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 …

User Data

- Device Mfrs.
- Carriers
- Software & Apps
- Operating Systems
- System-level Services
- Storage Platforms
… For Everyone Other Than Apple
Device Manufacturers

**Pro:** Footprint

**Con:** CRM
Carriers

**Pro:** Billing relationship

**Con:** Trust 1.0
Operating Systems

Pro: Ubiquity

Con: Interoperability
## Storage Platforms

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<td><strong>Pro:</strong></td>
<td><strong>Con:</strong></td>
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<td>First</td>
<td>Trust 2.0</td>
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[Box](https://www.box.com) | [Dropbox](https://www.dropbox.com) | [Google Drive](https://drive.google.com)
System-level Services

Pro: Ubiquity
Con: Consumer relationship
Why Does This Matter?

Two Reasons:
Next-gen apps (and everything else) will depend on seamless cloud integration.
#2 Whoever owns the data will own the customer
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

- Data Ownership
- UX Limitations
- Security
- Functionality
- Performance
The Developer’s Dilemma

- Easy to do
  - box
  - Dropbox
- Hard to do
  - bitcasa
  - Parse
  - Amazon Web Services
  - Google Cloud Platform

Surrender users

Own your users
Where do you Land?

No Server | Server

Parse: The Cloud Application Platform

Bitcasa

Box

Dropbox

Amazon Web Services