# DRACOON

Press Report

## Dracoon strengthens brand and expands channel

Many companies are in the process of digitalizing and therefore need their employees to be able to safely exchange data and linked devices to safely store data. The German provider Dracoon with its solution of the same name offers the basis for that – it states that it has been surprised by its success, which is why the channel should be expanded.

*By Daniel Dubsky* / It has been nearly one year since the former SSP Europe has been on the market under the name "Dracoon" and it has been very successful. The advancing digitalization of the economy is driving the demand. Furthermore, the GDPR has put safe storage and exchange of data on the agenda. However, the brand from Regensburg has still flown slightly under the radar due to the strong OEM-business. Companies such as the Telekom offer their Dracoon-based sync- and share-systems under own branding. "We hold the largest market share but are unknown." Arved Graf von Stackelberg, who is in charge of the marketing since spring, rightly concludes.

**Joint Marketing**
That is why Stackelberg wants to strengthen the marketing to put more emphasis on Dracoon – even in the OEM-business. There the suffix "powered by Dracoon" was recently added, in order to boost the publicity of the provider and make the collaboration in marketing easier. "This is especially helpful for system houses that in contrast to Telekom cannot stem this on their own.", the manager explains and promises extensive marketing investments. However, he would not only like to gain further OEMs for Dracoon in the next few months but is also looking for resellers for the enterprise-business. "Of course, every reseller can also act as an OEM-partner and provide own data-exchange services. "

**Additional Business through Application Integration**
According to Stackelberg, Dracoon is missing partners "who are able to close large deals and keep up with long sale cycles" in the enterprise-business. Then, however, they not only profit from the high user-numbers but also from the profitable integration services. The provider offers interfaces and works together with other providers. That way, for example, multifactor-authentication as well as identity and access management can be included. Furthermore, the link to an SIEM-system can be established and CRM- and ERP-solutions, document management and ticketing systems can be integrated. In principle any desired data source can be included in the filesharing platform, be it applications or numerous linked devices from the IoT that need a place for the safe storage of their data. Of course, the stored data can be processed and made accessible in numerous diverse applications. The Dracoon-platform can even be expanded into the AWS-cloud thanks to the cooperation with Netapp.

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**Growing projects**

All this extends the platform enabling more than the mere exchange of data between employees and offers partners a huge potential. In the past months and years, the projects have steadily grown and become more profitable, reports Stackelberg. According to the manager, the customers primarily seek a safe data exchange, in order to replace SFTP or other clouds used by their employees. Later in the process, usually other applications are integrated.

**SMBs remain important**

Despite the stronger enterprise orientation, the many small Dracoon-Resellers, that serve SMB-customers should not be neglected. That is why the provider has improved their trainings and introduced a deal-registration in the last few months. "And we are expanding the partner-team to be able to better look after these resellers.", says Stackelberg. "We would like to work closer together with them."

*www.dracoon.com*