



## Dropbox a Leader in Gartner's 2017 Magic Quadrant for Content Collaboration Platforms

July 28, 2017 4:00 AM EDT

*Company improves leadership position in content collaboration*

SAN FRANCISCO — July 27, 2017 — Dropbox today announced it has been named a Leader in Gartner's 2017 Magic Quadrant Content Collaboration Platforms report. Dropbox powers one of the world's largest, most connected platforms for content-based collaboration. It helps more than [500 million registered users](#) and [200,000 Dropbox Business customers](#), including over 50 percent of the Fortune 500, work better together.

Gartner's Magic Quadrant evaluates vendors within a particular market segment based on their completeness of vision and ability to execute. According to the [Gartner report](#), "content collaboration platforms are the evolution of the enterprise file sync and share destination products and address digital workplace enablement strategies. Application leaders can choose among a range of options to transform individual productivity, team collaboration and business workflow automation." According to Gartner, by 2020, 80 percent of large and midsize organizations in mature regions will have deployed one or more content collaboration platform products to implement a content productivity and collaboration strategy.

"We believe this recognition as a leading content collaboration platform is a testament to the work we're doing to improve the way modern teams work together," said Rob Baesman, Senior Director of Product Management at Dropbox. "In the last year alone, we've introduced Dropbox Paper to general availability, brought Smart Sync to business users, and rolled out new administrative controls—all improvements to the way teams collaborate."

According to [Gartner Peer Insights](#), Dropbox users spoke highly of the platform. A managing partner in the finance industry [noted in February 2017](#), "The Dropbox solution is robust and reliable, and great compatibility with other tools." A CMO in the media industry [said in April of 2017](#), "Dropbox for Business is a highly effective tool for managing a cloud based workflow." A vice president in the healthcare industry [added in January 2017](#), "Dropbox has streamlined communication with new and updated documents. Dropbox allows access to all employees by computer or mobile device. It has made sure that all employees have the correct and most up to date information."

Dropbox helps people work better together by providing a unified home for content and integrating workflows for the collaboration around it. By breaking down silos, the platform makes it easier to capture ideas, get feedback and iterate together. Dropbox connects the creation, feedback, organization, and distribution of content to reduce the work-about-work that slows teams down.

### Additional Resources:

- [Read more](#) about this announcement in our blog post
- [Download](#) a copy of the Gartner report for more information on today's announcement
- Learn more about [Dropbox Business](#)
- Explore the [Dropbox Business blog](#)
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*Gartner, Magic Quadrant for Content Collaboration Platforms, Monica Basso, Karen A. Hobert, Michael Woodbridge, July 25, 2017.*

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### About Dropbox

Dropbox keeps more than 500 million registered users on the same page with easy-to-use collaboration tools and the fastest, most-reliable file sync platform. From the smallest business to the largest enterprise, we make teamwork better. For more information, please visit [dropbox.com/news](https://dropbox.com/news).