

Google Drive

Overview:

- Google Drive is a cloud based file storage and synchronization service developed by Google
- Launched April 2012
- Boasts over 1 billion users worldwide
- Web app and mobile app available
- Offers offline capabilities
- Users get 15 GB of storage for free

Audience: Google Drive is available to anyone with a Google email. Many small businesses and organizations use Google Drive. Collaboration within Google Drive is key as many users within a business need access to the same documents. Google Drive is also very popular within schools as collaboration is pushed in the education system. Students learn to use Google Drive from a young age and use it as a tool in learning all the way through college and beyond.

Differentiators: Google has programs to push Drive within the education system. They provide training for educators and students alike. Google recognizes the important role that technology will continue to have in education and strives to be part of the progress. Google Drive allows students to work together more easily and helps teachers achieve collaboration within the classroom.

SWOT Analysis:

<i>Strengths</i>	<i>Weaknesses</i>
- Google Drive has a ton of tutorials out there that teach users how to use every feature of their cloud storage app. - Live collaboration between users with a messenger imbedded into the webapp - Accessible from any platform	- Users need to do all their work within the “Googlesphere” - Not as much options as desktop competitors (Microsoft word, etc)
<i>Opportunities</i>	<i>Threats</i>

- More text options - More customer support help for users that are stuck - Unless pre selected for offline mode, it is not possible to edit files without stable internet connection	- A lot of different cloud storage options out there that offer offline work modes - Not everyone wants to work solely through the “Googlesphere”
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Apple iCloud

Overview

- Cloud storage and cloud computing service from Apple Inc.
- Launched October 2011
- Estimated 850 million users
- Available on iOS, macOS, and Windows
- 5 GB of free space

Audience: Although available for Widows, the main audience of iCloud storage is Apple product users. Users have the convenience of having their devices hooked up automatically to the iCloud. Apple product users can access all of their content on multiple devices because of iCloud.

Differentiators: iCloud enables users to store data such as documents, photos, and music automatically. Apple users can free up storage room on their individual devices when they store their content on iCloud. Users can also store files from Keynote, Numbers, and Pages on the iCloud, ensuring that easily available on any device that runs the app.

SWOT Analysis:

<i>Strengths</i>	<i>Weaknesses</i>
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- Provides the means to wirelessly back up iOS devices directly to iCloud - Users are also able to share photos, music, and games instantly by linking accounts via AirDrop wireless.	- Apple uses cloud storage strictly for their apps - There are not a lot of app options for storage - Not helpful for non iOS or MacOS users
<i>Opportunities</i>	<i>Threats</i>
- More app options including Google Drive - More push for Window users.	- There have been threats against privacy with rumors that hackers have been able to get into the system

Dropbox

Overview

- A file hosting service
- Offers cloud storage, file synchronization, personal cloud, and client software
- Released September 2008
- Dropbox Pro used to cost \$9.99 per month for 100GB, \$19.99 per month for 200GB and \$49.99 per month for 500GB
- Available for all processors
- Mobile App also available
- 2GB of space for free

Audience: The Dropbox website reaches out to both individuals and teams. Specifically they target those that do freelance work and people who work in teams or businesses of any size. Dropbox's main audience seems to be people who work and specifically people whose work involve digital files.

Differentiators: Dropbox boasts that they are designed to help reduce busy work. The profession plan offers up to 3TB of space so users can share work, leave feedback, and secure

all their files without ever leaving Dropbox. Dropbox offers security when it comes to privacy with security features in place to ensure users' files are safe. There is also security in that if users accidentally delete their files, they can still access them through Dropbox. Users can also sync Dropbox with their computer.

SWOT Analysis:

<i>Strengths</i>	<i>Weaknesses</i>
- The design and function of Dropbox is simple and easy to use - Available across all platforms and devices - Powerful security features	- Plans can get pricey for continuous users - Free version offers very little free space compared to other sites
<i>Opportunities</i>	<i>Threats</i>
- Expand on the free storage available for users - Ability to edit files within Dropbox without having to edit it outside the app	- Google Drive offers more storage for free

Opportunity: A new competitor can enter this field by being more specific to the type of cloud storage they want to do. All of these companies offer a broad cloud storage model, users can save anything they like for whatever purpose they need. In order to be a competitor, a new business should zero in on a particular topic they want to offer storage for. For example, cloud storage specifically for traveling documents and planning. This way, they are not in direct competition with all of these sites that offer pretty similar functions. Free storage is also an area that can be expanded upon to draw the interest of user.