

Competitive Analysis of Cloud Storage Apps



Your stuff, anywhere

1. Case Study: [DROPBOX](#)

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Overview

- Tagline on Google: “Your stuff, anywhere”
- Launch: June 1, 2007 by Drew Houston
- Funding: Raised \$2.4 billion
- Users: 500 million / 11 million paying users
- On Crunchbase: [/dropbox](#)
- Staff: 1001-5000 employees
- Location: San Francisco, CA

Competition Breakdown

Positioning: The company’s official tagline is “Work better, safer, together.” The company’s landing page makes three very distinct points:

- “Designed to take teamwork to the next level.”
- “The best way to work together.”
- “Safe, secure and reliable”

Primary Audience: Dropbox is aimed squarely at working class & creative people by providing a modern workspace that helps reduce busy work - so they can focus on the things that matter. Frustration over file management and a need for a cloud based storage prompted a lot of users to use their app, even though barely any marketing was done. **Dropbox**, is free to use but also provides premium services to businesses. At the moment Dropbox is expanding their operations due to the latest 500 mil round.

Differentiators: Has the highest \$2.4 billion investment and a solid growth.

SWOT Analysis: DROPBOX

Internal Factors: Strength

- File Versioning: special settings which help in the easy recovery of files and various versions of it.
- Payment plan: various payment plans that are in tune with customer expectations.
- Users: Dropbox has over 500 mil free users with 11+ mil paying.
- Location: being located in Bay Area they are able to secure the best funding deals.
- Flexible storage options: considering businesses don't generate the same amount of data on a regular basis, the ability to adapt based on a data usage is essential.

Internal Factors: Weaknesses

- Slow monetization: even though they have a huge user base, only 11 million users actually paying for their services.
- Weak marketing efforts despite a solid funding round.
- Same colors to their competitors.
- Unable to preview certain files
- Unable to archive the data and preview in the cloud
- Collaborative tools are limited, team versioning not existent.
- You start only with 2Gb of free storage.

External Factors: Opportunities

- Stronger marketing efforts. Considering Dropbox has 500+ mil users it opens a huge opportunity. Even 1-2% increase in paying users would equate to millions.
- Archiving large data and preview in the cloud.
- Collaborative tools that help you share files with other users in the team.
- File versioning
- Compatibility with certain files (preview: .psd .ai .dxf etc.)
- Social media integration.

External Factors: Threats

- Competition (crowded space): Dropbox faces a lot of competition from Google Drive, Sky Drive, Mediafire etc. There's also a lot of small and midsize companies with more superior features that can pose risk.
 - Huge investments create opportunities and threats as well. A slow then desired growth can equate to unsatisfied investors and other problems down the road.
 - China and India has the biggest push into AI and cloud storage to date. Their goal to control those markets by 2025 creates uncertainty for companies in US.
 - Amount of data created outpaces the growth of Dropbox.
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2. Case Study: [Google Drive](#)

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Overview

- Tagline on google: “A safe place for all your files.”
- Launch: Apr 24, 2012
- Funding: Self Funded
- Users: 1 billion users
- On AngelList: [/google](#)
- Staff: N/A
- Location: Mountain View, CA

Competition Breakdown

Positioning: The company’s official tagline is “Keep everything. Share anything”. The company’s landing page makes three very distinct points:

- “Store any file.”
- “See your stuff anywhere.”
- “Share files & folders.”

Primary Audience: Google Drive is aimed at creative people and working class. They position themselves as an international company that provides a way to share files anywhere. The biggest appeal to masses is possibility to store all your files and sync it with gmail. Google being arguably the biggest company in the world has its own appeal.

Differentiators: Google’s unlimited resources such as engineers and cash, not to mention integrated support with all google products is definitely a big plus!!!

SWOT Analysis : [Google Drive](#)

Internal Factors: Strength

- Branch of Google: unlimited tech support and extensive security measures.
- Solid vision of expanding.
- Access to anybody - free of charge.
- Ease of use.
- Possibility of linking to Gmail.
- Unlimited resources.
- Marketing: Free #1 spot on Google
- Integration into Android and all supported Google apps.

Internal Factors: Weaknesses

- Lack of collaborative tools. Even though Google has a lot of tools you can use separately. They don't provide a one stop solution for teams.
- Unable to view certain files.
- Google doesn't consider Drive it's #1 priority. Shift in a vision of the company might put an end for Drive.
- Web interface isn't the best.

External Factors: Opportunities

- Exploring new features (AI, VR) that other players don't have.
- Preview of all types of files in the cloud.
- Archive files and preview that content in the cloud.
- Social media integration.

External Factors: Threats

- Dropbox has solid investment rounds and a solid vision. Pricing them out would be beneficial.
 - Extremely crowded space. Google might faze out Drive if it becomes not viable to sustain it.
 - China and India has the biggest push into AI and cloud storage to date. Their goal to control those markets by 2025 creates uncertainty for companies in US.
 - Amount of data created outpaces the growth of Dropbox.
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3. Case Study: [MEDIAFIRE](#)

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Overview

- Tagline on google: “Cloud storage for everyone.”
- Launch: October 1, 2006
- Funding: Raised \$2.5 million
- Users: 43 million users / N/A paying users generate \$77 million annually.
- On Crunchbase: [/mediafire](#)
- Staff: 650-700 employees
- Location: Shenandoah, TX

Competition Breakdown

Positioning: The company’s official tagline is “File sharing and storage made simple”. The company’s landing page makes three very distinct points:

- “Handles all of your file needs.”
- “No matter where you go - take your files with you.”
- “File sharing and storage made simple.”

Primary Audience: Mediafire is aimed squarely at working class & open source community. Frustration over file management and a need for a cloud based storage prompted a lot of users to use their app, even though barely any marketing was done. **Mediafire**, is free to use but also provides premium services. Being a private company and having almost no marketing it’s hard to tell what it’s primary focus for expansion.

Differentiators: Despite a slow growth has extremely competitive pricing and fast upload speeds.

SWOT Analysis: DROPBOX

Internal Factors: Strength

- 10gb free plan
- Very affordable: \$3.75 for 1000gb
- Collaborative tools: implemented and easy to use.
- Fast upload speeds
- Decent 20gb file size limit

Internal Factors: Weaknesses

- Antiquated user interface.
- No desktop apps.
- No folder uploading.
- No versioning.
- Deletes data when inactive.
- Free version has ads.
- No archiving or preview of certain files.

External Factors: Opportunities

- Increase marketing efforts and funding.
- Archiving large data and preview in the cloud.
- Collaborative tools that help you share files with other users in the team.
- File versioning
- Compatibility with certain files (preview: .psd .ai .dxf etc.)
- Social media integration.

External Factors: Threats

- Competition (crowded space): Mediafire faces a lot of competition from Google Drive, Dropbox etc. There's also a lot of small and midsize companies with more superior features that can pose risk.
 - Lack of investments creates a stagnant environment.
 - China and India has the biggest push into AI and cloud storage to date. Their goal to control those markets by 2025 creates uncertainty for companies in US.
 - Amount of data created outpaces the growth of Mediafire.
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+ OPPORTUNITY FOR A **NEW CLOUD STORAGE APP**

As you can see there's a possibility for a new platform.

Features a new cloud storage platform should have:

- **50gb+ Free Storage Plan;**
- **File Versioning**
- **Various team collaborative tools.**
- **Social media integration + Sharing**
- **Archiving files and preview in the cloud**
- **Encrypted security** (each file encrypted upon the upload and have a smart lock security)
- **No ads**
- **Competitive pricing**
- **Compatibility with all files** (.Ai .Psd .Dxf etc.)
- **Smart customer support.**
- **Desktop App**