



Cloud Storage: Competitive Analysis

Evernote

Tresorit

Cozy Cloud

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Evernote

evernote.com

Overview

- Type of site: Productivity software, Freemium, SaaS¹
- Tagline: Feel organized without the effort²
- Brief description: Evernote helps you capture and prioritize ideas, projects, and to-do lists, so nothing falls through the cracks.¹
- Headquarters: Redwood City, CA³
- Founded: 2008⁴
- Size: 225 million users⁵
- Funding: approx. \$262.9 million⁶
- Annual estimated revenue: \$11.5 million⁷
- Employees: 366⁸

Competition Breakdown

Positioning

- The catch-all program with a robust amount of smart features to assist in making people productive and creative. From AI to various integrations, web clipper, scanning and impressive search functionality, the program is a comprehensive solution built for power users, team collaboration and casual users alike.

Primary Audience

- Primarily U.S.-based, tech-savvy, device agnostic people (and teams) who like to be organized, aged approximately 16-60.

¹ <https://en.wikipedia.org/wiki/Evernote>

² <https://evernote.com>

³ <https://www.owler.com/company/evernote>

⁴ <https://www.owler.com/company/evernote>

⁵ <https://expandedramblings.com/index.php/evernote-statistics>

⁶ <https://www.owler.com/company/evernote>

⁷ <https://www.owler.com/company/evernote>

⁸ <https://www.owler.com/company/evernote>

Differentiators

- Both the search handwriting and PDF/doc search sets Evernote apart. In addition, the web clipper (browser extension) and integration with other apps also differentiate this program.

SWOT Analysis

Internal Factors

Strengths

- Integration with Moleskin Notebook - users can sketch in a smart notebook, take a photo of the page and it will be digitally imported directly into Evernote.

Weaknesses

- The Free plan is limiting and prompts most users to upgrade to the Premium plan, which is the most popular plan.
- Limited capacity, 200MB max note size
- Docs are saved on pages, not as standalone docs
- Team collaboration is very limited

External Factors

Opportunities

- Add integration with Microsoft Office and Google docs
- Enhance existing features based on user input

Threats

- Google Keep, Microsoft OneNote are two strong competitors raising the bar, Evernote must keep up with them if they are going to be a viable solution.



Tresorit

tresorit.com

Overview

- Type of site: Cloud storage, proprietary software⁹
- Tagline: End-to-End Encrypted File Sync & Sharing¹⁰
- Brief description: Tresorit is the ultra-secure place in the cloud to store, sync and share files easily from anywhere, anytime.²
- Headquarters: Zurich, Switzerland
- Founded: 2011
- Funding: \$18.1 million¹¹
- Annual estimated revenue: \$6 million¹²
- Employees: 97¹³

Competition Breakdown

Positioning

- The product prides itself on being best-in-class across the board in the following categories: encryption/security, storage/file management, mobility, controlled sharing, administration and deployment.

Primary Audience

- Mainly European individuals aged 20-65 who place cloud security and encryption as their highest priority

⁹ <https://en.wikipedia.org/wiki/Tresorit>

¹⁰ <https://tresorit.com>

¹¹ <https://www.owler.com/company/tresorit>

¹² <https://www.owler.com/company/tresorit>

¹³ <https://www.owler.com/company/tresorit>

Differentiators

- End-to-end encryption - at rest, in transit, storage and sharing¹⁴
- Zero-knowledge authentication and access from web browsers¹⁵
- Swiss servers that follow Swiss neutrality and strong data protection laws¹⁶

SWOT Analysis

Internal Factors

Strengths

- End-to-end encryption - at rest, in transit, storage and sharing¹⁷
- Zero-knowledge authentication and access from web browsers¹⁸
- Controlled sharing - expiration dates, download limits, digital rights management¹⁹

Weaknesses

- Live, in-app collaboration not available
- A higher price point than competitors
- Improve ease of use, speed and no live support for personal plans²⁰

External Factors

Opportunities

- Make it easier for the average user to install the software program, it would then appeal to a much larger audience
- Incorporate live, in-app collaboration without sacrificing security

Threats

- If competitors improve their security and encryption, Tresorit will no longer have a competitive advantage. Seek other ways to create unique differentiators.

¹⁴ https://tresorit.com/best-cloud-storages?gclid=EAlalQobChMI2bPkzcCd3wIVCz1pCh3xNw1VEAAYBSAAEgLXg_D_BwE

¹⁵ https://tresorit.com/best-cloud-storages?gclid=EAlalQobChMI2bPkzcCd3wIVCz1pCh3xNw1VEAAYBSAAEgLXg_D_BwE

¹⁶ <https://tresorit.com>

¹⁷ https://tresorit.com/best-cloud-storages?gclid=EAlalQobChMI2bPkzcCd3wIVCz1pCh3xNw1VEAAYBSAAEgLXg_D_BwE

¹⁸ https://tresorit.com/best-cloud-storages?gclid=EAlalQobChMI2bPkzcCd3wIVCz1pCh3xNw1VEAAYBSAAEgLXg_D_BwE

¹⁹ https://tresorit.com/best-cloud-storages?gclid=EAlalQobChMI2bPkzcCd3wIVCz1pCh3xNw1VEAAYBSAAEgLXg_D_BwE

²⁰ <https://www.cloudwards.net/review/tresorit>



Cozy Cloud

cozy.io/en

Overview

- Type of site: Self-hosted cloud platform
- Tagline: Choose simplicity, get Cozy.²¹
- Brief description: Cozy allow you to control your personal data (pictures, bank statements, bills, health reimbursements) in a secure and private space. Welcome in your new digital home.²²
- Headquarters: France
- Founded: 2012
- Funding: \$5.6 million²³
- Funding: approx. less than \$ 1 million²⁴
- Employees: 30

Competition Breakdown

Positioning

- Integrated platform that maintains a digital home of personal data including pictures, bank statements, bills, health reimbursements, contacts, etc)

Primary Audience

- English, French and Spanish speaking users living in Europe aged 18-65

Differentiators

- Back up and manage a variety of files: contacts, bank statements, bills, other personal accounts, as well as standard computer files
- Self-host the files on your own computer/server

²¹ <https://cozy.io/en>

²² <https://cozy.io/en>

²³ <https://www.owler.com/company/cozycloud>

²⁴ <https://www.owler.com/company/cozycloud>

SWOT Analysis

Internal Factors

Strengths

- Open source platform, available to all developers and the general public
- Assists users in maintaining a complete picture of their digital life in the cloud
- Hosted in France, respectful of privacy and free for life²⁵
- 100+ services offered to maintain a cloud backup

Weaknesses

- Difficult for average users to set up and navigate the installation process
- Integrated services are exclusively French-based companies

External Factors

Opportunities

- Enter the global market by integrating other global businesses

Threats

- The government instituted regulations as it relates to user privacy and how personal data is controlled by various businesses.

²⁵ <https://cozy.io/en/features/>

Appendix



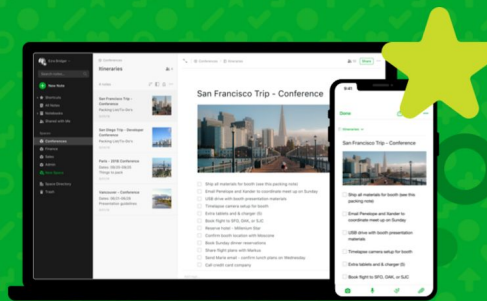
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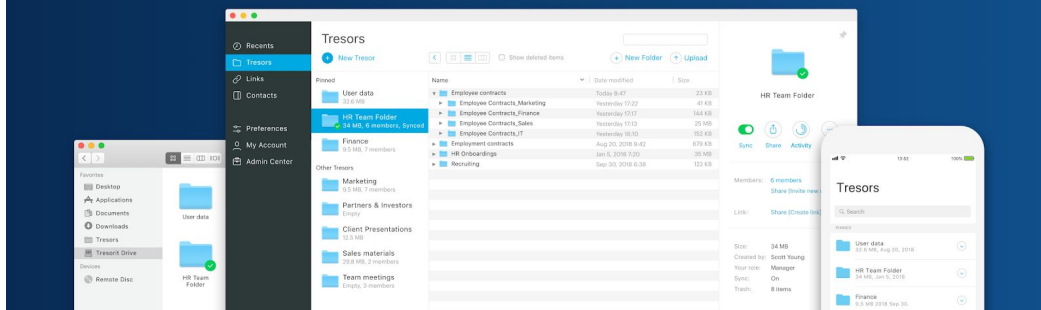
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Moonshot2040 Award for Cozy Cloud at the Innovation Grand Prix ceremony organized by la Ville de Paris! →



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