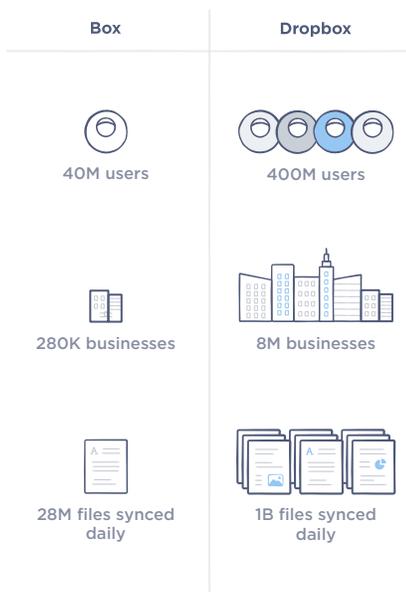


Why businesses are choosing Dropbox Business over Box

Nucleus Research found that Dropbox’s lower TCO, simple interface, feature set, ease of use, and market dominance outside of the workplace gives Dropbox a significant edge over Box inside of the workplace.*



Source: Boxworks 2014

✓ Leverage the network

Deploying a solution that your team knows and loves reduces the chances of employees storing files outside the IT-approved platform - keeping your employees happy and your data secure.

- G2 Crowd users give Box just 3.8/5 stars. In comparison, Dropbox earned 4.4 out of 5 stars—the highest rating given to any File Storage & Sharing business software

✓ See productivity gains from simplified workflows

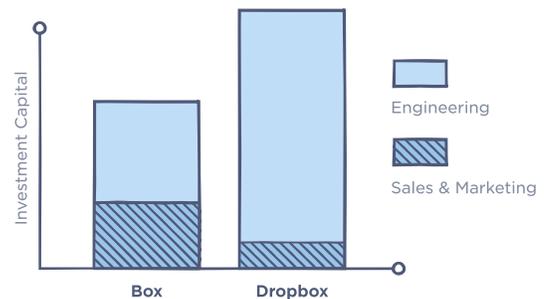
Dropbox has best-in-class sync, enabling users to sync and share files up to 50 times faster than Box because Box sync does not have Delta, LAN or Streaming sync.** Dropbox enhances workflows by forming true partnerships and developing new features like badge for Microsoft Office.

- Files placed in your Box account must be manually marked for offline access and syncing, and are limited to 5GB in size.
- Box markets “Better Together” stories with with Microsoft, but lacks the partnership and product integrations to deliver on that promise

✓ Strengthen security with usability

Dropbox takes a thoughtful approach to building the product, rather than building features to fill checklists. Focus on both end-user and admin priorities together means admins don’t have to compromise control for usability.

- Box does not offer 2 account pairing, so users have no way to separate work and personal data
- Box does not offer admins remote wipe or the ability to unlink a connected device



Source: Box, Inc. S-1

*Nucleus Research White Paper, Is it Time to Drop Box? Doc # 0253, November 2014

**Preliminary data from a third party study based on changing 1KB of data in the middle of a 25 MB file, comparing Dropbox, Google Drive, Box, and Microsoft OneDrive.

