

Watchmaker Italian Soul manages global operations using **Dropbox for Business**



Italian Soul designs an original line of watches that expertly combine fashion with function. Headquartered in Zero Branco, Italy, the company distributes its products to buyers all over the world.

Bringing dreams to life

When Italian Soul owner Alessandro Zanatta started making watches in 2007, his dream was to build a company he could run from anywhere in the world — and create amazing products by leveraging global talents. But at the time, operating remotely wasn't easy. Zanatta couldn't get files from his work laptop to his home computer, even though it was just a few miles away.

When he discovered Dropbox in 2010, it was as though his wish was finally granted. Zanatta found he could work effectively across multiple machines without ever breaking his creative stride. "It was incredible," he says. "I could finish my work on one computer and magically start working on another. Dropbox really enhanced my productivity."

Expanding the vision

Now with Dropbox for Business, Zanatta can not only pass files back and forth between his own computers, he can also easily share concepts and specs with assistant watch designers and product manufacturers around the globe. "I've shared bulk files with a designer all the way in Argentina," he attests. "Dropbox makes it simple to work across continents."

Everything from supplier and customer invoices, to product designs and administrative documents are saved on Dropbox for Business, making it a central component of Italian Soul's operations. "I don't have anything saved outside

of Dropbox," Zanatta adds. "All my files are there, which is especially great when I have to hire contract employees. I can send them to one place for the information they need — and I have control over what they can access."

Time to shine

The ability to work effectively internally and with talent around the world has paid off for Italian Soul. Earlier this year, the company was awarded a contract to create watches for the pop music group One Direction. Zanatta says this is just another indicator of how Italian Soul is increasingly able to compete with bigger companies.

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Alessandro Zanatta, Owner, Italian Soul

As he explains, "Doing what I'm doing today wasn't possible five years ago. Back then, business was slowed down by FTP sites and physical CDs. Dropbox started a revolution that allows small businesses to work as efficiently as big ones. It has honestly enabled me to make my dreams for Italian Soul come true."