



Ibotta: Investing in collaboration with Google to sustain and grow the business



Founded eight years ago, Ibotta is an app that lets consumers earn cash back from everyday purchases. The company, which launched with just a handful of employees, now has over 600 people, 10 additional offices, and has grown significantly in valuation, in large part due to the company's highly collaborative culture, which is reliant on tools like Google Drive and Google Docs.

Like many startups, Ibotta was attracted to Google's collaboration tools because they're easy to use, simple to manage, and cost-effective. "Real-time collaboration with Google Docs and Drive is a must-have," says Ryan Powell, Ibotta's Director of IT. "If we ever tried to move employees off it, it would be a torches and pitchforks situation—complete chaos."

Solving productivity challenges with Google Drive

As Ibotta has grown, the tools that have supported the company from the start are Google Docs, Sheets, and Slides—all of which integrate seamlessly with Drive. There are a number of reasons why Google's collaboration tools are the right fit for Ibotta. First, being able to edit documents in real time, side by side with teammates, in a single version of truth, is a game-changer. "That's the standout feature," Powell says.

Second, tools like Google Drive are familiar and intuitive for Ibotta's 600+ employees. "People just know how to use it," Powell says. "We don't have to do much training, and we rarely get questions." Because Drive is easy to manage and it integrates with Ibotta's other collaboration tools, getting employees up and running on Drive is quick and painless.

Google's increasingly strong enterprise security and management features are also critical for Powell and his team. One key feature is data loss prevention (DLP), which uses baseline and customizable rules to prevent the sharing of sensitive information. In addition, [security center](#), a unified security dashboard, offers Ibotta actionable insights to proactively deal with potential risks and improve the company's overall security posture.

Finally, Google's pricing and licensing is simple, transparent, and easy to manage. While other solutions have complex billing policies that can sometimes feel like nickel and diming, Powell notes that Google's billing is intuitive, predictable, and perhaps most importantly, cost-effective. Ibotta spends as much on video conferencing as it does on all of Google's productivity tools, which is part of why Powell is "considering going all-in on Google in the future. We're all for simplification and consolidation, especially from a cost perspective."

Enabling stronger internal and external collaboration

Ibotta employees have also discovered the power of shared drives. With shared drives, file ownership rests at the team level, so every member of a shared drive always has access to the right content. "Shared drives are absolutely better than anything the competition has to offer—it's a really great feature we should have taken advantage of earlier," Powell says. Google Drive's search technology, powered by Google AI, also helps workers stay focused and productive by giving employees quick and easy access to the right files.

Looking forward, Powell is excited for the upcoming launch of pincode-verified visitor sharing in Google Drive. Currently in beta, this feature lets employees not only share but also collaborate easily and effectively with external stakeholders, which is a core aspect of Ibotta's business. Visitor-sharing will be the final piece of the puzzle to give Ibotta the confidence to further leverage Drive for external collaboration.

Altogether, Ibotta considers the combination of Google Drive and Google Docs a powerful, intuitive, and cost-effective solution that is a key enabler of the company's collaborative culture.

[Learn more](#) about how Drive can help your business.

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