

# Competitive Analysis

## SWOT

### Google Drive

|   |   |
|---|---|
| <p>Strengths:</p> <ul style="list-style-type: none"><li>• Strong brand</li><li>• Easy to use interface</li><li>• Supports multiple platforms</li><li>• Sharing is simple</li><li>• Work is automatically saved</li><li>• Supports real-time collaboration</li><li>• Supports local storage with syncing</li><li>• Flexible storage options - can upgrade account if more space is needed</li><li>• Can edit from the application</li><li>• Intuitive design</li><li>• Supports two-factor authentication</li><li>• Large storage quota for free account</li></ul> | <p>Weaknesses:</p> <ul style="list-style-type: none"><li>• Organization of data limited to folders - no tagging</li><li>• Generates revenue with advertising through breach of privacy - actively scans user data and activity for targeted ads</li><li>• ToS includes “a worldwide license to use, host, store, reproduce, modify, create derivative works [...], communicate, publish, publicly perform, publicly display and distribute” data you store on their servers</li><li>• Difficult to save web content such as bookmarks, snippets, and images</li></ul> |
| <p>Opportunities:</p> <ul style="list-style-type: none"><li>• Demand for data storage is always growing especially for businesses</li><li>• Continual demand for easier ways to share data</li><li>• Improvements in file organization features</li><li>• Improve user data privacy</li><li>• Improve security</li><li>• Develop support for data storage of emerging technologies</li></ul>  | <p>Threats:</p> <ul style="list-style-type: none"><li>• Site security</li><li>• Competition</li><li>• Privacy</li><li>• New regulations for data storage such as limitations on data center locations</li></ul>   |

## Dropbox

|   |   |
|---|---|
| <p>Strengths:</p> <ul style="list-style-type: none"><li>● Strong brand</li><li>● Clean, easy to use interface</li><li>● Flexible storage options - can upgrade storage if more space is needed</li><li>● Supports local storage with syncing</li><li>● Intuitive design</li><li>● Supports two-factor authentication</li><li>● Supports multiple platforms</li><li>● File recovery option</li></ul> | <p>Weaknesses:</p> <ul style="list-style-type: none"><li>● Dependant on corporate clients for revenue</li><li>● Cannot edit files from the application</li><li>● Organization of data limited to folders - no tagging</li><li>● Smaller free storage quota compared to competitors</li><li>● Privacy concerns - Dropbox can decrypt and read client data</li><li>● Very difficult to save web content such as bookmarks, snippets, and images</li></ul> |
| <p>Opportunities:</p> <ul style="list-style-type: none"><li>● Demand for data storage is always growing especially for businesses</li><li>● Continual demand for easier ways to share data</li><li>● Improve file organization features</li><li>● Improve security</li><li>● Improve privacy</li><li>● Develop support for data storage of emerging technologies</li></ul>                          | <p>Threats:</p> <ul style="list-style-type: none"><li>● Site security</li><li>● Competition</li><li>● Possibility of hackers to gain encryption keys to all user data</li><li>● New regulations for data storage such as limitations on data center locations</li></ul>   |

## Evernote

|   |   |
|---|---|
| <p>Strengths:</p> <ul style="list-style-type: none"><li>● Strong brand</li><li>● Ability to tag/categorize content</li><li>● Easy to save content via browser plugins</li><li>● Ability to create simple documents within the application</li></ul> | <p>Weaknesses:</p> <ul style="list-style-type: none"><li>● Site was hacked and usernames/passwords were exposed</li><li>● Can only have one level of folders (notebooks)</li><li>● UI is busy</li></ul> |
|---|---|

|  |  |
|--|--|
| <ul style="list-style-type: none"><li>● Ability to preview content</li><li>● Flexible storage options - can upgrade account if more space is needed</li><li>● Supports multiple platforms</li></ul>  | <ul style="list-style-type: none"><li>● Cannot access data offline with free account</li><li>● Limited to two devices for data syncing with free account</li><li>● Small free data storage quota</li><li>● Upgrades are expensive compared to competition</li><li>● File uploading is not intuitive</li></ul>                            |
| <p>Opportunities:</p> <ul style="list-style-type: none"><li>● Demand for data storage is always growing</li><li>● Continual demand for easier ways to share data</li><li>● Improve file organization features</li><li>● Improve user interface</li><li>● Improve free storage options</li><li>● Improve user data privacy</li><li>● Improve security</li></ul> | <p>Threats:</p> <ul style="list-style-type: none"><li>● Site security - degraded user trust after site was hacked</li><li>● Competition</li><li>● Privacy concerns over privacy policy allowing Evernote employees to access user data</li><li>● New regulations for data storage such as limitations on data center locations</li></ul> |

# Pricing Comparisons



## Drive storage

### Total storage



### Plans

| 15 GB        | 100 GB  | 1 TB  |
|--------------|---|---|
| Current plan | <a href="#">\$1.99/MONTH</a>                                      | <a href="#">\$9.99/MONTH</a>                                      |
|              | Or prepay annually<br>(save 16%):<br><a href="#">\$19.99/year</a> | Or prepay annually<br>(save 17%):<br><a href="#">\$99.99/year</a> |

### Your storage is shared across



**Google Drive**  
Store files up to 5TB each. Anything you create with Docs, Sheets, or Slides won't use up any of your storage.



**Gmail**  
Attachments sent and received in Gmail as well as your email messages use your storage.



**Google Photos**  
Per your Google Photos settings, High Quality uploads are stored for free but Original quality uploads will consume your Drive storage.  
[Learn more](#)



## Choose the right Dropbox for you



|  | For individuals                                      |  | For teams   |  |
|--|--|--|---|--|
|  | Plus<br><a href="#">Get started</a>                  | Professional<br><a href="#">Try for free</a><br><small>or purchase now</small>           | Standard<br><a href="#">Try for free</a><br><small>or purchase now</small>                      | Advanced<br><a href="#">Try for free</a><br><small>or purchase now</small>                   |
| <b>Dropbox core features</b>   |  |  |   |  |
| Storage  | 1 TB (1,000 GB)                                      | 1 TB (1,000 GB)  | 2 TB (2,000 GB)   | As much space as needed  |
| Best-in-class sync technology  | ✓  | ✓  | ✓   | ✓  |
| Easy and secure sharing  | ✓  | ✓  | ✓   | ✓  |
| Anytime, anywhere access   | ✓  | ✓  | ✓   | ✓  |
| 256-bit AES and SSL/TLS encryption   | ✓  | ✓  | ✓   | ✓  |
| <b>Advanced collaboration and productivity tools</b>                                   |  |  |   |  |
| Dropbox Paper  | ✓  | ✓  | ✓   | ✓  |
| MS Office 365 integration  | ✓  | ✓  | ✓   | ✓  |
| Web previews and comments  | ✓  | ✓  | ✓   | ✓  |
| Plus button  | ✓  | ✓  | ✓   | ✓  |
| File requests  | ✓  | ✓  | ✓   | ✓  |
| Showcase   | ✗  | ✓  | ✗   | Early access   |
| Smart Sync   | ✗  | ✓  | Early access  | Early access   |
| Full text search   | ✗  | ✓  | ✓   | ✓  |
| Viewer history   | ✗  | ✓  | ✓   | ✓  |
| Team folder  | ✗  | ✗  | ✓   | ✓  |
| <b>Powerful administrative tools</b>   |  |  |   |  |
| Admin console  | ✗  | ✗  | ✓   | ✓  |
| Centralized billing  | ✗  | ✗  | ✓   | ✓  |
| Company-managed groups   | ✗  | ✗  | ✓   | ✓  |
| Tiered admin roles   | ✗  | ✗  | ✗   | ✓  |
| Sign in as user  | ✗  | ✗  | ✗   | ✓  |
| Audit logs with file event tracking  | ✗  | ✗  | ✗   | ✓  |
| Single sign-on (SSO) integrations  | ✗  | ✗  | ✗   | ✓  |
| Invite enforcement   | ✗  | ✗  | ✗   | ✓  |
| Unlimited API access to security platform partners                                     | ✗  | ✗  | ✓   | ✓  |
| Unlimited API access to productivity platform partners                                 | ✓  | ✓  | ✓   | ✓  |
| 25,000 API calls/month for data transport partners                                     | ✗  | ✗  | ✓   | ✓  |
| <b>Support</b>   |  |  |   |  |
| Priority email support   | ✓  | ✓  | ✓   | ✓  |
| Priority chat support  | ✗  | ✓  | ✓   | ✓  |
| Phone support during business hours  | ✗  | ✗  | ✗   | ✓  |
| <input checked="" type="radio"/> Billed yearly<br><input type="radio"/> Billed monthly | <b>\$8.25 / month</b><br><a href="#">Get started</a> | <b>\$16.58 / month</b><br><a href="#">Try for free</a><br><small>or purchase now</small> | <b>\$12.50 / user / month</b><br><a href="#">Try for free</a><br><small>or purchase now</small> | <b>\$20 / user / month</b><br><a href="#">Try for free</a><br><small>or purchase now</small> |

| Evernote Basic               |         | Evernote Premium  |           | Evernote Business  |              |
|------------------------------|---------|---|-----------|--|--------------|
| Sync across devices          | Up to 2 | Sync across devices   | Unlimited | Sync across devices  | Unlimited    |
| Monthly Uploads              | 60 MB   | Monthly Uploads   | 10 GB     | Monthly Uploads  | 10 GB / User |
| Maximum note size            | 25 MB   | Maximum note size   | 200 MB    | Maximum note size  | 200 MB       |
| Access notebooks offline     |         | Access notebooks offline  | ✓         | Access notebooks offline   | ✓            |
| Forward emails into Evernote |         | Forward emails into Evernote  | ✓         | Forward emails into Evernote   | ✓            |
| Search in Office docs & PDFs |         | Search in Office docs & PDFs  | ✓         | Search in Office docs & PDFs   | ✓            |
| Present notes in one click   |         | Present notes in one click  | ✓         | Present notes in one click   | ✓            |
| Annotate PDFs                |         | Annotate PDFs   | ✓         | Annotate PDFs  | ✓            |
| Scan business cards          |         | Scan business cards   | ✓         | Scan business cards  | ✓            |
| Fast on-boarding and SSO     |         | Fast on-boarding and SSO  | ✓         | Fast on-boarding and SSO   | ✓            |
| Central user administration  |         | Central user administration   | ✓         | Central user administration  | ✓            |
|                              |         | <div style="border: 1px solid black; padding: 5px; text-align: center;">           \$5.83 / MO<br/> <small>Billed annually</small> </div> |           | <div style="border: 1px solid black; padding: 5px; text-align: center;">           FREE TRIAL         </div> |              |

[Terms of Service](#) | [Privacy Policy](#) | Copyright 2018 Evernote Corporation. All rights reserved.

## Differentiators

### Google Drive

Google Drive excels in cloud storage for editable documents and for general storage. It allows users to create a whole suite of document types that can be easily organized in a folder structure and shared for real-time collaboration.

### Dropbox

Dropbox excels in being easy and quick to share files of any type and synchronizing files from a locally installed app to the cloud.

### Evernote

Evernote excels in being able to easily and quickly share links and images from the internet into notes.

## User Feedback

### Google Drive

Users really like Google Drive's sharing and collaboration features, the file creation and editing features, and the storage space amount. They aren't generally pleased with the performance of the syncing functionality.

### Dropbox

Users love the simplicity of Dropbox's interface, speed, syncing and versioning features, and price point. However, they don't feel like Dropbox's security and privacy is great. User's are generally not happy with Dropbox's technical support.

### Evernote

Users are not happy about lack of Android browser support, the price point/storage space, security/privacy, and "bloated" interface. Users do like the tagging feature and the ability to quickly and easily save snippets from the web.

## Positioning and Audience

### Google Drive

Google Drive positions themselves as a safe place to store files, with support of many popular document types and the ability to access files from multiple platforms. They also push their sharing and collaboration features. Their target audience appears to be a varied demographic.

### Dropbox

Dropbox positions their product as excelling in organization of files and they highlight their syncing features, collaboration features, and multiplatform accessibility. Their target audience appears to be primarily freelancers and business teams.

### Evernote

Evernote has positioned their product to appeal to businesses and teams with this target audience being the sole discussion on their landing page. They highlight their product's organizational features.