



Background:

- Owned by Google
- Launch Date: April 24, 2012
- Users: 1 billion
- Free storage: 15 gb
- Location of Employees: various

Positioning: *"A safe space for all your files."*

Audience: individual users as well as businesses looking to store and collaborate on content

Differentiators: M shaped Company. Integrated with all of the google suite of products.

## Strengths

web, desktop, and mobile apps

15 gb of free storage

file and folder sharing with view, edit, and comment abilities

can upload any type of file

SSL secured

Search function

File creation: Docs, sheets, slides, forms and drawings

Scan paper documents through photo

Offline mode

Version history

Collaborative files: Multiple people can view, edit, and comment on the same file at one time

File viewing: Can view any type of document including Word Docs, WordPerfect, excel, etc.

Backup features

Multiple views

Desktop app is very easy to use

## Weaknesses

can be tough to find the document you're looking for

when clicking an outside link, it creates a new copy of the document instead of bringing you to the copy you already created

storage also includes emails from Gmail

not easily integrated without outside apps

file creation tools are not as extensive as others

online visual layout can be difficult to navigate

can be slow and laggy

restoring from a previous version means losing current version, can't have two versions of one file at the same time

Web and mobile apps can be difficult to navigate

## Opportunities

more features to file creation tools

easier to navigate web layout

improved version history

## Threats

Apps with better file tools

Other companies that give free storage

Apps that easily integrate with outside apps

Google name might not appeal to all users



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## Strengths

web, desktop, and mobile apps  
Web shortcuts  
Personalized suggestions for organization  
Focused on organization  
File restore  
Integrated with outside programs I.E. slack, zoom, hellosign, etc  
Notification for team based work  
Timelines  
Team admin features  
No login required  
2 gb of free storage  
file and folder sharing view, edit, or comment abilities  
can upload any type of file  
file encryption  
File creation: Docs, sheets, slides, paper, shortcut  
Offline mode  
Version history  
Collaborative files: Multiple people can view, edit, and comment on the same file at one time  
File request for non-dropbox users  
Rewind dropbox: Complete version history change  
File viewing: Can view any type of document I.E. Microsoft office, google suite, etc.  
Easy to navigate  
Web, desktop, and mobile versions are all easy to use

## Weaknesses

when clicking an outside link it creates a new copy of the document instead of bringing you to the copy you already created  
limited free storage  
online visual layout color scheme can be hard to read  
can be slow and laggy  
version history is limited by time: 30 to 120 days  
Has been hacked before  
Can become expensive  
No calendar

## Opportunities

more features to file creation tools  
improved version history  
more bang for your buck (free storage or more storage for less money)  
improve speeds  
enhanced privacy features  
calendar integration

## Threats

Brand loyalists that will only use their preferred brand  
Other companies that give more free storage  
All-in-one companies. I.E. Google, Apple, Microsoft  
Companies with less security threats  
Companies with better whole computer back-up features



Background:

- Owned by Evernote Corporation
- Launch Date: June 2008
- Users: 250 million
- Free storage:
- Location of Employees: various
- Number of Employees: 250 - 500

Positioning: *"Take notes anywhere. Find information faster. Share ideas with anyone. Meeting notes, web pages, projects, to-do lists—with Evernote as your note taking app, nothing falls through the cracks."*

Audience: individual users as well as businesses looking to organize and share content

Differentiators: I shaped Company. Non-offensive to 'brand loyalists.' Focused more on organization and content sharing for business then storage itself

## Strengths

web, desktop, and mobile apps  
free version  
collect web clipping and screen shots  
audio notes  
attach pdfs, receipts, and more  
suggested content  
team collaboration  
tags  
image text search  
version history  
integrates with google drive, email apps, slack and more  
templates  
note syncing  
mobile app is easy to use

## Weaknesses

free features are very limited  
many things you click on in the app suggest you buy a premium plan  
version history is not in the free version  
integration is on paid version only  
collaboration is only for business plans  
storage space is incredibly limited  
design is a bit clunky and has a learning curve

## Opportunities

storage abilities  
free storage  
more features on free version  
mainstream design  
more diverse organizational abilities

## Threats

free apps that have similar features  
Companies like google and Apple that offer similar features for free plus more  
apps with more straightforward designs  
apps geared more towards individuals