

App developer Atimi keeps staff connected with [Dropbox for Business](#)

Atimi is a Canadian software company that specializes in custom mobile applications for clients including HBO, P90X, the New York Knicks, and the Chicago Blackhawks. The company also offers strategy consulting and a rapid-development app framework. Atimi apps have been downloaded by over 100 million users and regularly appear as App Store top grossers.



Developing a new program

Running a successful software and app development company isn't all that different from playing a professional sport. As Atimi has learned through servicing clients across the NHL, MLS, and NBA, people in the technology world also have to worry about staying on their toes, keeping their eyes on the ball, and being in tune with fellow players.

With scores of development projects and client presentations on the Atimi docket, it's critical for the company's 120-person staff to maintain clear communication and organization. Unfortunately, the file management system Atimi had in place wasn't built to keep up with a fast-paced, collaborative environment. Often, files would be edited by more than one person, causing all involved parties to have to stop what they were doing and compare versions to figure out who had done what, and when. Accessing the file management system was also problematic, as not everyone in the company shared the same level of technical expertise and the system required users to "check in" and "check out" every time they wanted to view a file.

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Scott Michaels, Executive Vice President and Partner, Atimi

The team needed an easier solution that could provide more control over file versions and more flexible access. After evaluating options, Atimi chose to set up a Dropbox for Business account. Given the fact that many employees had used personal and professional Dropbox accounts before, the news of Dropbox for Business adoption was well received. Senior Marketing Manager Sandhya Suryam remembers, "A lot of employees — especially in Sales and Marketing — had used the Dropbox desktop and mobile apps, so our rollout was easy and seamless."

Organization: [Atimi](#)

Requirements

- Uncomplicated file storage technology
- Better control over file versions
- Simple mobile access without the need for VPN

Solution: [Dropbox for Business](#)

Results

- More efficient workflows among teams
- Easier travel and telecommuting
- IT time and cost savings

A myriad of applications

Dropbox for Business has quickly become the repository of choice for Atimi's shared files and individual employees' assets. Everything from administrative documents to sales and marketing materials to assets for the graphics team are now housed on Dropbox. According to Atimi Executive Vice President and Partner Scott Michaels, "With Dropbox, all of our important files are in one central location, making it easier to keep track of things, share, and ensure that everything is backed up and safe."

Teams of employees who work on apps and other projects can access the most up-to-date project specs and documentation with just a few clicks. No one mistakenly works on old, outdated versions of files or gets left out of the loop. "On our custom engineering side, we have a product design group that moves very quickly, with no time to spend talking about which version of a file is the correct one," says Michaels. "Dropbox definitely helps us work more efficiently."

In addition to the desktop solution, the Dropbox for Business mobile application has become a favorite among Atimi employees. Sales representatives regularly pull up presentations and other client-facing materials right on their iPhones and iPads when they're working remotely. As Suryam explains, "There have been a number of times when I've been traveling and used the Dropbox app to look over files for people back in the office. It's handy — I can do it all right from my phone. And it's so much better than having to deal with email or VPN."

The right focus

With a workforce distributed between Canada and India, simplified remote access to files is invaluable to Atimi employees who travel and telecommute. "The best thing about having Dropbox for Business is how it gives us

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Sandhya Suryam, Senior Marketing Manager, Atimi

the ability to work away from the office," Suryam attests. "Even if employees are traveling, you get a notification on Dropbox when they've updated a document, so you can see what they've done immediately."

Atimi's IT team has also been positively impacted by Dropbox for Business. Not only has Dropbox proven less expensive than other software, servers, and licenses, it requires less time and effort for the IT team to support. The team was even able to save themselves and other users the hassle of having to set up new Dropbox passwords, as they used the Dropbox API to integrate Atimi's existing authentication process.

Dropbox for Business allows Atimi to work quickly. As Michaels says, "Because our employees can access the most current versions of their documents from anywhere, they have the flexibility to work from the office, from home, or on the go."

About Dropbox

Dropbox lets you bring your docs, photos, and videos anywhere and share them easily. Keep files up-to-date across multiple devices and stay in sync with your team—effortlessly. Dropbox for Business also offers administrative tools, phone support, and as much space as you need.

To learn more about what Dropbox can do for your organization, please visit www.dropbox.com/business or email us at sales@dropbox.com.