

Box: <https://www.box.com/home>

**Position:** Box positions itself as a business product for team collaboration. They communicate their position through simple, light text that evoke teamwork and innovation, such as “work as one.”

**Audience:** Based on the text, imagery, and pricing options, Box is targeted to business users, startups, and entrepreneurs.

**Differentiators:**

- Cloud platform for easy storage, security
- Integration with common applications such as Slack, Salesforce, Docusign and other business and technology tools.
- Create own business apps for customization
- Cost effectiveness and efficiency for business.
- Easy file sharing without downloads or attachments
- Mobile friendly
- Demos and Resources included for users to learn and transition.

BOX	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>● Clear Message &amp; Brand</li><li>● Visually Appealing</li><li>● Easy call to action</li><li>● Clear pricing model</li><li>● List all features</li><li>● Custom industries</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>● Navigation can be confusing</li><li>● Content can be overwhelming</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>● Untapped industries</li></ul>	<b>Threats:</b> More simple tools

**Egnyte:** <https://www.egnyte.com/>

**Position:** Egnyte positions itself as a business product for file sharing and collaboration management. They communicate their position through imagery of business files and and text such as “All your files at your finger-tips.”

**Audience:** Based on the text, imagery, and pricing options, Box is targeted to business users and office environments.

**Differentiators:**

- Secure sharing and protection
- Admin management
- Smart reporting and auditing
- Mobile friendly
- Integration with other business and tech tools
- Access control and content classification for extra security
- Specific Industries: healthcare, construction, finance, tech
- Employee management tools

<b>Egnyte</b>	<b>Positive</b>	<b>Negative</b>
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>• Clear Message &amp; Brand</li><li>• Clear pricing model</li><li>• Success stories</li><li>• Clear targeted audience</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Call to action ineffective</li><li>• Irrelevant content</li></ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>• Untapped markets</li><li>• Design trends</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Competitors have same features</li></ul>

[CloudApp https://www.getcloudapp.com/](https://www.getcloudapp.com/)

**Position:** CloudApp positions itself as an info sharing tool using cloud technology. They communicate their position with bold text, open space and mobile like icons to show simplicity and fast sharing. They include tag lines such as “snapchat meets slack” to show their product as fun but useful.

**Audience:** Based on the text, imagery, and pricing options, CloudApp is targeted towards teams mostly in tech and design.

**Differentiators:**

- Screen recording that can be edited to show workflows faster and easier
- Integration with common applications such as Slack
- Drag & Drop
- Easy tool to show problems and solutions
- Mobile & Social friendly

BOX	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>● Simple and to the point</li><li>● Easy call to action</li><li>● Clear pricing model</li><li>● Easy navigation</li><li>● Focused and clear product</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>● Not clear personal vs business usage</li><li>● Security features</li><li>● Lack of collaboration</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>● Untapped markets</li><li>● Unique marketing tactics</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>● Changing industry</li><li>● Expansion</li></ul>