

Dropbox for Business helps Rockstar Energy fuel its global team

Rockstar Energy Drink has been fueling active individuals — from athletes to rock stars — for over a decade. In support of its brand, the company regularly sponsors events around action sports, motor sports lifestyle, and music. Currently, the Rockstar Energy product line includes 20 flavors and is available in more than 36 countries worldwide.



Getting in on the action

In order to promote its unique brand — and get its product into the hands of active, fast-paced-lifestyle-loving people around the world — Rockstar Energy has built an army of sales savants. But with one modest central marketing office, distributing materials and information to all of its employees wasn't always easy. Marketing and sales decks often pushed 25 MBs, leaving Rockstar Energy struggling for an efficient way to centralize and share.

When VP of Marketing Frank Guernsey discovered Dropbox for Business, he thought it might be just what Rockstar Energy needed to distribute its large files and geographically diverse team. Although the application was popular from the beginning, Guernsey did evaluate some other solutions. But, as he explains, "We continued with Dropbox because there was a certain level of comfort with how easy the product was to use. And with the new security features, we know our stuff will be safe."

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Frank Guernsey, VP of Marketing, Rockstar Energy Drink

In the thick of it

By creating shared folders on Dropbox for Business, Guernsey has been able to give remote employees access to all the marketing materials they need — whenever they need them. Everything from social media and PR info for the current year's sponsorships to important PowerPoint presentations from the previous year can be found in Dropbox. Guernsey says, "Now people just know

Company: Rockstar Energy Drink

Requirements

- An easy way to connect international staff members
- A secure, centralized place to store important files
- The ability to easily share large files
- Eliminate ambiguity

Solution: Dropbox for Business

Results

- Simplified distribution of marketing and other materials
- Time savings and increased efficiency
- Protection and security—even if a laptop is stolen
- Centralized info segmented by use channel
- Project management across departments and geography

where to go to find the files they need. Dropbox for Business acts as our centralized server for employees who are located all over the world. It's a huge timesaver and has become a natural part of our workflow."

In addition to proving critical for international sales associates, Dropbox for Business has also helped Rockstar Energy's art department. When the team completes new ads or collateral, they place jpegs into a designated "review" folder so additional team members can access them and provide feedback. Guernsey believes it has streamlined processes for Rockstar Energy, adding, "Dropbox has been important in increasing our efficiency. We no longer have to email five people when we need to find or share a file."

When it comes to external sharing, Guernsey uses shared links to give external partners access to Rockstar Energy's information. "I would never try to email a 30 MB file," he insists. "For large files or previews, Dropbox for Business is the way we do it." He adds that he also receives Dropbox links from outside colleagues — like agents who represent the athletes connected to Rockstar Energy sponsorships.

Perpetual motion

With so many Rockstar Energy employees working in the field, one of the greatest assets Dropbox for Business offers the company is peace of mind. Even if laptops accidentally go missing or get stolen while employees are on the go, files on Dropbox remain safe. For staff members who may not save all their work on Dropbox for Business, Guernsey has a cautionary tale to share. "One of our employees only had half of his work on Dropbox," he says. "I told him he needed to stop doing the whole desktop thing, but he didn't listen. When his computer died, he lost everything that wasn't on Dropbox. He'll never make that mistake again."

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Guernsey also admits that the Dropbox iPhone and iPad apps have saved him when he's been on the go. "I've been in my car and had someone contact me asking for a file," he explains. "With Dropbox, I can get to it immediately and just quickly share a link. It's definitely gotten me out of a jam!"

Secure, instant access to files helps Rockstar Energy work at a fast pace and maintain maximum efficiency (a lot like its energy drinks!). Guernsey adds, "We don't have to wonder where files or projects are anymore, which means we have less holding us back from getting the job done. I would definitely say Dropbox has changed the way we work at Rockstar Energy."



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.