



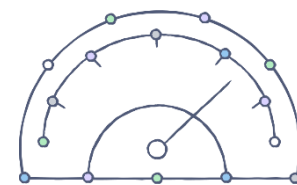
Driving Digital Transformation in the Workplace

Mark Reich, Media Sales & Strategy DACH
Cyrus Akrami, Head of Media Sales UK

What are the factors driving digital transformation in publishing?



Consumer-Focus?

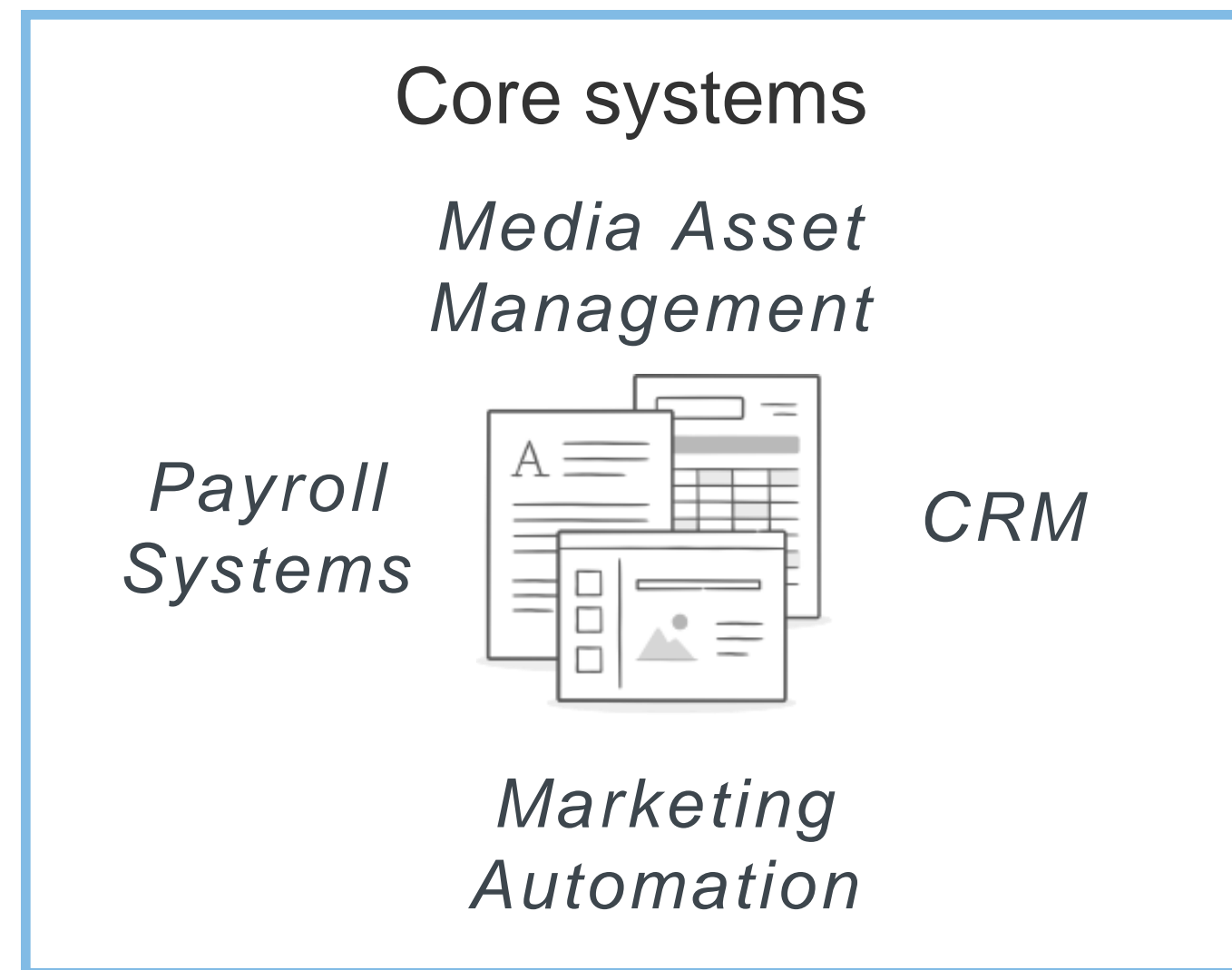


Speed?



Efficiency?

How to adapt? True digital transformation begins in the workplace!



Business processes & tools in the publishing industry have started to change years ago.....

...but the people in the workplace have
changed, too!

76%

connect daily with
customers

1.3B

mobile
workers






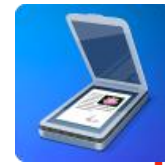




















34%

workforce that are
freelancers

1.4M

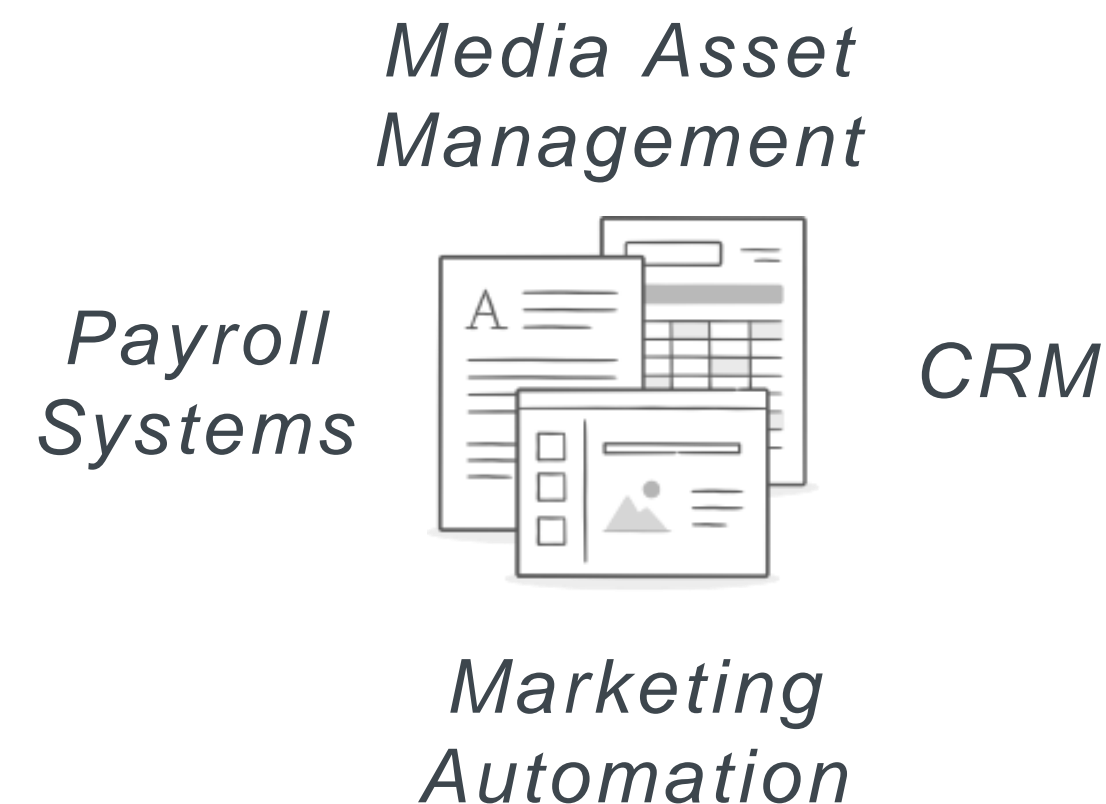
apps
in appstore

People have digitalized the way they work

Documents							
							
Communication							
							
Project management							
							
Multimedia & Design			Utilities & Workflow Automation				
							

Dividing the tools of the digital worker and the tools of the digital business

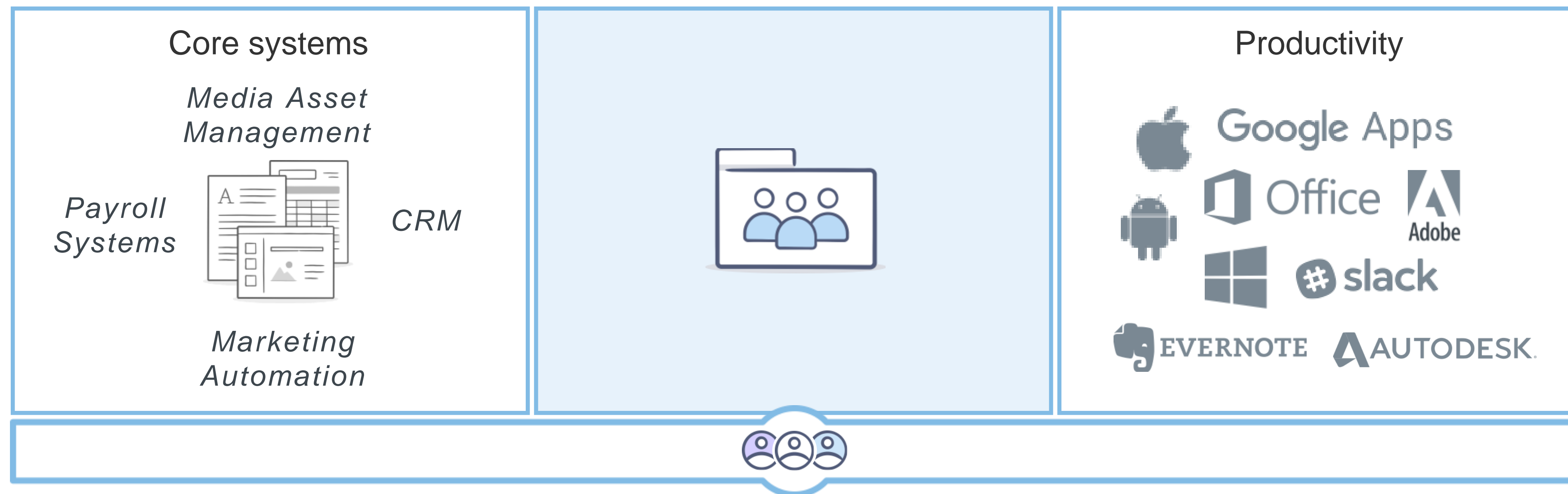
Core systems



Productivity



One of the challenges of true digital transformation: Bridging the digital divide!



A file layer in the cloud

There is something else driving digital transformation



Consumer-Focus?



Speed?



Efficiency?



Ideas!

Even the most successful digital businesses depend on new ideas

NIMBLENESS

Facebook Inc. Product Innovations & Acquisitions 2014–2015

■ Media ■ Off-Platform ■ Messaging ■ Video ■ E-Commerce ■ Virtual Reality ■ Emerging Markets

2014

- 9/18 Facebook Displays Trending Topics
- 9/29 Atlas Launched
- 11/10 Messenger Reaches 500M Users
- 1/6 Acquisition of Wit.ai
- 1/8 Acquisition of Quickfire
- 2/24 2M Advertisers on Facebook

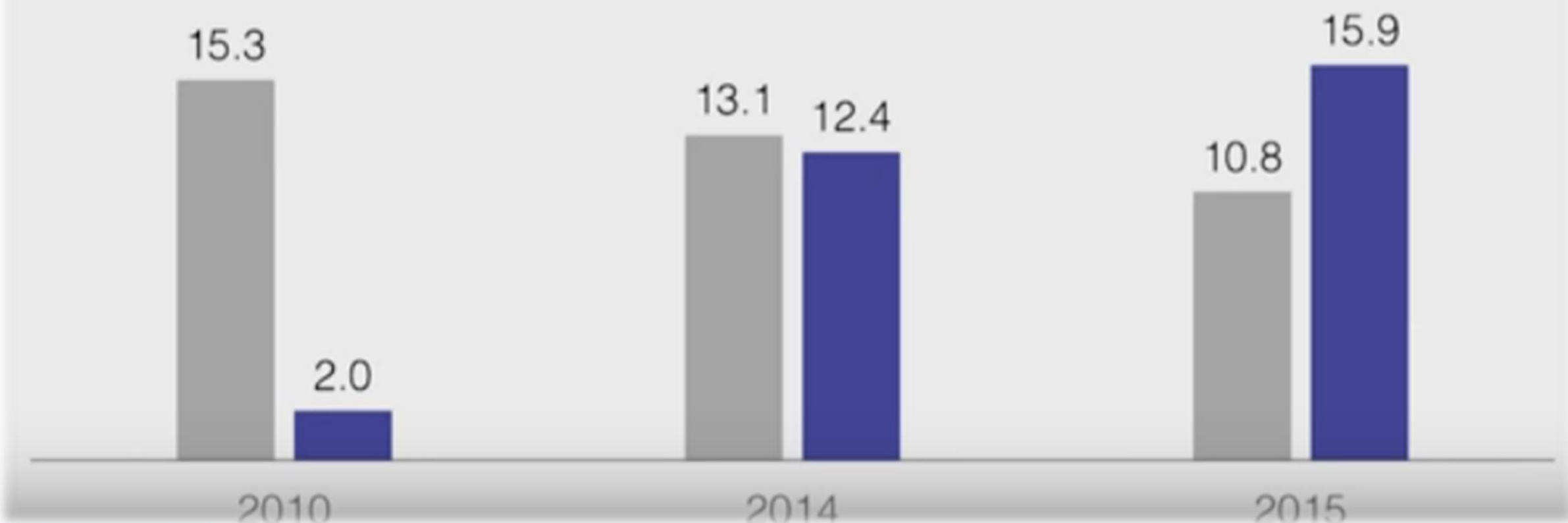
2015

- 3/14 Acquisition of TheFind
- 3/17 Users Can Send Money on Messenger
- 4/27 Video Calls Enabled on Messenger
- 5/12 Instant Article Launch
- 5/26 Acquisition of Surreal Vision
- 6/4 Facebook Lite Launched
- 6/12 Newsfeed Takes Into Account How Much Time Spent on Articles
- 6/24 Ability to Sign Up for Messenger without a Facebook Account
- 7/16 Acquisition of Pebbles
- 8/5 Public Figures Can Share Live Video from Facebook
- 11/16 Messenger Sticker Monetization
- 12/3 Launched Facebook Live Video

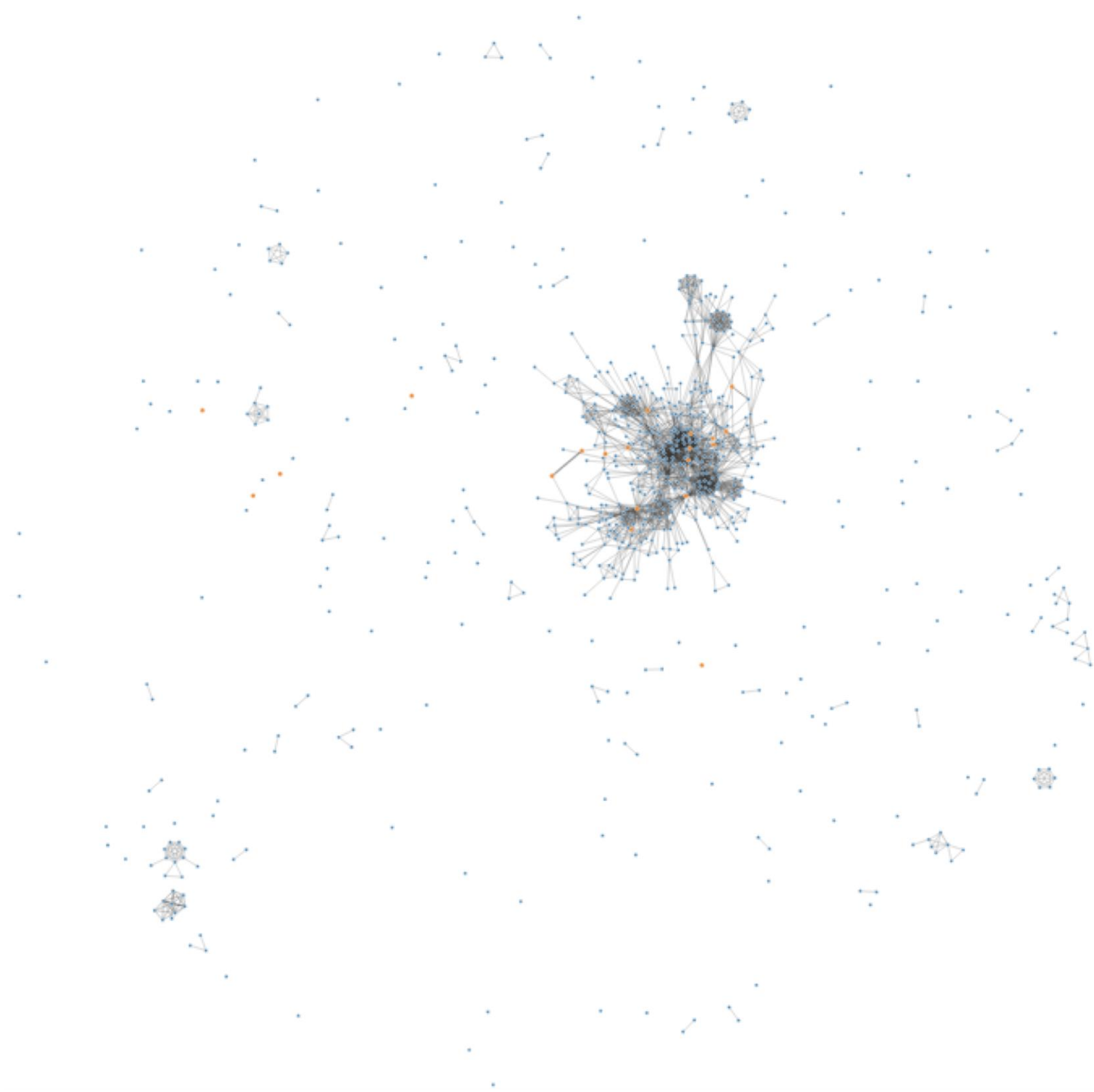
MAGAZINES ARE FACEBOOKED

Facebook Advertising Revenues vs. U.S. Consumer Magazine Ad Revenue 2010–2015

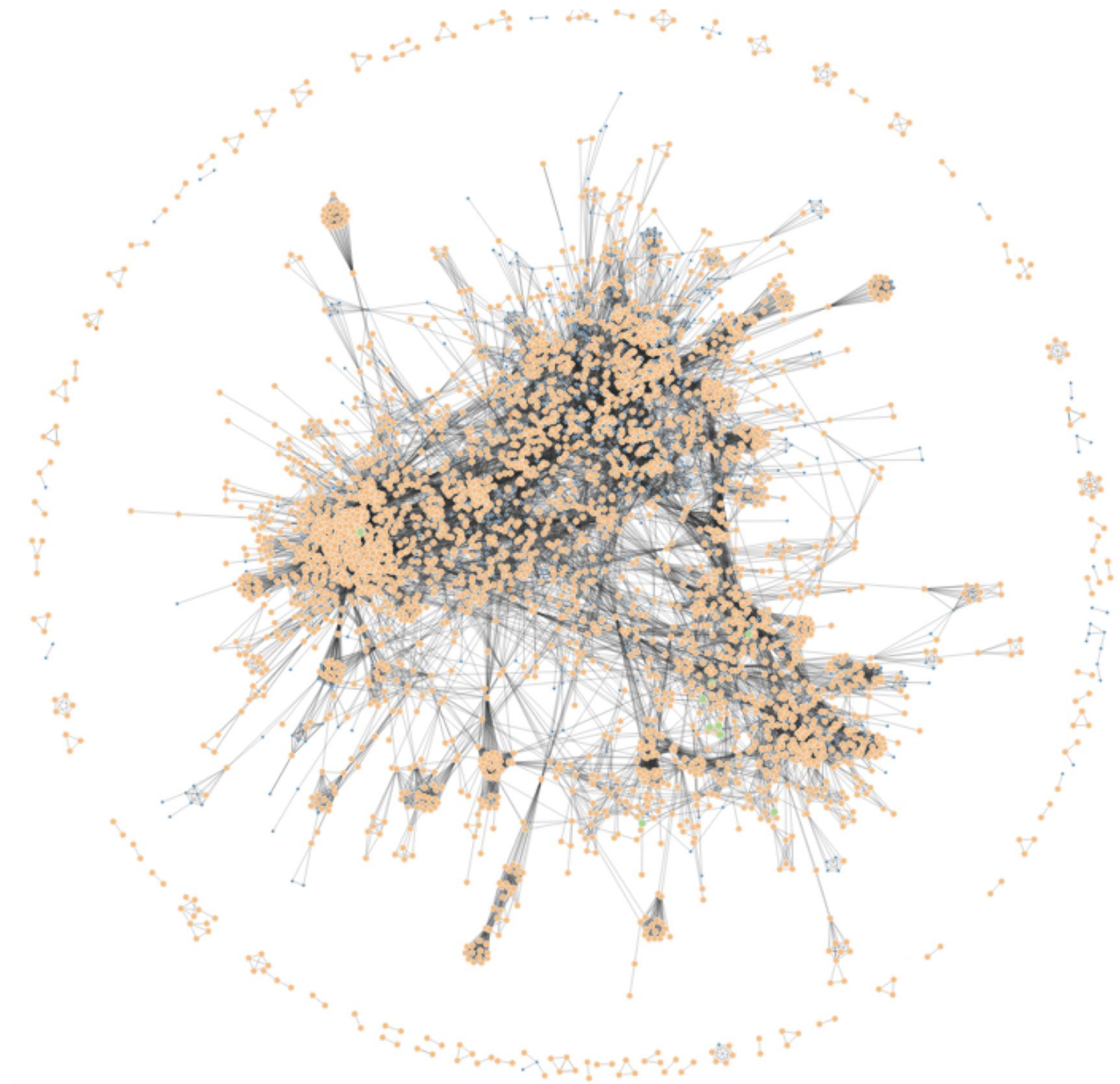
■ U.S. Consumer Magazine Ad Revenue ■ Facebook Ad Revenue



Ideas grow when innovators are connected to each other



2013



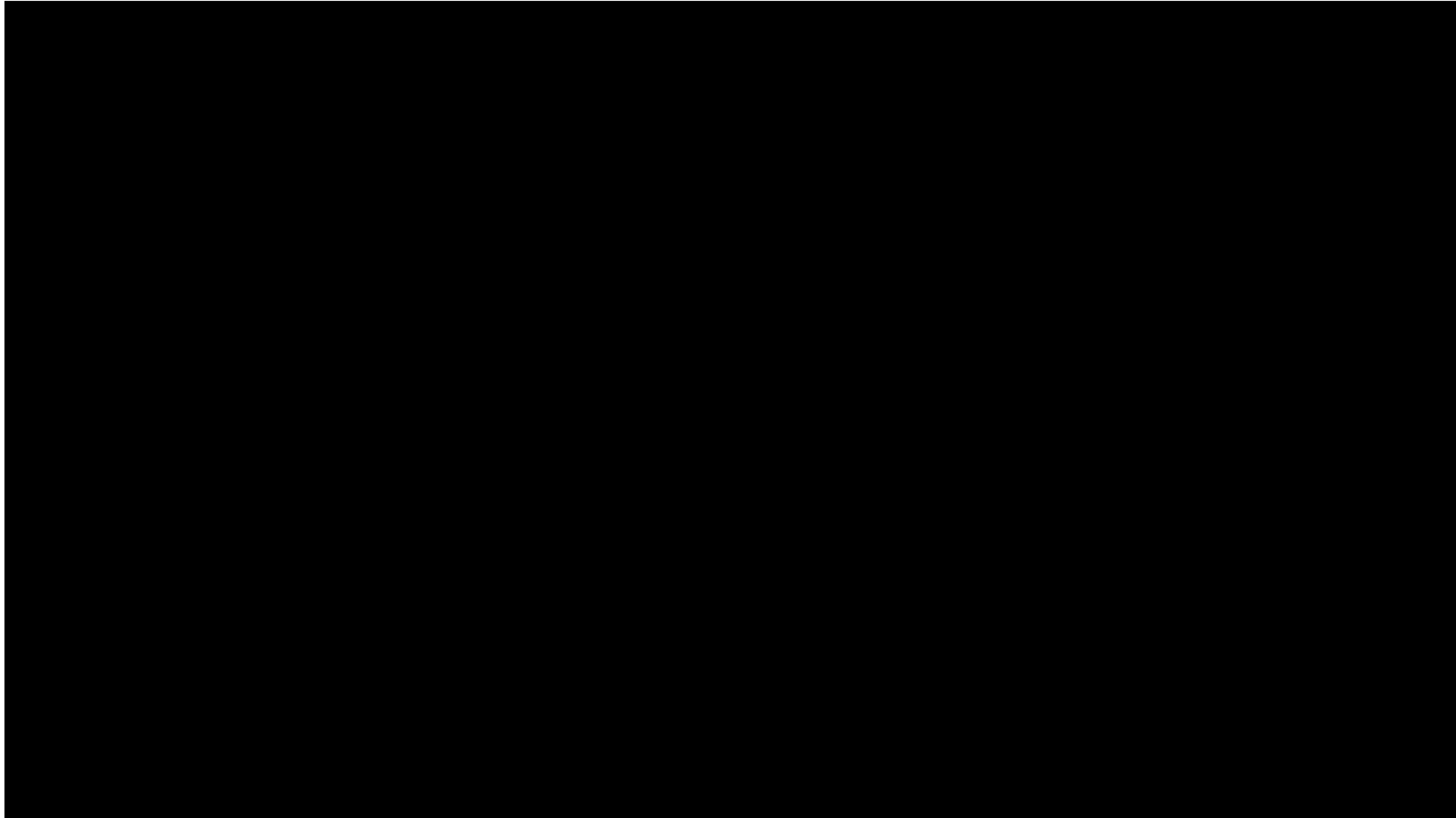
2014



Dropbox is the largest
collaboration network in the world.

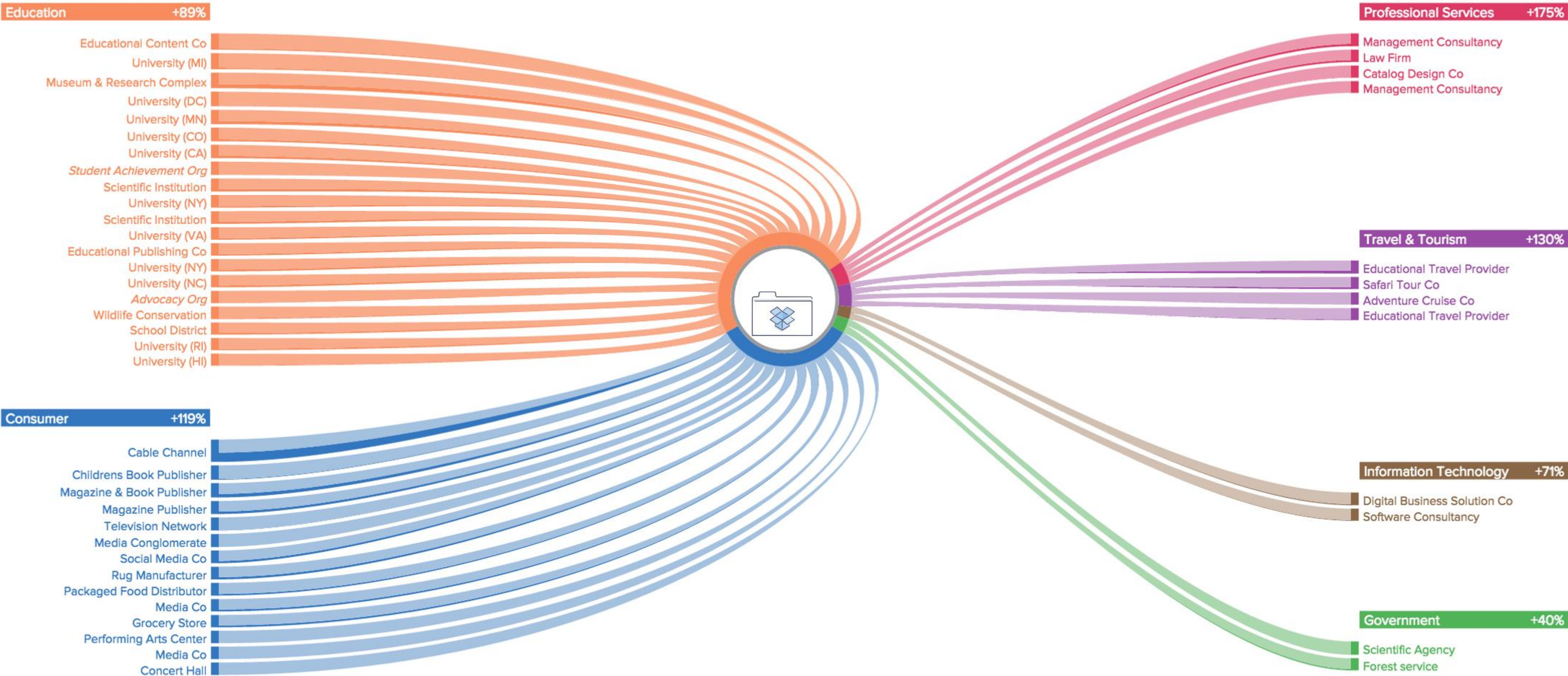
3.3B connections across
500M people inside 8M businesses.

What would it look like if we were able to
connect the tools & the people?

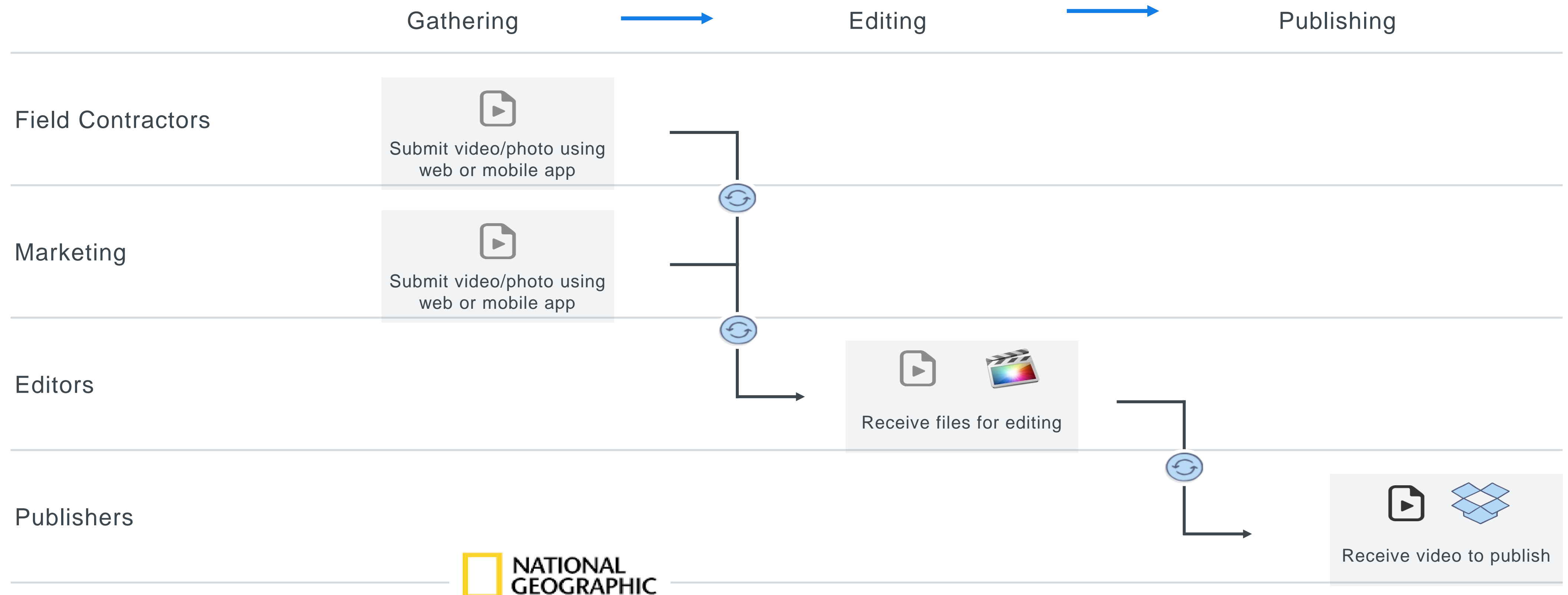


Dropbox connects to external contributors

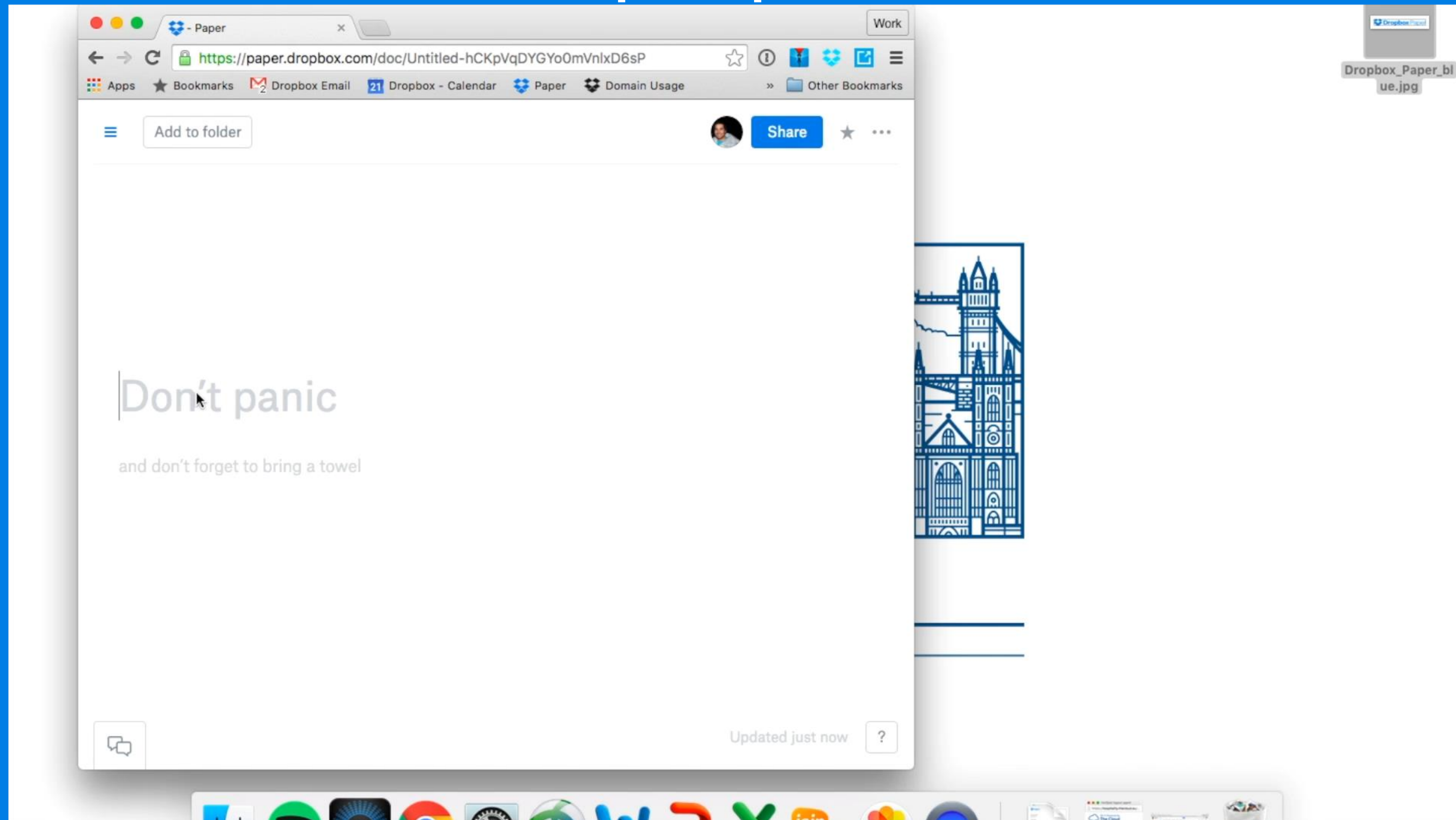
NGS: External collaboration network Number of shared folder collaborators



It creates a hub for video & image submission, editing, and publishing



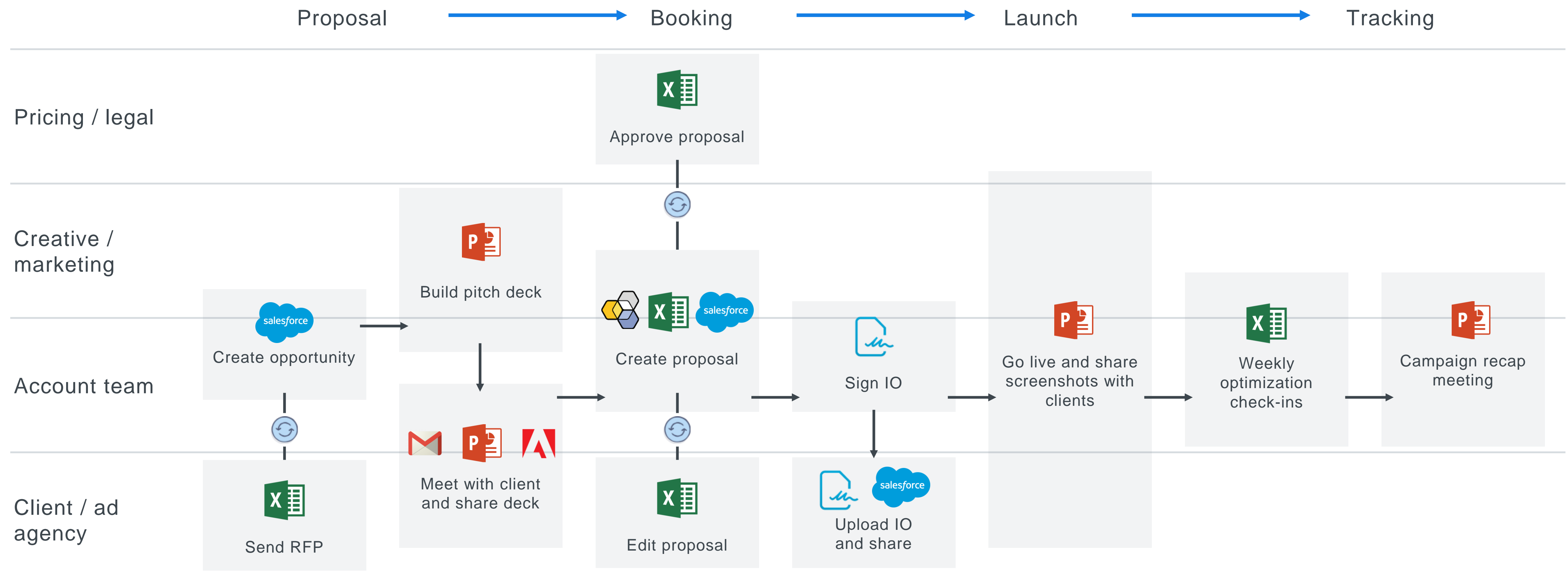
DEMO: How Dropbox & Paper connect people



Publishers like Bauer Media Australia use Dropbox to improve digital workflows



Integrations power the advertising planning and buying process



DEMO: How Dropbox integrates with Salesforce CRM

The screenshot displays the Salesforce CRM interface for the account 'Hanford Inc.'. The top navigation bar includes the Salesforce logo, a search bar, and user information for 'Cyrus Akrami'. The main navigation menu shows 'Accounts' as the active tab. The account details page for 'Hanford Inc.' is visible, showing various fields and tabs. A sidebar on the right contains a file explorer with a search bar and a list of files, including 'Customer Proposal.xlsx'.

Account: Hanford Inc.

Customize Page | Printable View | Help for this Page

Show Fields Add Tags

Teams [10] | Activity History [20+] | Contacts [20+] | Contact Roles [0] | Open Activities [0] | Opportunities [1] | Account History [20+] | Reseller Opportunities [0] | Counterparties [0] | Related Domains [0]

Account Detail Edit Check Territory Mapping Nominate as Reference

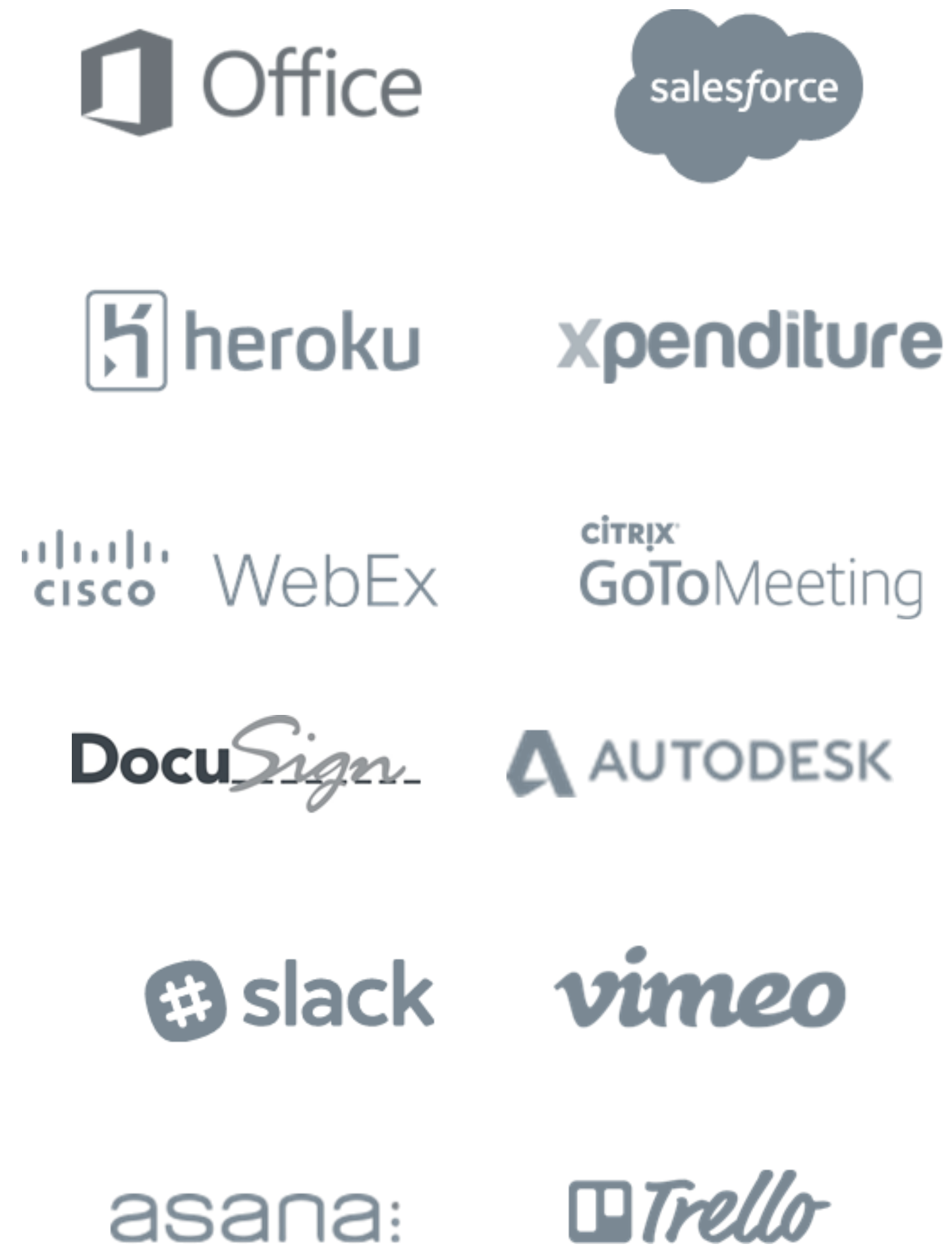
Account Owner	Peter Fenn [Change]	Type	Outbound
Sales Development Rep		Sector	Finance & Insurance
Account Name	Hanford Inc [View Hierarchy]	Industry	Banking & finance
Parent Account		# of Employees (picklist)	100-499
Reseller Parent		Employees	100
Partner Tier		Account Tier	C1
Phone	+1 9528358373	Territory	
Phone Extension		Opp Stage Mirror	
Website	http://hanfordinc.com	Tax Exempt Status	For profit
Domain	hanfordinc.com	Hold Expiration Date	
D-U-N-S Number	860923205	Primary Solution	
Ultimate Parent DUNS Number		Other Solutions	
UK Registration Number		Account Score	L
Named		# Total licenses (active teams)	975
Reject Reason			
Reject Reason Detail			

▼ Contract Info

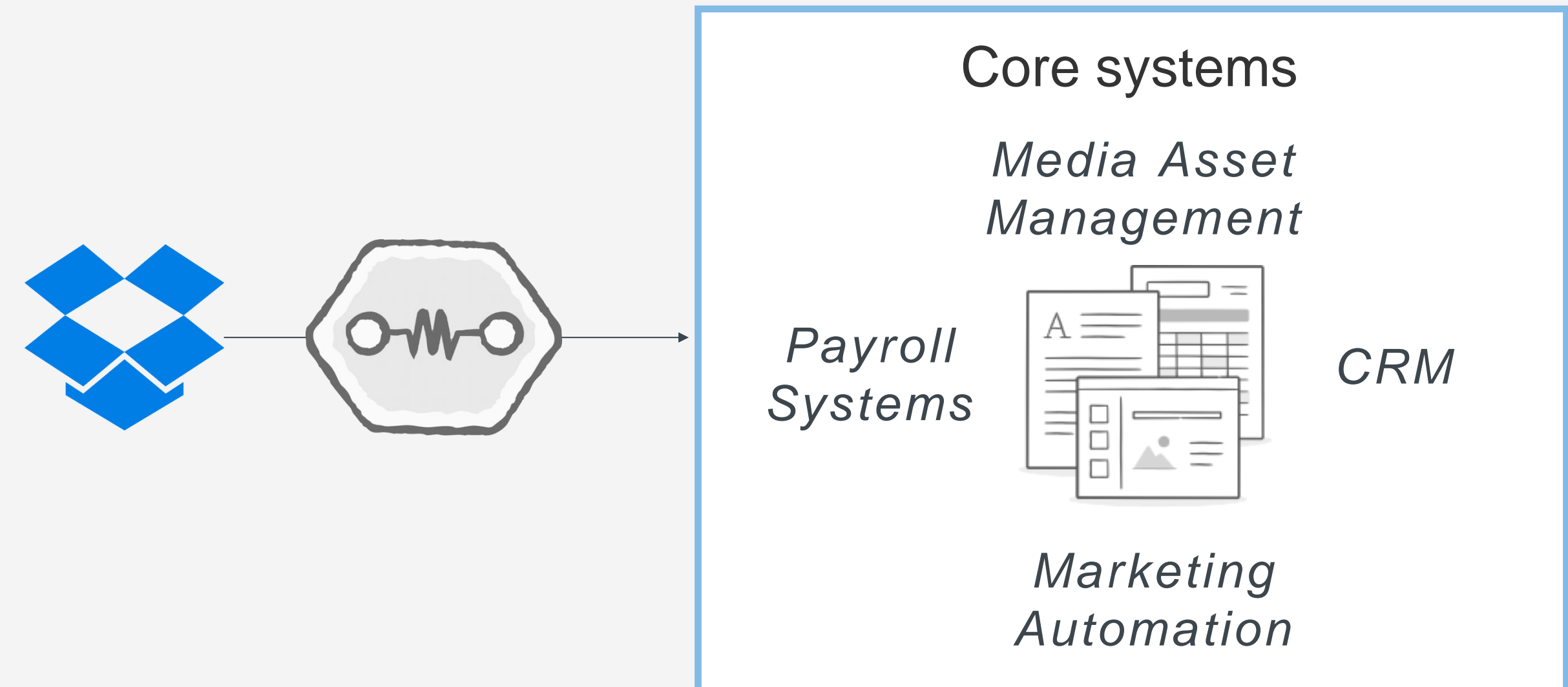
Contract End Date (last) 26/03/2018

Customer Proposal.xlsx

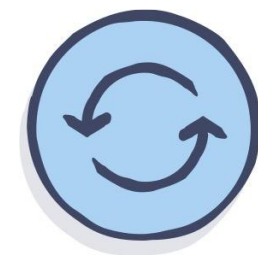
Connecting at scale



Connecting your solutions



Our partnership with Digital Collections for improving digital workflows in publishing



- ✓ Rights management
- ✓ Text mining engine (semantic)
- ✓ Picture handling and processing
- ✓ Interface to production environments

- ✓ Fast data import & export
- ✓ External sharing
- ✓ Cloud data storage
- ✓ Content synchronization on mobile devices

Succesful digital transformation begins in
the workplace!

Visit our stand at D/S to learn more!

