

## Dropbox for Business helps Bleacher Report stay at the top of its game

Founded in 2007 by four devoted sports fans, Bleacher Report operates the largest and fastest growing online sports destination. The site was acquired by Turner Broadcasting in 2012, and currently delivers engaging, original content to more than 14 million users. Its goal is to cover both big name teams and those often overlooked by other mainstream news outlets.



### Warming up

Transforming the face of online sports content is no small undertaking. As Bleacher Report set out to rock the sports world with an innovative, interactive digital meeting place for content creators and consumers, its founders knew that technology, efficiency, and organization would be paramount to the success of its internal teams. Bleacher Report employees within the Sales and Revenue group, in particular, needed tools that would allow them to effectively manage fast-paced day-to-day operations.

Very early on, Bleacher Report decided to use Dropbox to store and share files. As the startup's staff grew to 50+ people, the decision was made to upgrade to Dropbox Pro accounts — and eventually to Dropbox for Business. Account Manager Thaddeus Scannell says, "Because Dropbox is cloud-based and everything we do is digital, it was really easy to integrate it into our workflows."

"I can centralize all the related files in one Dropbox folder and send everything from design mockups to invoices with one clean, simple link."

Thaddeus Scannell, Account Manager, Bleacher Report

### The play-by-play

With scores of top-name brands advertising on the Bleacher Report site each month, the company's Sales and Revenue group relies heavily on Dropbox for Business to manage campaign planning and execution. For each individual campaign, large Photoshop files and administrative documents must be passed back and forth between account managers, internal design groups, and advertising and media clients. Dropbox for Business allows Bleacher Report's account managers to keep campaign components organized and easily accessible. Scannell attests, "I can centralize all the related files in one Dropbox folder and send everything from design mockups to invoices with one clean, simple link."

### Company: Bleacher Report Requirements

- Easily integrated storage technology
- Sharing that doesn't require email or FTP
- A system that's easy to keep organized

### Solution: Dropbox for Business Results

- More flexible, efficient telecommuting
- Faster, simpler sharing
- Increased efficiency and responsiveness

In his previous position as a sales planner for Bleacher Report, Scannell used Dropbox for Business to keep presales assets, campaign files, and wrap-up materials in order. By maintaining folders, his team was able to refer back to stored information to “take out little nuggets of knowledge” and apply those to new campaigns. Account Services Manager Andrew Chung adds, “It’s really valuable for our salespeople to be able to reference work we’ve done for previous accounts on Dropbox when they’re working on new pitches. It’s great to have one destination for all of our client work.”

Storing files on Dropbox also saves employees from having to overload their hard drives. As Scannell says, “Dropbox for Business helps me stay organized. Without it, I’d probably have a million things on my desktop all the time.”

In addition to the Sales and Client Services Teams, Bleacher Report’s Operations, Accounting, and Legal Teams also rely on Dropbox for storage and sharing. Dropbox not only makes collaboration simple and stress-free within departments, but also across teams. According to Chung, “When I have to send files to our Ad Ops Team, I just reference the Dropbox folder in an email. There’s no reason to attach files. Dropbox for Business is the central place for everything, and everyone knows where they should go to find what they need.”

## Impressive stats

Dropbox for Business has allowed Bleacher Report to work at top speed, with maximum efficiency — in and out of the office. Whether employees are at the company’s San Francisco headquarters, a satellite office, or home, they can access critical info at a moment’s notice.

“Dropbox for Business makes a big difference in terms of telecommuting,” says Scannell. “And it’s easy to sign in and get files from a friend’s computer if you have to jump on a fire from a remote location.”

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Andrew Chung, Account Services Manager,  
Bleacher Report

Timeliness and responsiveness are particularly important when dealing with outside clients. As Scannell explains, “Answering client requests quickly and accurately is crucial to good account management. When we’re wheeling and dealing with emails, it’s nice to know that Dropbox for Business is working to keep us organized and efficient.”

Dropbox for Business has become so integrated into Bleacher Report’s workflows, Chung says it’s just a fundamental part of the staff’s day. “We don’t notice it, and that’s a positive thing,” he says. “No news is good news, sometimes!”

## 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).