

Playing to win: how [Dropbox for Business](#) helps Pocket Gems stay ahead of the game

Pocket Gems is a leading mobile entertainment company that develops fun and entertaining free-to-play mobile games. Since 2009, the company has launched more than 20 titles — which have been downloaded over 100 million times. Pocket Gems' games reached the top grossing spot on iOS in 2011 and four of the top 100 in 2012. Pocket Gems is based in San Francisco, with 150 employees.



Leveling up

With the wild success Pocket Gems has experienced since its launch, it's hard to believe the company had just 10 employees during its first year. Since 2011, that number has dramatically expanded — growing to a headcount of a whopping 150 people. In pursuit of a “self-service” culture, Pocket Gems was always committed to sticking with technology solutions that everyone could understand and use. As IT Manager Mike Grover explains, “The more we empower employees, the more they can empower themselves.”

It was largely this belief in self-empowerment that led Pocket Gems to consider Dropbox for Business for its storage and sharing needs. Many staff members were already using personal Dropbox accounts, so it was an easy transition to move the group to the Business version. Grover adds, “Dropbox makes sense to consumers, and because it can scale, it works well for businesses too. Our employees already understood how it worked — which made my job much easier.”

[“Dropbox’s LAN sync enables us to conserve a lot of bandwidth. And as the company continues to grow, that’s going to be increasingly helpful.”](#)

Mike Grover, IT Manager, Pocket Gems

Another key piece of the decision to go with Dropbox was that it allowed the company to maintain lean IT resources. Dropbox for Business didn't require the company to invest in costly servers (which would have likely presented disk space limitations and VPN issues). And it worked seamlessly with the cloud-based infrastructure Pocket Gems already had in place.

Playing like pros

After the entire staff was set up with Dropbox for Business, Pocket Gems finally had a centralized system for storing files and backing-up important work. Now, everything from administrative documents to art assets to an assortment of

Company: [Pocket Gems](#)

Requirements

- Easy-to-use technology for “hands-on” employees
- Unlimited capacity to house large art files
- A solution that isn't a drain on IT resources

Solution: [Dropbox for Business](#)

Results

- More flexibility around file access and syncing
- Simplified file retrieval after crashes or deletions
- Lower overhead and fewer demands on IT

individual projects is saved on Dropbox. Employees use shared folders instead of email or FTP sites to exchange information — both internally and with outside contractors. According to Grover, about fifty percent of the 2.5TB of data the company stores on Dropbox is currently shared across teams of employees.

Given the amount of information housed on Dropbox for Business, it's not a surprise that selective sync is a popular feature at Pocket Gems. The most active set of users is the company's art team — which continually works with large files, but doesn't need access to all of them at all times. Instead, they choose only the files related to current projects and keep those continually updated in their Dropbox folders. LAN sync is another capability that's highly valued by the Pocket Gems staff. Grover cites it as his favorite, saying, "Dropbox's LAN sync enables us to conserve a lot of bandwidth. And as the company continues to grow, that's going to be increasingly helpful."

In terms of keeping files safely backed up, Dropbox for Business ensures that the Pocket Gems staff can always retrieve the information they need. If an employee's computer crashes, he or she can immediately recover files by logging into Dropbox on a different machine. Grover notes that Dropbox has also come in extremely handy in cases of accidental deletions. "If I had to go to a backup server to restore a file, it would take me half an hour," he explains. "But with Dropbox, I can just go in and click undelete and I'm done in minutes."

What it takes to win

The time-savings Dropbox for Business offers Pocket Gems not only impacts IT initiatives, it makes life easier for employees — supporting the "self-service" culture the company is working to cultivate. For instance, instead of having to rely on Grover to install software on every individual computer, employees can now use links he creates with Dropbox, to run the installers they need.

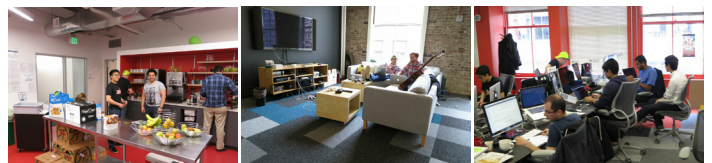
"It's a testament to Dropbox for Business that it's just there and it works and we don't even have to think about it anymore."

Mike Grover, IT Manager, Pocket Gems

Pocket Gems has also realized financial savings thanks to Dropbox. Grover says, "When you use an external service like Dropbox for Business, you have a known per-employee cost. With an on-site server, you can only scale to a certain number of people based on the data they might require, and then you have to purchase another server. Using Dropbox means we don't have to deal with those kinds of costs."

For employees who work remotely, Dropbox for Business has provided flexibility that wouldn't be possible with a server solution. They can work from any computing or mobile device that uses Dropbox — without needing any sort of VPN connection. "We have a one-hundred megabit Internet connection at the office," says Grover. "So generally things run a little slower when people use their home connections. But, ultimately, it's much better than VPN."

The Pocket Gems team has gotten so accustomed to having Dropbox they may now "take it for granted" — but Grover sees this as a positive. "It's a testament to Dropbox for Business that it's just there and it works and we don't even have to think about it anymore," he states.



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 or email us at sales@dropbox.com.