

Competitive Analysis

Dropbox

Positioning:

Dropbox is a file hosting service operated by the American company Dropbox, Inc. Dropbox's mission is to unleash the world's creative energy by designing a more enlightened way of working. They offer cloud storage, file synchronization, personal cloud and client software. It has been ranked as one of the most valuable startups in the US and the world, with a valuation of over US\$10 billion, and it has been described as one of Y Combinator's most successful investments to date.

Primary Audience:

- General public
- Students
- Business Enterprises

Differentiator:

- Dropbox uses Boxcryptor to create a private lockbox in the cloud for extra security
- Dropbox includes a file sharing button with every document to make sharing easy. File links can be sent directly to a collaborator's email or a static link can be generated that can be copied and shared.
- With a 'Professional' plan, users can also get options to put expiration dates on sharing links, require passwords to access files, and request files from collaborators. Under this plan, there is also a file sharing page where users can view all files that are currently being shared.
- Syncing: Dropbox client only uploads full files when they are first moved into the sync folder. After that, Dropbox chops the file into 4 MB pieces so that syncing requires less bandwidth.
- Saving hard drive space: For Dropbox users who have 'Professional' or 'Business' subscription, Dropbox will create miniaturized versions of files that users can view while offline.

SWOT Analysis:

Strengths

- Dropbox provides easy interface to work with.
- Dropbox apps UI has a homepage where users can find content they have tagged as important and a list of recently accessed documents.
- The site makes good use of white space to separate out elements
- Easy navigation

- Site is intuitive and straightforward
- Choosing blue as their primary color conveys the message of loyalty and trust to users
- Dropbox provides robust file sharing, desktop syncing, and app integration features to users.
- Files in Dropbox folder stay updated on every device linked to your account.
- Provides flexible storage.
- Compared to One Drive and Google Drive, Dropbox is the best at file copying.
- Dropbox sync is not just fast, but more reliable. File names don't get mixed up and files don't go missing.
- Sync works well for small and large files and there's no cap on file sizes as long as they're uploaded through your desktop client or mobile app. Files uploaded through the website are capped at 20GB.
- Dropbox constantly switches its password hashing algorithms to prevent data breaches.
- Dropbox offers 500 MB of additional storage for every friend that users refer to Dropbox.
- Dropbox offers 2 most popular encryption methods (AES-128 and AES-256) for users files.
- Dropbox provides bandwidth saving syncing process.
- Dropbox can be automated in many different ways through IFTTT, thus saving a lot of time.

Weakness

- The website overall has quite a dull look
- Low visibility of file types on dashboard
- It is the most expensive of the three providers
- Lack of third-party integrations
- Low visibility in file types
- Provides the worst deals in cloud storage, at least, if users are only looking at cost and gigabytes.
- Users have to purchase a Dropbox Professional subscription to get access to advanced link controls.
- Though the integrations for Word, Excel and PowerPoint for Dropbox are done well, there are misses, including OneNote.
- Dropbox Paper just isn't cut out for serious research.
- Dropbox does not have as many apps as Google Drive or OneDrive.
- Dropbox only offers 2 GB for free when users sign up, while OneDrive offers 5 GB and Google Drive offers 15 GB.
- Dropbox de-encrypts users files after upload and stores file metadata in easily hackable plain text files.

Opportunities

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- Can improve UI design

- Can provide better deals
- Can offer more GB for free when users sign up
- Can improve privacy of data
- Can include more apps
- Can reduce the costs

Threats

- Data Theft
- Data Loss
- Data corruption
- Lack of control over shared data can lead to losing or sharing business-critical documents, increasing the risks of breaching privacy agreements and conflicts.
- Government Access

Google Drive

Positioning:

Google Drive is a file storage and synchronization service developed by Google. Google's corporate mission is "to organize the world's information and make it universally accessible and useful." Google Drive allows users to store files on their servers, synchronize files across devices, and share files. In addition to a website, Google Drive offers apps with offline capabilities for Windows and macOS computers, and Android and iOS smartphones and tablets. It encompasses Google Docs, Google Sheets, and Google Slides, which are a part of an office suite that permits collaborative editing of documents, spreadsheets, presentations, drawings, forms, and more. Files created and edited through the office suite are saved in Google Drive.

Primary Audience:

- General public
- Students
- Business Enterprises

Differentiator:

- Google Drive's file backup system allows users to establish one-direction uploads from desktop folders to the cloud.
- Google Drive has plans at multiple price points, including a 100GB plan for \$1.99
- Google Drive offers 15 GB for free when users sign up.

SWOT Analysis:

Strengths:

- User friendly interface
- Straightforward and intuitive
- Easy navigation
- Good use of color and white space
- Offers the most generous free plan with 15GB storage.
- Has plans at multiple price points, including that 100GB plan for \$1.99
- Has the best app selection compared to One Drive and Dropbox
- Google Drive removes nothing from the free experience that paying subscribers get, either. That means users can use Google Docs, one of the best cloud collaboration tools, for free.
- Users have access to Google Drive's large software integration library, which includes many excellent third-party tools which are also free.
- Google Drive sync files quickly.
- For collaboration, Google Drive is the best of the three.
- Google Docs is the best reason to use Google Drive.
- Very convenient
- The app library is well-organized and searchable to make it easy to find apps that will improve your productivity.
- Google Drive has plugins for Microsoft's own Office 365 suite, among the hundreds of others.
- Its app integrations, and especially the simultaneous editing available in Google's native office apps, make it the best cloud storage platform for collaborating in small teams.

Weakness:

- Landing page is not very interactive
- All files stored on Google Drive are allowed to be scanned by Google according to the platform's terms of service, which raises major privacy concerns.
- Google Drive doesn't have a referral program. That means users are stuck with 15GB unless they upgrade.
- Google Drive doesn't use block-level encryption and sync occasionally stutters on it.
- New files added to the sync folder upload quickly, but, on occasion, users have to wait several minutes for small files to show up on the web application. Customer complaints about the issue indicate it's not isolated, with many suggesting the problem gets worse as more files are stored.
- The absence of password and expiry date features for file sharing is one of Google Drive's biggest weaknesses.

- Compared to Dropbox, Google Drive's sharing features are far less robust. Users can easily share files with collaborators, but their only options are to allow view or edit permissions.
- There are no additional security options, such as password-protecting files, and there is no way to keep track of the files users have shared in the past.

Opportunities

- Improve privacy
- Include referral programs
- Improve syncing
- Include password and expiry date features for file sharing
- Include methods to keep track of files shared by users

Threats

- Data Theft
- Data Loss
- Data corruption
- Lack of control over shared data can lead to losing or sharing business-critical documents, increasing the risks of breaching privacy agreements and conflicts.
- Government Access

OneDrive

Positioning:

Microsoft OneDrive is a file hosting service and synchronization service operated by Microsoft as part of its web version of Office. Microsoft's mission is to empower every person and every organization on the planet to achieve more by helping people be more organized, more productive, and by enabling better collaboration. OneDrive is core to this mission.

OneDrive allows users to store files and personal data like Windows settings or BitLocker recovery keys in the cloud, share files, and sync files across Android, Windows Phone, and iOS mobile devices, Windows and macOS computers, and the Xbox 360 and Xbox One consoles. Users can upload Microsoft Office documents directly to OneDrive. OneDrive offers 5 GB of storage space free of charge, with 50 GB, 1 TB, and 5 TB storage options available either separately or with Office 365 subscriptions.

Primary Audience:

- General public
- Students
- Business Enterprises

Differentiator:

- Free space capacity offered by OneDrive is larger than Dropbox.
- Microsoft's Office 365 plans are among the best deals in cloud storage
- It is flexibility and less costly. OneDrive offers a 50GB option and a family plan. Plus, its 1TB plan is \$3 cheaper per month than Dropbox Pro.

SWOT Analysis:

Strengths

- Landing page looks beautiful
- Had made good use of color and white space to separate out elements
- Easy navigation
- Very intuitive
- OneDrive sync files quickly.
- OneDrive runs sync more smoothly, especially for Word, Excel and PowerPoint files.
- The inclusion of link passwords and expiry dates for all OneDrive subscribers is a convincing reason to choose it over Dropbox
- OneDrive has a handful of other integrations, too, including Skype and Outlook, that make it better suited to getting work done than Dropbox.
- OneDrive has two primary advantages over Google Drive: OneNote and Office 365.
- OneDrive offers the same security features as Dropbox 'Professional' plans, including link expiration and password protection. Better yet, you don't need anything more than the free plan to access these security options.

Weakness

- Very confusing file sharing process.
- Doesn't have a file request feature.
- OneDrive's greatest weakness is by far the absence of at-rest encryption for home consumers.
- OneDrive does not offer any file encryption after your files are uploaded to Microsoft's servers unless you have a 'Business' subscription. Non-encrypted data is a serious safety concern that shouldn't be overlooked.

- The platform makes it difficult to integrate with services beyond Microsoft, such as apps from Zapier or IFTTT.
- While OneDrive does have integrated apps, they're only from Microsoft - limiting your options.

Opportunities

- Can include a file request feature
- Must offer file encryption features to all
- Can include more integrated apps

Threats

- Data Theft
- Data Loss
- Data corruption
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New Competitor in market:

All three cloud storage services provide features that are very beneficial for users. So a new competitor entering the market can incorporate essential features like storage, sync and sharing etc as well as include some other unique features to be successful. The application must be designed based on the target audience and must have:

- User friendly interface
- Simple design
- Basic features like saving, syncing, organizing, editing etc
- Collaboration tools
- Flexible storage capacity at an affordable price
- Security and file encryption features
- File versioning features
- Password and expiry date features for file sharing
- Include methods to keep track of files shared by users