

# Competitive Conversation Guide

## PURPOSE

This guide helps partners handle comparisons when customers mention other file sharing platforms. The goal is to keep the conversation focused on how files are managed in practice, not on feature lists.

## GENERAL RULE FOR ALL COMPARISONS

Do **not** start by explaining why RushFiles is “better”.

Instead:

1. Acknowledge the tool the customer mentions
2. Understand how it is used today
3. Identify where file structure, control, or responsibility becomes unclear

The goal is to understand the current setup, not to win an argument.

## WHEN CUSTOMERS MENTION ONEDRIVE OR SHAREPOINT

### What to acknowledge

“Yes, many companies use OneDrive or SharePoint, mainly for document collaboration.”

### Where differences appear

These tools are commonly used for:

- document editing
- personal or team-owned storage
- project or site-based work

RushFiles is an EFSS platform focused on shared folders, access control, and predictable file behavior, not personal storage or project sites.

Limitations show up when companies need:

- one shared folder structure across departments
- clear responsibility for access and data ownership
- predictable access for external users
- separation between collaboration tools and file infrastructure

### Questions to ask

- How do teams access shared folders today?
- Is the folder structure the same across departments?
- Who controls access when employees or external users change roles?

## WHEN CUSTOMERS MENTION DROPBOX

### What to acknowledge

“Dropbox is easy to start with and widely used.”

### Where differences appear

Dropbox works well for:

- quick file sharing
- individual or small team use

Problems appear when:

- shared folders grow across teams
- access must be reviewed regularly
- IT needs visibility into external sharing

RushFiles is used when file access must be managed centrally, not per user.

### Questions to ask

- Who manages folder access today?
- How is access removed when someone leaves?
- Can IT see all shared folders and external access?

## WHEN CUSTOMERS MENTION GOOGLE DRIVE

### What to acknowledge

“Google Drive works well for browser-based documents.”

### Where differences appear

Google Drive is centered around:

- documents created in the browser
- user-level file ownership

Problems appear when:

- teams expect a folder-based workflow
- local file access is required
- offline work matters

RushFiles keeps a folder-based way of working, similar to a file server, with sync across devices.

### Questions to ask

- Do users mainly work in folders or browser documents?
- Is offline access required?
- Do files need to behave like a network drive?

## WHAT TO LISTEN FOR IN EVERY CONVERSATION

Listen for signals around:

- shared folder structure
- access control and responsibility
- external user handling
- operational effort
- where data is hosted and who controls it

When these topics matter, RushFiles becomes relevant without forcing the comparison.

## CLOSING TIP

If the discussion turns into a feature-by-feature comparison, pause and return to how files are accessed, shared, and controlled today.

For additional sales guidance and materials, visit the Partner Resource Hub or contact [marketing@rushfiles.com](mailto:marketing@rushfiles.com).