

# Atom Factory adds [Dropbox for Business](#) to its list of top performers

Atom Factory is the innovative entertainment and artist management company behind musical giants such as Lady Gaga and emerging talent like Greyson Chance. Along with partners A \ IDEA and AF Square, the company aims to provide killer service for its clients, while also creating new, exciting experiences for fans.



**atom**factory

## Building the ensemble

Atom Factory not only has a great eye for talent and a great ear for top hits — the company also understands the importance of running an efficient business. Employees pride themselves on being highly responsive, and giving artists and fans the resources and attention they deserve.

When tasked with getting music, photos, and other crucial files into the right hands — internally and throughout the larger entertainment industry — employees at Atom Factory initially relied on email, portable hard drives, and free file-sharing services. Allison Streuter, Director of Technology Partnerships at Atom Factory and AF Square, says, “Nothing was in a centralized location. There was a lot of going back and forth, and waiting for assets to upload and download, which took forever.”

Employees were eager to find a better solution that would allow them to work faster and share large files more easily. Dropbox for Business provided the space, speed, and centralized storage they were seeking.

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Troy Carter, Founder and CEO, Atom Factory

## Hitting the right notes

When Streuter first set up Dropbox for Business, she created folders for corporate documents, DJ partners, and all the artists the company manages. It wasn't long before DJs were saving their music stems onto Dropbox and building their song sets straight from the application. Sharing music tracks with artists and with external industry professionals became much easier with shared links.

## Company: [Atom Factory](#)

### Requirements

- Ample storage for high-res and large files
- Sharing without lengthy uploads and downloads
- An easy-to-access, centralized place for corporate documents

## [Solution: Dropbox for Business](#)

### Results

- More organized, streamlined operations
- Simplified project management
- Secure, up-to-date storage for critical files

In the case of the company's record label — Atom Factory Music — Dropbox for Business is even playing a role in the development of artist EPs (extended play singles). Streuter explains, "We've used Dropbox a lot with our label's first band, The Ceremonies. All eight of their tracks are stored on Dropbox right now while we're putting together their EP." By storing music on Dropbox, Atom Factory's staff not only has quick, convenient access to songs, they can also share links with outside contacts who handle television and other media appearances.

Dropbox for Business is also used to keep marketing and social media materials organized. Director of Social Media Brooke Kayland says, "We have a lot of team members working on the Pop Water brand and we update social media assets for it regularly. Knowing the latest versions of files are ready to go on Dropbox is really helpful for us."

Additional social media endeavors are managed via spreadsheets. Rather than trying to drop images or other assets into the actual documents, Atom Factory's creative team simply places Dropbox links into the spreadsheets to direct readers to the appropriate files. VP of Operations for A \ IDEA, Nesanet Abegaze, says, "Dropbox for Business makes project management a lot easier. We can all see and approve everything much more quickly with the shared links."

For corporate documents, Dropbox for Business provides a secure, centralized storage area for Atom Factory. Streuter stores terms sheets, paperwork, and logos on Dropbox for the 43 partner companies in which Atom Factory has invested. When it came time to use those companies' logos for an art installation inside the Atom Factory office, Dropbox made it easy for the creative team to collaborate and share with the company building the artwork.

### Perfect pitch

Because of Dropbox, Atom Factory email inboxes are no longer overloaded with high-res files, sharing can be

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done in an instant, and there's never a question about where the latest versions of assets are saved. Even when Streuter's laptop was stolen last year, all her active projects were still safe and sound on Dropbox. She confirms, "The majority of my files were on Dropbox, so fortunately I didn't lose them permanently. If I hadn't had Dropbox, I would have been in big trouble!"

Being able to access files remotely has come in handy for Abegaze, as well. She admits, "When you're in a meeting and you don't have your laptop to pull up a document or file, it's so great to be able to get to it on your iPhone or iPad. Dropbox lets us have everything on the go."

It's Atom Factory's everyday operations that have been most positively affected by Dropbox, though. The efficiencies the company has gained make it even better equipped to serve clients and fans. Atom Factory Founder and CEO Troy Carter says, "Dropbox for Business has significantly raised the bar on optimizing and organizing our work flow. Teams no longer have to email projects back and forth or worry about not having enough storage space. Dropbox for Business offers huge benefits for companies."

### 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 for Business can do for your organization, please visit [www.dropbox.com/business](http://www.dropbox.com/business) or email us at [sales@dropbox.com](mailto:sales@dropbox.com).