

Case Study 1 - Google Drive

Overview

- Tagline: A safe place for all your files
- Launch: April 24, 2012
- Stats: 1+ billion users

Competition Breakdown

Positioning: How Google Drive positions its cloud storage services:

***“Store any file** -- Keep photos, stories, designs, drawings, recordings, videos, and more. Your first 15 GB of storage are free with a Google Account.”*

***“See your stuff anywhere** -- Your files in Drive can be reached from any smartphone, tablet, or computer. So wherever you go, your files follow.”*

***“Share files and folders** -- You can quickly invite others to view, download, and collaborate on all the files you want—no email attachment needed.”*

Free access to 15GB of storage with a Google account, or a paid Business account.

Primary Audience: Everyday users and businesses.

Differentiators:

- Generous offering of 15 GB for free
- Offers various tools to create different types of documents and files
- Files can be saved to the drive from emails
- Enterprise and education options for groups to utilize as their communication platform
- Price tiers for additional storage space

SWOT Analysis

Internal Factors

- **Strengths:**
 - Clean design that is easy to navigate
 - Can sync folders on computers to the account
 - Mobile app available for easy access across all devices
 - Can upload and host various types of files
 - Tools available to create all kinds of different files directly within the platform

- Easily share and collaborate with others
- A lot of storage space offered for free upfront
- **Weaknesses:**
 - Cannot add keyword tags
 - No option to save links to webpages
 - Does not offer options to set link expiration dates

External Factors

- **Opportunities:**
 - Offer keyword tagging option
 - Offer an option to save webpage links with snippets
 - Be able to set extra security with option to enable file link expiration
- **Threats:**
 - Google Drive is very popular and used by most people, since a lot of people use Gmail.
 - Clean design and service that offers a wide range of tools to assist with user needs
 - Will be tough to compete with a service that so many already favor

Case Study 2 - Pinterest

Overview

- Tagline: When it comes to a great idea, you know it when you see it
- Launch: March 2010
- Stats: 291 million users

Competition Breakdown

Positioning: How Pinterest positions its services:

".....a social media web and mobile application company."

"...Our mission is to help you discover and do what you love."

"...It operates a software system designed to enable discovery of information on the World Wide Web using images and, on a smaller scale, GIFs and videos."

Primary Audience: Everyday users and businesses, engaged users searching for inspiration

Differentiators:

- Able to save/pin links to webpages
- Available in 27 languages
- Businesses are able to create content to promote
- Can follow specific boards and users
- Can share boards/pins through social media and/or direct link
- Invite other users to your group to view specific board(s) to collaborate
- Option to create sections within boards to organize

SWOT Analysis

Internal Factors

- **Strengths:**
 - Clean design that is responsive
 - Easy to use interface
 - Offers mobile app
 - Offers account option for businesses
- **Weaknesses:**
 - Does not offer option to directly create/load documents and files
 - Cannot directly collaborate on materials

- Cannot add keyword tags

External Factors

- **Opportunities:**

- Offer option to also create and load documents, instead of linking to the file/destination
- Offer keyword tagging option
- Offer a notes and/or chat messaging option for collaboration on inspiration boards

- **Threats:**

- Very popular service for users to explore and find inspirations
- May be tough to break into the market

Case Study 3 - ShareFile

Overview

- Tagline: Work the way you want
- Launch: November 2005
- Stats: 40+ million users (as of 2015)

Competition Breakdown

Positioning: How ShareFile positions its Cloud Storage services:

“Take productivity to the next level with ShareFile. Securely send, share, get feedback, approvals and even e-signatures on any file, fast.”

*“**Share, send any size file on any device** -- Whether you're in the office or on the go, you'll have secure access to your files anywhere, any time with unlimited cloud storage.”*

*“**Know your files are always safe** -- Bank-level encryption protects your files, emails and attachments in transit and at rest.”*

*“**Get help from real people, any time** -- Live training sessions and white glove onboarding for you and your clients, plus support via phone and email.”*

Offers various account price tiers starting at \$10/month up to \$338/month, and an Enterprise option. Can start with a free 30-day trial.

Primary Audience: Small and medium businesses with teams of various sizes, businesses with collaboration needs between teams and clients in a secure way.

Differentiators:

- Provides secure file sharing and storage
- Sync files to cloud storage across all devices
- Secure encryption of file sharing emails
- Offers option to set file expiration period
- Option to create Client facing portals
- Generate a link to personal or specific project folder to provide to clients and team members for direct upload
- Able to send files up to 100 GB
- Built-in workflow tool with chats and version history
- Able to review documents, comment, request revisions, and approve all within the tool
- Integrated with Office 365 for better workflow

SWOT Analysis

Internal Factors

- **Strengths:**
 - Clean design that is easy to use and navigate
 - Document types are labeled and indicated with icons, making it easy to differentiate
 - Clearly displays when file was uploaded
 - Easy to organize files into folders
 - Smooth process for creating folders and adding files
 - Able to create URLs as file items within folders
 - Easily share folders with clients and team members
 - Offers different ways to share a file - direct link or email with attachment link
 - Admin control options for visibility and access
- **Weaknesses:**
 - Cannot add keyword tags
 - Comment indicators in the collaboration workflow tool can become visually confusing where there are a lot within the document
 - Workflow tool only offered to accounts that are Premium and above

External Factors

- **Opportunities:**
 - Offer keyword tagging option
 - Make the comment indicators easier to navigate and comprehend
 - Offer basic users option to create and facilitate a workflow for better collaboration
- **Threats:**
 - Powerful tool and service that is well-built and very secure
 - Highly rated and backed by great support and training
 - May be tough to break into the market

Opportunities Ahead

The Cloud Storage market currently offers an abundant amount of great options for various needs and user types, and it will be tough for a new competitor to enter this marketplace to compete. However, with Google Drive excelling in file storage and sharing for broad range of users, and ShareFile excelling in business solutions, there is a potential for a new competitor that offers the complete collaboration tool that can fit the needs of businesses, but also everyday users to collaborate on school projects, articles, and anything users want to collaborate and build together. It could potentially be a cloud storage service that provides a secure environment between trusted groups to fully share and collaborate within.