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## Dropbox Files for IPO

This week, Dropbox finally filed for IPO, with reports that the company is looking to raise some $500 million.  Revenue is now over $1 billion with some 500 million customers (of which 11 million actually pay for services, including me).

I've always been interested in whether the "sync-n-share" model of data storage could work in the enterprise.  Traditionally, once storage filers gained a foothold, data was easily available behind the corporate firewall.  But today we need more flexibility to access content on mobile devices and outside the workplace.

These requirements have always placed a burden on IT to offer services without risking data security. However, I think most haven't been successful

enough to fight back against unofficial corporate sharing of data using the Dropbox service (although Dropbox does offer corporate solutions) and others.

## Hoover and Google

The Dropbox name is definitely becoming synonymous with data sharing, almost to the level of verb usage that we have today with Hoover and Google. Does Dropbox have what it takes to be a truly global and pervasive brand?

An [S-1 analysis](#) on Hacker Noon certainly implies that the company is financially headed the right direction and the move away from public cloud has [saved lots](#) of operational cost.  Paying customers have steadily risen from 6.5 million in 2015 to 8.8 million in 2016 and 11 million last year.

## Value Add

Getting back to the enterprise, how many customers actually use any value-add features, above the simple sharing of data?  I don't.  As a data sharing service, Dropbox is rock-solid, but I'm not inclined to use it for anything else.  I've tried Box (didn't like it) and other services, but Dropbox lacks some true enterprise capabilities like global file locking.

The question for me, as Dropbox goes IPO, is whether consumer-based services, where 2.2% of the user base pay, can become a global brand that really can address the needs of the enterprise.  Perhaps Dropbox will never fully go there and ultimately remain a consumer brand, funded by the small number of users who deem the service valuable enough to pay for it.

What do you think?

Chris Evans

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# New Architecting IT Blog Posts...

- [Dell Terminates {code}](#) (23 February 2018)
- [Samsung 30TB SSD - The New Normal](#) (21 February 2018)
- [Data Mobility - Global/Scale-out Data Platforms](#) (20 February 2018)

# New Storage Unpacked Podcasts...

- [#39 - Garbage Collection: Storage Mythbusters Part I](#) (23 February 2018)

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We're interested in your feedback!  Is there anything you would like to see covered in these newsletters or on the blog?  Do you have an opinion on any of the content?  Just hit reply to this email or continue the conversation online: [@architectingit](#) on Twitter, or via [Linkedin](#).

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