to find files anymore.” With Dropbox Business, team workflows are streamlined and friction is reduced. “We have a lot of different teams working together. For instance, our Marketing team is able to work together with our designers on a brief, and all materials are shared back into Dropbox for feedback. Being able to share links to certain folders is incredibly useful for us. Put simply, it means we can work better as a team,” says Sanderson.

Use case

How Dropbox Business helps

Sharing	Easy access to files when they are needed.
Backup	A secure storage solution.
Collaboration	Multiple employees working on the same file at once helps productivity.

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

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