

The Developer's Dilemma

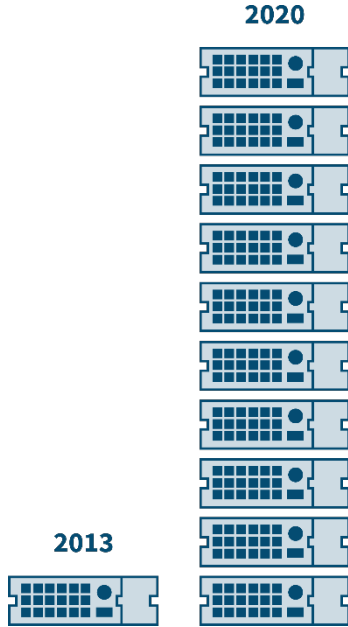
Making the cloud work for you



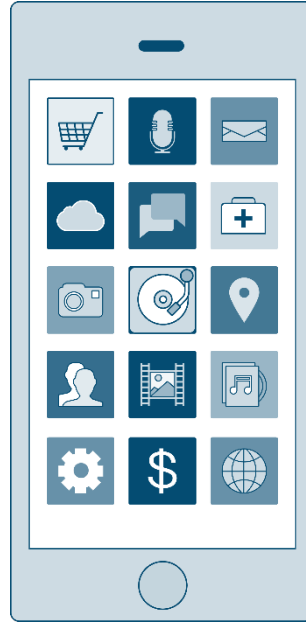
About Bitcasa



Data Exploding as Space Diminishes



10x Growth

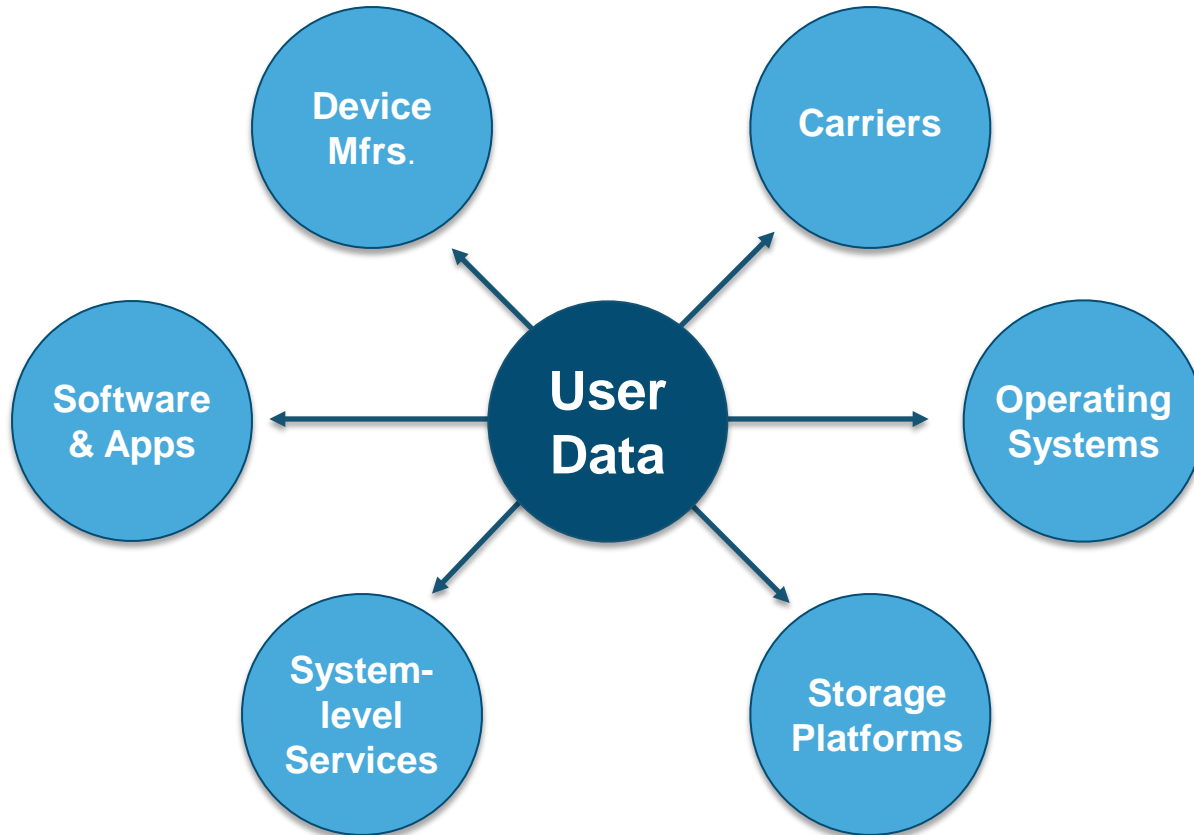


More Competition



Less Space

This has Created a Tug-of-War ...



... For Everyone Other Than Apple



Device Manufacturers

SONY®



Pro:
Footprint

Con:
CRM

Carriers



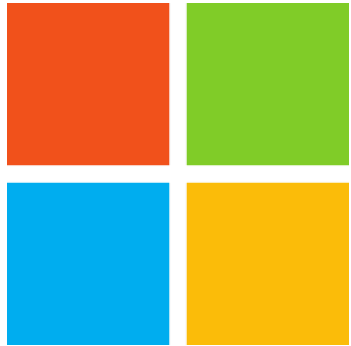
at&t



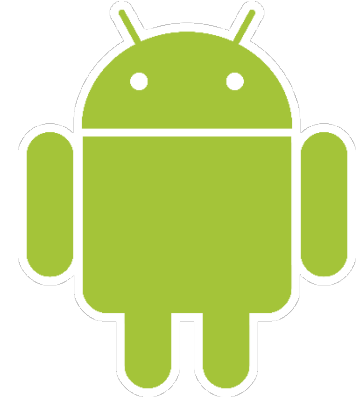
Pro:
Billing relationship

Con:
Trust 1.0

Operating Systems



ios



Pro:
Ubiquity

Con:
Interoperability

Storage Platforms



Dropbox



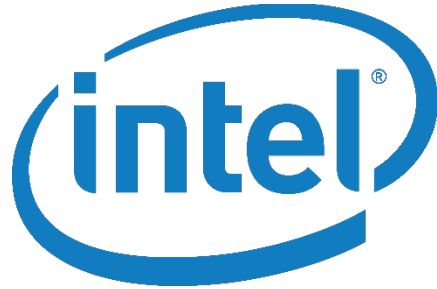
Google Drive

Pro:
First

Con:
Trust 2.0

System-level Services

SanDisk



QUALCOMM

Pro:
Ubiquity

Con:
Consumer relationship

Software & Apps

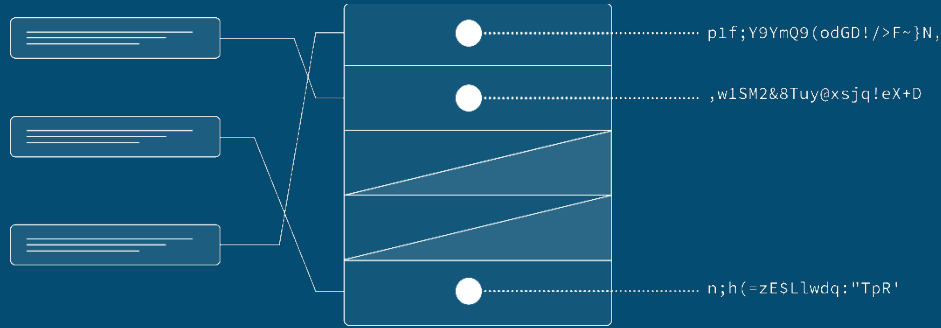


(YOU)

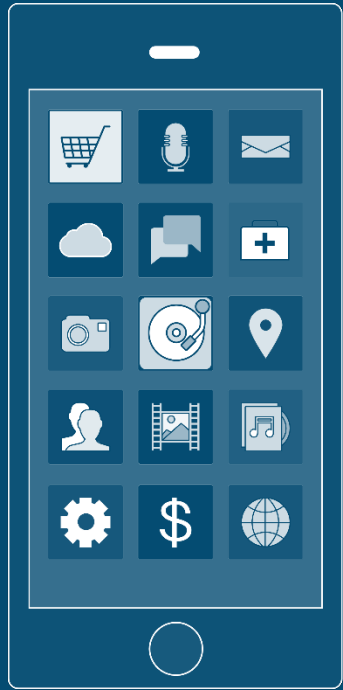
Pro:
Focus

Con:
Size

Why Does This Matter?



Two Reasons:



#1 Next-gen apps
(and everything else)
will depend on
seamless cloud
integration

#2 Whoever owns the data
will own the customer



However ...



Developer adoption of
cloud storage been slow

... Why?

Because Cloud Storage is Hard

1

Choosing Provider



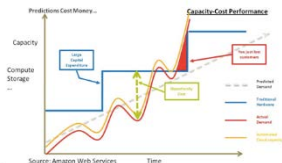
2

Selecting Services



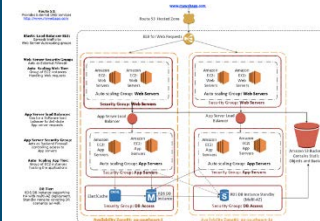
3

Forecasting Demand



4

Architecting Backend



5

Monitoring Services



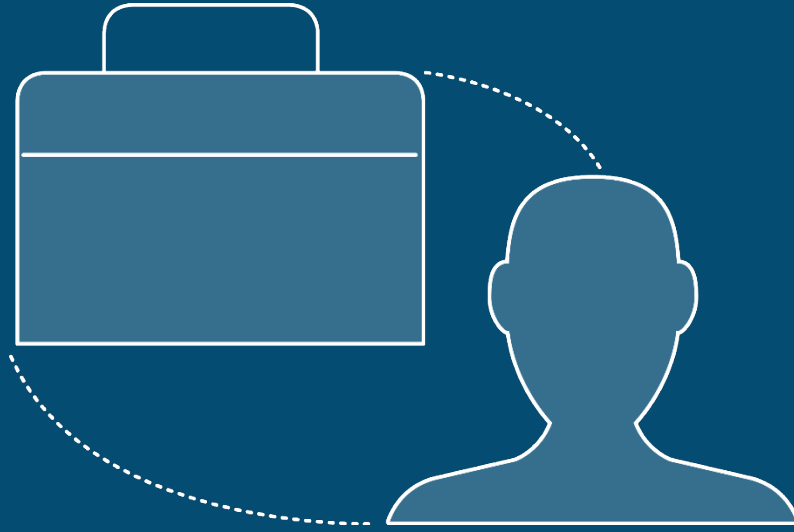
Cloud storage *should be*
three fundamental things:



#1 It should be easy to build



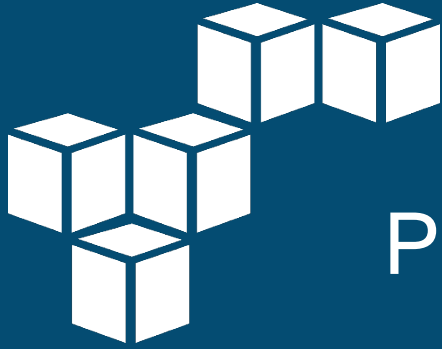
#2 It should always keep data secure



#3 It should never force you
to give up your user base

Unfortunately that has
not been the case ...

... until recently, you've
had two bad options:



Public cloud DIY

OR

Branded 3rd parties



Public Cloud DIY Limitations



Complexity



Performance



Flexibility



Security



Time & effort

Branded 3rd Party API Limitations



UX Limitations



Data Ownership



Security

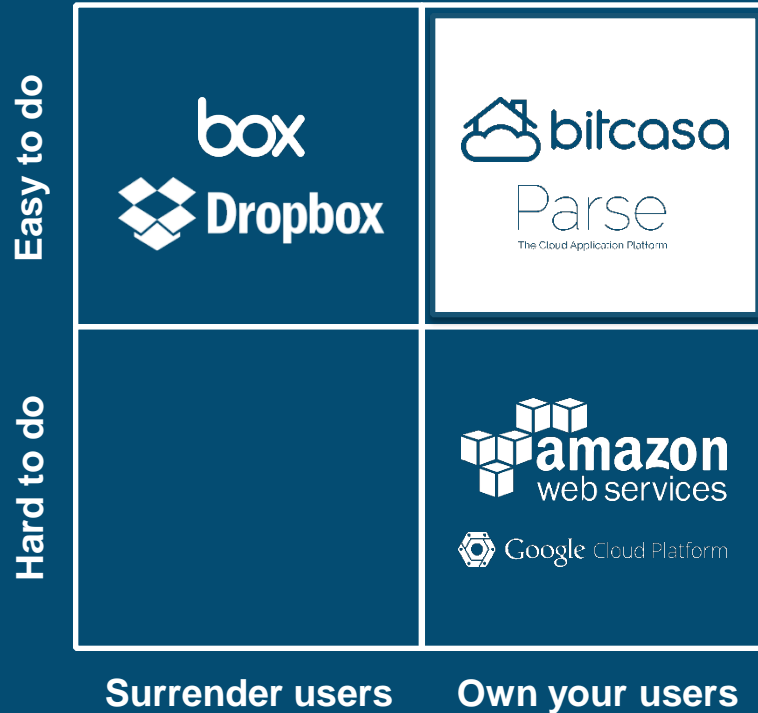


Functionality



Performance

The Developer's Dilemma



Where do you Land?

