

Lonely Planet



The world's best loved travel brand brings its content and technology into the digital age with Dropbox

 **8**
global offices

 **200**
field writers

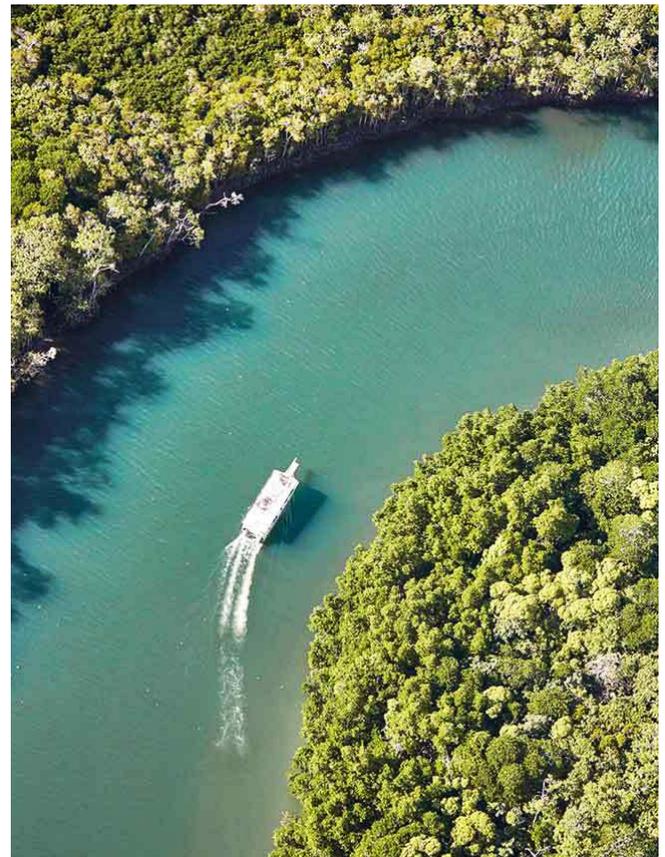
 **9 TB**
of data in Dropbox

About Lonely Planet

Certain parts of travel—the thrill of seeing new places, the lack of leg room on airplanes—will never change. One thing that is changing, and fast, is how we travel. No one knows this better than Lonely Planet. Since 1973, the company's guidebooks have been spirited around the world for decades by those seeking inspiration. In recent years, Lonely Planet has led the charge to disrupt its own industry through a suite of new digital offerings, culminating in a spot on *Fast Company's* "The World's Most Innovative Companies List" for 2018.

Journey to Dropbox

Lonely Planet knew that to innovate its product, it would be critical to keep content constantly up to date and make it accessible anywhere. But accomplishing that requires fast and seamless collaboration between hundreds of writers and editors around the world, a tall order for the old guard of file servers, VPN and FTP. In 2014, the company turned to Dropbox for a global collaboration solution that would be truly agnostic across devices, platforms and, most importantly, locations.



Key Results

Lonely Planet's decision to deploy Dropbox has changed the way the company works. Read below for some of the key benefits:

1 Smart Sync

- Smart Sync allows users to browse all their files and choose which are saved locally, reducing the strain on Lonely Planet's fleet of 256GB laptops.
- "Dropbox Smart Sync has been a savior," says David Richardson, IT Manager. "We just have so much content, that simple change on Dropbox's platform was exactly what we needed to create some semblance of a traditional file server."



2 Infrastructure management

- The transition from on premise servers to Dropbox for file storage and sharing is helping Lonely Planet reduce its investment in SAN servers and VPN licensing.
- Dropbox is also providing benefits through its low administrative overhead and its excellent sync performance, which is helping reduce bandwidth costs.
- "We don't need to dedicate resources to managing our daily operating files in Dropbox," says Richardson. "That's what we pay you guys for."



3 Remote collaboration

- Lonely Planet relies on hundreds of freelance writers in remote locations. Dropbox's excellent low bandwidth performance enables collaboration no matter where these writers are.
- Kevin Raub is based in Portugal and spends eight months of the year traveling for Lonely Planet. He uses Dropbox to access all the files he needs on the go. "When I'm on the road, the two things I use the most are Google Maps and Dropbox," says Raub.
- "We've always had a global presence, but before Dropbox, we couldn't be as spread out as we are now," says CEO Daniel Houghton. "Dropbox makes our employees feel like they're all in the same office."

