

## Google Drive:

*Positioning* - Google Drive is a cloud service platform that stores any type of file, share those files with others, and use the Google Drive office suite that allows collaborative editing of documents, spreadsheets, forms, and slideshow presentations. Google Drive is integrated with a Gmail account. However, collaborators are not required to have a gmail. Google Drive has apps available for Windows, OS X, Android and iOS. You can also access Google Drive through your browser.

*Primary Audience* - Google Drive is directed towards both an everyday consumer and business consumers. Google Drive is made for anyone and everyone. If you have a gmail account you will receive 15GB free storage (which also include Gmail storage). Otherwise you can get 100gb for \$2/month, 1 TB for \$10/month, 10 TB for \$100/month. 20TB for \$200/month, and 30TB for \$300/month. For business consumers the basic plan includes 30GB/user for \$5/month or the business plan which has unlimited storage for 10/month.

*Differentiators* - Has many collaborating options such as documents, spreadsheets, forms, presentations etc. Organize files easily and can share folders or files.

	Positive	Negative
Internal	<b>Strength:</b> <ul style="list-style-type: none"><li>• Intuitive to use</li><li>• 15gb of free storage with a google account</li><li>• Offers more storage (however</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>• Does require a gmail account</li><li>• Shared remains shared unless manually changed</li><li>• Cost can be</li></ul>

	with payment plan) <ul style="list-style-type: none"> <li>• Can be accessed through the browser, desktop app, or mobile app</li> <li>• Great for collaboration</li> <li>• Easy syncing</li> <li>• Can use offline if needed</li> </ul>	considered high
<b>External</b>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• Integrate with social networks</li> <li>• Integrate with other apps</li> <li>• Further develop to increase available file format</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Heavy on competition</li> <li>• Security risks</li> </ul>

### **Dropbox:**

*Positioning* - Dropbox is a cloud-based platform that prides itself to guaranteeing your files will be safe, synced and easy to share. Files in the Dropbox folder can be accessed from anywhere with an internet connection. You can access Dropbox from an internet browser by logging in, downloading Dropbox onto your desktop, or downloading the Dropbox apps from iTunes store or the Android store. Dropbox has previously done some marketing to get their presence in the market.

*Primary Audience* - The primary audience for Dropbox is targeted mostly to corporate consumers. It is a great way to collaborate and share ideas with others. Dropbox basic is free and only includes 2GB of space. Dropbox has business plans which can either be billed yearly or monthly. The standard plan starts at \$12.50/user/month starting at 3 users. The advanced plan starts at \$20/user/month starting at 3 users.

*Differentiators* - Marketing strategy of “referral can get 500mb space bonus”. Dropbox is the first cloud storage service with a mobile app. Edit your files and collaborate easily. Collaborate on MS office online files in real-time. Uses 3rd party tools and developers can easily integrate Dropbox with almost anything.

	<b>Positive</b>	<b>Negative</b>
<b>Internal</b>	<b>Strength:</b> <ul style="list-style-type: none"> <li>• High user base (more than 300 million users)</li> <li>• Available on multiple platforms</li> <li>• Simple design and great UI</li> <li>• Strong financials</li> <li>• High awareness among internet users</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Smaller space for free version</li> <li>• Security of customers data on cloud</li> </ul>
<b>External</b>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• Need of easy way to transfer files</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Heavy on competition</li> </ul>

	<ul style="list-style-type: none"> <li>• Technological development</li> <li>• Increasing usage for smartphone users</li> </ul>	<ul style="list-style-type: none"> <li>• Changes in government regulation</li> <li>• Changes in consumer tastes</li> <li>• Security</li> </ul>
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## EVERNOTE:

*Positioning* - Evernote is a cloud service app that is designed for note-taking, task lists, and archiving. Evernote is available on the Apple Store app, and the Android market. One can also download it on their desktop so it can sync with all devices. Evernote is primarily for people who want to bookmark certain pages and collaboration. Evernote communicates to its users through their blog, and also through social media, including twitter and instagram.

*Primary Audience* - Evernote is directed towards both to an everyday consumer and also to business consumers. It is a great organizational tool for people who have many ideas and projects going on. Evernote has two plans: basic and premium. The basic plan is free, which lets you sync to two devices only. The premium plan is \$69.99/year, which includes more features and unlimited syncing. The premium plan would appeal a business workplace as it has more features targeted towards them.

*Differentiators* -utilizing the data means teaching the app how to learn the habits of its users. Ability to add collaborators, offline access, save emails to evernote, clip from the web, organization via notebooks, partnership with Google Drive.

	Positive	Negative
Internal	<b>Strength:</b> <ul style="list-style-type: none"> <li>• Great for collaboration</li> <li>• Strong social media presence</li> <li>• Available across all devices</li> <li>• Website is easy</li> <li>• Offer free plan</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Hard to understand how to use</li> <li>• Great disparity between the prices</li> <li>• Features are overwhelming</li> <li>• Sign up is not clear if a account was created or just downloaded on the computer</li> </ul>
External	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• Integrate with social networks</li> <li>• Further develop to increase available file format</li> <li>• Both personal and business</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Saturated market</li> <li>• Easy to replicate</li> <li>• Primary audience not so clear</li> </ul>