

# The Dropbox Problem

33 Reasons Dropbox  
Is Not For Business

A Soonr Study



# Executive Summary

The need for a well-rounded secure file sharing and collaboration service that is embraced by users and endorsed by IT is crucial now more than ever. Soonr Workplace™ is purpose-built for the business and users. Focused on mobile collaboration and security, Soonr Workplace empowers mobile individuals, teams, and organizations to do business faster from any device anywhere. Unlike a consumer offering aimed at a single user with minimal security and limited functionality, Soonr Workplace is designed for business, delivering secure file sharing and collaboration services to mobile individuals, teams, and organizations for improved business productivity so you can do business faster.

Dropbox is a popular sync and file sharing solution with roots in a college dorm that has found mass adoption by consumers. Not surprisingly, it has also become a nightmare for IT departments. The base offering is free, with the option to pay for additional storage. The service has a simple user interface (it doesn't do much) and desktop sync capability that makes it ideal for individual users.

Dropbox was developed as a simple sync solution for consumers without any effort to address team-based scalability, collaboration or security features which are all required for businesses. Originally, Dropbox did not support centralized admin controls which put the individual user in charge of file access rules. While some IT controls were later added to Dropbox for Business (also known by the deprecated name Dropbox for Teams), IT still does not have enterprise-grade visibility required to monitor files, documents, users, not to mention policies to control them.

# So, what can't Dropbox do for your business if you're an end-user or in IT?

01

Can't get through your corporate firewall because it is in the top 10 blacklisted apps for iOS and Android devices.

02

Can't e-mail Dropbox for support - you have to fill in an online form and they will get back to you. Don't call us, we'll call you.

03

Can't tell you where your data is or how your data is transferred. Dropbox uses the 'rent-a-server' approach and relies on Amazon S3 to store and transfer your files. Relying on a third party arguably increases the risk of a security breach.

04

Can't guarantee data integrity through restricted deduplication. Dropbox uses deduplication in order to store less data and reduce storage costs. Deduplication means that Dropbox scans each of your files and if it detects that the same file is stored on their server, even when owned by another company or individual, they just keep the original, not your copy.

05

Can't encrypt your data using keys unique to your files. Dropbox uses a simple encryption scheme that is based on re-using the same keys to encrypt files belonging to different customers.

06

Can't offer jurisdictional diversity. Dropbox servers (via Amazon) are only in the United States. Users, particularly in Europe, are concerned about US privacy laws and aren't given the option of another location to store their files.

07

Can't seem to keep silos around files stored in Dropbox and other services like Facebook and Twitter. At the beginning of April this year, one of the world's top white hat security researchers, Nir Goldshlager, identified a severe security flaw within Dropbox that had the potential to allow hackers to take control of the Facebook accounts of Dropbox users.

08

Can't seem to keep their service running reliably. On the morning of May 30, Dropbox experienced a global outage that put a lot of customers out of connection with their online files. This seems to occur with alarming regularity.

09

Can't keep spam from attacking your e-mail or your data safe from hackers. Dropbox users are still receiving reams of spam to their Dropbox specific emails after a data breach last August. In the second breach, an employee's email account was hacked and a file containing customer contact details was stolen.

10

Can't restore most deleted folders and files (even from the web interface), and only the last 10 deleted files are available, which usually isn't enough.

11

Can't control who can view, download, edit, or delete folders or files once they have been shared through the sync folder, all deletions and changes are propagated to everyone.

12

Can't allow you to create secure public links through password protection, expiration timers, and PDF download policies.

13

Can't support integrated commenting to shares around projects, folder, and files.

14

Can't support alternate modes of notifications such as through SMS.

15

Can't let you edit Office files on your mobile device using an integrated and secure mobile app.

16

Can't let you mark-up and annotate any file type your mobile device using an integrated and secure mobile app.

17

Can't let you upload files to projects or folders using e-mail.

18

Can't allow you to upload any size files from the web. Files uploaded from the Dropbox website are limited to a maximum of 300MB.

19

Can't keep versions of files older than 30 days.

20

Can't support any mechanism to lock files or alert other users that you're working on a file.

21

Can't perform integrated full-text search of files to help you find relevant documents.

22

Can't provide HIPAA compliance for businesses that need to work with medical records or personally identifiable information.

23

Can't provide PCI compliance for business that need to work with the payment card industry.

24

Can't let you organize your shares based on roles of functional groups, nor control access policies.

25

Can't let you customize the web site with your company's own branding for improved user experience.

27

Can't provide detailed and granular auditing of service access by user, device, agent, and admin role records.

28

Can't provide detailed and granular auditing of projects by folder, file, comment, private link, and public link records.

29

Can't allow you to prescribe sophisticated password policies based on life-cycle, complexity, and other thresholds.

30

Can't allow you to set user session policies based on timeouts or cookie controls.

31

Can't support IP Address whitelisting to integrate with corporate VPNs or control access from remote devices.

32

Can't support global team-level policies on use of public links, locking files, and remote access.

33

Can't support MDM/MAM like policies such as requiring access codes, adding, creating, and editing content from mobile devices, and blocking 3rd party mobile apps from accessing files in a secure container.

# Summary

## What Dropbox Can't Do For Your Business

Businesses are risking their most important asset – their data – if they do not invest wisely in a file sharing and collaboration service. Access, security, scalability, control, along with simplicity of use are all critical for an organization looking to leverage and empower the new mobile user. Soonr was purpose-built from the ground up for businesses to be able to offer their users a superior experience while also controlling critical access and security of files.

Unlike a consumer offering aimed at a single user with minimal security and limited functionality, Soonr Workplace is designed for business, delivering secure file sharing and collaboration services to mobile individuals, teams, and organizations for improved business productivity so you can do business faster.

For more information about Soonr Workplace, please visit the Soonr website at [www.soonr.com](http://www.soonr.com) or email us at [info@soonr.com](mailto:info@soonr.com).

## About Soonr

Embraced by users and endorsed by IT, more than 145,000 businesses trust Soonr for their secure file sharing and collaboration needs. Soonr Workplace empowers mobile individuals, teams, and organizations to do business faster from any device anywhere. We deliver our services through a worldwide network of cloud service providers, VARs, solution providers, and system integrators. Founded in 2005 and headquartered in Silicon Valley, we are privately-held and backed by major investors. Go to [www.soonr.com](http://www.soonr.com) and start your free trial today.