

Why businesses are choosing Dropbox Business over Box

Dropbox Business gives you a significant edge over Box thanks to superior user experience, product strategy, and sync technology.

Built with usability in mind

Dropbox is loved by 500M users worldwide because it operates within the desktop, simplifies sharing, and “it just works.” Dropbox Business applies the user-first design approach to the admin experience and has a simple pricing model. Unlike Box, there are no costly add-ons.

Content-based collaboration

Dropbox Business is a central workspace that helps teams stay organized. Everything is stored in proprietary servers, and a tight integration with Dropbox Paper drives ideation and keeps ideas flowing. Box pursues a system integration strategy that relies on third parties store and analyze user data. Box functions similarly to legacy solutions such as SharePoint.

Superior desktop sync

Dropbox delivers best-in-class desktop sync with custom architecture, enabling delta and lan sync. Smart sync delivers every file without tying up storage space, and even integrates with the desktop sync engine to allow offline access. Box requires manual syncing because it is built for the web, and they rely on third-part servers. Dropbox outperformed Box in a July 2017 sync performance test.¹ Principled Technologies found Dropbox to be:

- Up to 2X faster to download a 25MB file
- Up to 5X faster to upload a 0-byte directory
- Up to 11X faster to sync a 100KB edit of a 25MB file

Dropbox

- 500M users
- 200K paid businesses
- 600K developers
- 60B API calls/month
- 10K active app integrations

Box

- 41M users²
- 76K paid businesses³
- 100K developers³
- 7B API calls/month⁴
- 2K active app integrations⁵

¹ [July 2017 Principled Technologies sync performance test](#)

² [About Box](#)

³ [BoxWorks 2017](#)

⁴ [Box Blog Sept 2016](#)

⁵ [Box Feature Index](#)