

Dropbox Automator is now The Wappwolf Automator

Wappwolf brings intelligent actions and easy collaboration to Wappwolf Automator.

San Francisco, CA - March, 30, 2012 - Wappwolf today announced that Dropbox Automator is now The Wappwolf Automator. Aside from that the company is bringing intelligent actions to its service, allowing for easy collaboration and added comfort when processing files. The company will also be working with more partners due to overwhelming response to The Wappwolf Automator.

"We are very pleased with our progress so far" said Michael Eisler, CEO of Wappwolf. "The Wappwolf Automator has seen a tremendous growth in users and usage. We have only days ago passed the mark of 600,000 files processed, and are happy to report that recurrent usage is going up. People are starting to make good use of our service, and we are working hard to provide some new, great features. Besides these new features we are looking forward to working with new partners and consequently provide more value to our customers. Today's release is very much about collaboration, which provides an additional layer of comfort for users of our service."

Since the launch of Wappwolf Automator in late December 2011 more than 30,000 users registered, and over 50,000 files were processed in the first month of its existence only. User's response to the service is very strong, and the number of files processed has increased more than twelve-fold.

The Wappwolf Automator

Wappwolf Automator is a service developed by Wappwolf that makes use of an API to connect to other web-services. At present the service supports Dropbox for drag & drop file processing; soon there will be support for other favorite web-services. Due to its popularity the service is expected to add more users in the coming months.

File Elements - Intelligent Actions for Collaboration

File Elements are parameters (e.g. download link, name, description, file size, etc.) that can be added to text fields in actions. They are a simple way for a user of Wappwolf Automator to include notifications containing the download link, file name, file size or else when processing files with Wappwolf. The advantage is obvious: No more searching for files, photos or albums on different platforms.

For example a sales team that uses Wappwolf Automator to convert proposals written in Microsoft Word to pdf and save it to Dropbox includes a link to file in an email notification to the team. By clicking on this link everyone with access to their Dropbox can access the file immediately. Additional information, such as file name, file size, date, etc. may be included in the notification to better identify the file or client.

Other examples include sending a tweet and / or sharing the link to an album on Flickr whenever uploading a photo to Flickr. Or, renaming a file and receiving a notification with name, file size and link. There are multiple possibilities, all of them saving lots of time searching for files.

New Platform Integrations and New Features

Evernote and Windows SkyDrive are the latest additions for platform integrations. These services have been integrated a little more than 2 weeks ago and have seen a significant uptake by users since.

A new action that removes all EXIF information in photos has been added to Wappwolf Automator, which is a favorite with users. Also, it is now possible to delete the original file in an automation.

The growth of Wappwolf Automator also creates a range of new combinations with other services not part of direct integrations yet. For example, users automate their Android Dropbox photo uploads with Wappwolf, or use attachments.me to create rules and process their email attachments with Wappwolf, or use the QuickShot App for iOS to process their photos with Wappwolf.

Other partner integrations are presently being worked on and are being released on a weekly basis. Any such releases are announced on the company's blog at blog.wappwolf.com.

About Wappwolf

Wappwolf is the leading online automation app for files and documents. Founded in 2010, the company provides a secure platform for connecting apps to actions ('web action store'). Actions cover, for example, photo and doc editing and sharing on the go, and can be accessed through embedding in mobile and web applications, such as iPhone and iPad.

The company is privately held and backed by a number of private investors. Headquarters have recently been moved to San Francisco, CA. To find out more about Wappwolf, please visit www.wappwolf.com.

Wappwolf's press room is available at wappwolf.pressdoc.com.

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