

Hilltop Consultants secures client data — and its profits — with [Dropbox for Business](#)

Since 2003, Hilltop Consultants has provided enterprise-level IT support and services to SMB customers across Maryland, DC, and Virginia. The company prides itself on providing 24/7 remote management, consulting, monitoring, and support.



A trusted name makes an easy sell

As a company committed to staying on the cutting edge of technology, Hilltop Consultants was an early promoter of cloud solutions. Although its initial selection for cloud file storage seemed like a good fit for clients, one disastrous data loss event led the company to quickly pursue other options. According to Hilltop Consultants President Jim Turner, the company chose Dropbox for Business for a number of reasons. “Dropbox for Business is intuitive. It doesn’t break and my clients don’t really need to be trained on it because it just works,” he explains. “On top of that, there’s a level of trust among clients because Dropbox started as a consumer product. People have heard of it and that makes for an easier sell.”

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Jim Turner, President, Hilltop Consultants

The combination of ease-of-use and affordability make Dropbox for Business highly appealing to many of Hilltop’s clients. Rather than having to spend upwards of \$10k on a server, clients can pay a small fee for Dropbox for Business user licenses — and ultimately use the money they save to invest in better services, training, and support from Hilltop. It’s a win-win for clients and for Hilltop Consultants. Turner adds, “Dropbox for Business helps remove some of the barriers or points of objection we might encounter during the sales process. It comes at a low cost to clients but offers an infrastructure worth millions of dollars.”

Organization: [Hilltop Consultants](#)

Requirements

- Fast setup and onboarding for clients
- Minimal tech support required
- Reliability and total protection against data loss

Solution: [Dropbox for Business](#)

Results

- 35 percent fewer help ticket requests
- Higher margins and lower staffing costs
- More time to focus on growing their business

Keeping costs low and margins high

Because Dropbox for Business doesn't require extensive training, and the Partner Program offers unwavering support, Hilltop Consultants is able to maintain a very small Dropbox deployment team for clients. Turner says, "With Dropbox for Business, I don't have to hire a bunch of engineers. I can spend less on my staffing — keeping costs lower for my company and my clients — while improving customer service."

With fewer staff resources needed and a reduction in help tickets coming in, Hilltop has achieved very healthy margins with Dropbox for Business. "We earn more the less we have to pick up the phone and send tech support to different sites," explains Turner. "Dropbox for Business has helped increase our profit margins, without having to increase the costs to our clients, because our techs don't have to work as much."

In addition to helping Hilltop free up its techs for other priorities, the Dropbox Partner Program allows Hilltop to get new sales representatives onboarded in just a few hours. It also provides the company with a high-touch relationship. As Turner attests, "Dropbox has been very supportive and easy to work with. When there are opportunities to join us at events, collaborate on marketing, or even just hop on the phone, they're always willing to do it."

Satisfied customer

By moving file storage and sharing to Dropbox for Business, Hilltop Consultants' clients have been able to increase companywide mobility — and productivity. One particular client who had been using flash drives to transfer data between offices saw a 35 percent decrease in help ticket requests after adopting Dropbox for Business. According

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to Turner, "Dropbox for Business has made life easier for our client's IT person — and for us. I would estimate that they've gained about 8 hours of productivity each month because of Dropbox."

When another Hilltop client, the Center for Health, Environment, and Justice (CHEJ.org), experienced a devastating fire in its office, Dropbox for Business protected vital data and helped keep the organization up and running. "Dropbox for Business saved the day," says Turner. "CHEJ didn't have any downtime and was able to continue its mission of helping people in spite of the fire."

Given the number of success stories Hilltop Consultants has seen among clients, it's no surprise that Dropbox for Business has come to play a big part in many of the company's client pitches. Turner notes, "Whenever it's time to upgrade or make a technology refresh, Dropbox for Business is part of the conversation from the very beginning."

About Dropbox

Dropbox simplifies the work and personal lives of millions of people by letting them bring their documents, photos and videos anywhere and share them easily. The service has more than 300 million users and is used in over 4 million businesses, with over 1 billion files saved per day.

To learn more about what the Dropbox Partner Program can do for your business, please visit www.dropboxpartners.com or email us at partners@dropbox.com.