

Sid Lee

sidlee

The global creative agency chooses Dropbox for company-wide collaboration as part of the push to reimagine its technology environment

 **725**
Dropbox users

 **250+**
sharing connections with external domains

 **10%**
increase in end user efficiency

About Sid Lee

Sid Lee has been a creative business ally for its customers since it was founded in Montreal in 1993. The 600-person team achieved international recognition for designing brand experiences rooted in people's cultures and everyday lives for some of the industry's most progressive clients.

The company offers a diverse suite of services including branding, digital and social marketing, advertising, architecture and retail design, analytics and branded content, and has worked with top global brands like The North Face and Samsung.

Sid Lee's "Technology Reboot"

In 2015, Sid Lee realized it needed to reinvent its technology stack to maintain an innovative culture. CIO Marc Lalande kicked off a significant effort to become more nimble and reimagine the company's technology tools. Initially, the team hoped that one provider would meet the company's needs across

collaboration, communication and project management. But through its evaluation, the IT team realized that only a "best in breed" approach across several tools would create the best environment for collaboration.



Journey to Dropbox

A core component of the Technology Reboot was moving away from on-premise servers. Although the company already had OneDrive, Sid Lee wanted to evaluate all the options before moving forward. Read below for a step-by-step guide to the company's evaluation and decision to deploy Dropbox.



The Challenge

Relying on on-premise servers led to significant pain points for Sid Lee around asset management. Chief concerns included:

Local data storage:

Users saved content locally for file edits due to poor server performance, creating frequent issues with versioning and shared file access.

Collaboration over e-mail:

Collaboration over e-mail was common, which contributed to user struggles with version control.

Remote collaboration:

Users collaborating across offices always faced a difficult question—where to keep the project's files? Choosing one office's server over the other made access more difficult for users from the other office.

Users no longer save files locally, reducing challenges with version control. Sid Lee's IT team says training users on the switch was "incredibly easy" thanks to Dropbox's strong desktop experience.



The Evaluation

Dropbox's combination of user friendliness and flexibility convinced Sid Lee it was the best tool for simplifying company-wide asset management. Key points in the evaluation included:

User training:

Because most employees were familiar with Dropbox, the company knew training would be minimal compared with other tools.

Prioritizing platform:

To provide best of breed options, Sid Lee needed a collaboration tool that could integrate with other popular productivity apps.

Device agnosticism:

Sid Lee has a mix of Mac and Windows devices, and wanted a storage solution that would provide high performance across both.

File collaboration no longer happens over e-mail, which also helps with version control. Users default to sharing Dropbox links through Slack.



The Solution

Dropbox has become a central part of Sid Lee's productivity suite—the IT team claims everyone at the company uses it every day. Below are some key benefits:

Server Deprecation:

With Dropbox, Sid Lee is reducing its server footprint, helping to decrease costs, overhead and the company's carbon footprint.

Seamless connection across tools:

Sid Lee has integrated Dropbox with Office 365, Slack and Adobe Creative Cloud, allowing employees to move seamlessly between apps.

Productivity Gains:

Sid Lee's users are 10% more efficient with Dropbox according to the IT team due to a few key improvements

Remote collaboration is seamless, ensuring the best team can be put together for every project no matter where its members are.

Use Case Overview

Sid Lee has seen improvements in every facet of how employees collaborate. Below are a few of Sid Lee's favorite use cases and features.



1 Dropbox Paper

- Paper is used across the company, but is especially popular in the design team for sharing feedback and developing project briefs.
- Designer Rene Charles Arsenau says he likes Paper because it “eliminates the back and forth of sending documents” and that using Paper feels “almost like a chat room” because of how fast ideas and feedback are shared.



2 Smart Sync

- Smart Sync has been a hit at Sid Lee, which is a very content heavy company.
- For one designer, “it’s really about the transferring time - I used to be waiting around on files, copying them, downloading them. Smart Sync keeps everything at my fingertips instantly and acts in the background. It’s a super seamless way to work.”



3 Slack Integration

- Sid Lee says the seamless integration between Dropbox and Slack “really pushed” them to select Dropbox.
- The integration is reducing e-mail usage since Dropbox content shared through Slack stays updated as users make changes. In the past, collaboration over e-mail led to constant re-sharing and a loss of version control.



4 Simplified File Management

- Sid Lee has a simple approach to organizing its Dropbox, with one folder designated for each client.
- This has streamlined file access and made it easy for users across different teams to know where to go for file access.