

# Memo

To:	Marie Smith, Manager, Acme Sales Department
From:	Lisa Fleischmann
Date:	October 24, 2019
Re:	Google Drive Recommendation

Marie,

I recommend you buy Google Drive for cloud storage instead of Dropbox. I understand your sales team needs a cloud storage solution that is low cost, provides a lot of free storage, and third-party applications. This memo includes my review of both platforms, a comparison of the platforms, and my recommendation. It includes the key requirements your team needs for a cloud storage solution.

## Reviewing Google Drive

Google Drive is a cloud storage solution linked to Gmail and Google's G Suite of products. With Google Drive, you have access to Google's native office applications to edit documents, spreadsheets, and PowerPoint presentations directly on the cloud. Google Drive also offers a desktop client that enables you to sync files between your computer and the cloud. Google Drive downloads and uploads the entire document to sync it. Sometimes you will see a delay when accessing a document from a device different than the one the changes were made from.

One of your team's requirements for a cloud storage solution is providing a lot of free storage. Google Drive offers 15GB of free storage with the option to increase storage to 30TB. While Google Drive gives you 15GB of space, it is shared between all Google One programs. Your saved files and Gmail inbox messages tap into the 15GB of space. However, 15GB gives you plenty of space for your team. This is enough space to save over 232,000 files.

One of your team's requirements for a cloud storage solution is low cost. Google Drive has a flexible price plan. If you require additional storage with Google Drive beyond the 15GB you get with your free account for signing up, Google also has a 100GB plan for \$1.99 per month. If you need more than that, and you need to move to 1TB, it will cost \$9.99 per month, as shown in Table 1.

**Table 1: Cost of storage with Google Drive**

<b>Google Drive storage</b>	<b>Cost</b>
<b>15GB</b> Free plan 15GB Storage	FREE
<b>100GB</b> 100GB Storage	1-month plan \$1.99 / month  1-year plan \$1.67 / month \$19.99 billed every year Save 16 %
<b>200GB</b>	1-month plan \$2.99 / month  1-year plan \$2.50 / month \$29.99 billed every year Save 16 %
<b>2TB</b> 2000GB Storage	1-month plan \$9.99 / month  1-year plan \$8.33 / month \$99.99 billed every year Save 17 %
<b>10TB</b> 10000GB Storage	\$99.99 / month
<b>20TB</b> 20000GB Storage	\$199.99 / month
<b>30TB</b> 30720GB Storage	\$299.99 / month

One of your team's requirements for a cloud storage solution is third-party applications. Google Drive provides a range of native and third-party tools. A key part of Google Drive that adds value is Google Docs, an office suite with a word processor (also called Google Docs), a spreadsheet application (Google Sheets), and a presentation builder (Google Slides). With Shared Google Docs you can comment, edit, or mark documents with suggested changes. You can tag others by email address so they can receive notifications of comments and tasks aimed at them.

Unlike Dropbox, Google Drive has a massive third-party app library. Google has hundreds of third-party apps. You can search for third-party apps directly through Google Drive and integrate the apps with a couple of mouse clicks. Most of those apps are free. Options include .pdf editors like DocHub, photo editors like PicMonkey, and video editors like WeVideo.

## Reviewing Dropbox

Dropbox is a standalone cloud storage solution designed for users ranging from individuals to businesses. The storage platform offers a variety of desktop and mobile applications for easy integration with your computer and smartphone, as well as robust file syncing and sharing capabilities. Dropbox uses a block-syncing method. Instead of downloading and uploading an entire file, Dropbox simply saves and syncs just the changes made to the document. This is faster than Google's way of syncing. If you are using the collaboration features within Dropbox, block syncing makes changes appear for everyone more quickly.

When you sign up for an account with Dropbox, you get 2GB of free storage. This is not a lot of cloud storage. Most users who require a cloud storage solution with Dropbox will need to upgrade to a paid account. With Dropbox, you move from 2GB of free storage space to a paid account with 1TB. There is no middle ground if you want to upgrade. For example, there is no 100GB plan like Google Drive offers. If you need to move to 1TB, it will cost \$9.99 per month, as shown in Table 2.

**Table 2: Cost of storage with Dropbox**

Dropbox storage	Cost
<b>2GB</b>	FREE
Free plan	
2GB Storage	
<b>Plus 1TB</b>	1-month plan
1 User	\$9.99 / month
1000GB Storage	
	1-year plan
	\$8.25 / month
	\$99.00 billed every year
	Save 17 %

Dropbox storage	Cost
<b>Standard 3TB</b>  1 User  3000GB Storage	1-month plan  \$15.00 / month   1-year plan  \$12.50 / month  \$150.00 billed every year  Save 17 %
<b>Advanced</b>  1 User  Unlimited GB Storage	1-month plan  \$25.00 / month   1-year plan  \$20.00 / month  \$240.00 billed every year  Save 20 %

One of your team's requirements for a cloud storage solution is third-party applications. Dropbox does not have many native productivity apps. Unlike Google Drive, Dropbox does not provide native spreadsheet support. Dropbox does have a document editor called Paper. It is valuable for taking meeting notes. It enables you to cocreate documents, add comments, tag individuals, assign tasks, and view revisions. It also supports embedded third-party objects like spreadsheets, Spotify playlists, and YouTube videos. Paper integrates with Slack. Paper's formatting options are less than exemplary. It lacks the ability to add a fixed formatting bar.

### Recommending Google Drive

I recommend you buy Google Drive for cloud storage instead of Dropbox. It is clear to see Google Drive surpasses Dropbox in the areas of low cost, free storage, and third-party applications, as shown in Table 3.

**Table 3: Google Drive vs. Dropbox**

Criterion	Google Drive	Dropbox
Free Storage space	15GB	2GB
Cost of 2 TB upgrade	\$100	\$120
Block syncing	No	Yes
Apps and services with free account	Gmail, Docs, Sheets, Slides, Forms, Maps, YouTube	Paper