The Developer’s Cloud Storage Dilemma

Whoever owns the data, owns the customer
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
Carriers

Pro: Billing relationship

Con: Trust 1.0
Operating Systems

Pro: Ubiquity

Con: Interoperability
Storage Platforms

**Pro:**
- First

**Con:**
- Trust 2.0
System-level Services

Pro:
Ubiquity

Con:
Consumer relationship
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Pro:</strong></td>
<td><strong>Con:</strong></td>
</tr>
<tr>
<td>Focus</td>
<td>Size</td>
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Software & Apps

[Evernote](https://evernote.com)  [McAfee](https://mcafee.com)
Why Does This Matter?

Two Reasons:
#1: Next-gen devices and apps will depend on seamless cloud integration
#2: Whoever owns the data will own the customer
However ...

Developer & device mfg adoption of cloud storage has been slow

... Why?
Because Building 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 integrate
#2: It should always keep data secure
#3: It should never force you to give up your user base to a 3rd party
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

<table>
<thead>
<tr>
<th>Easy to do</th>
<th>Hard to do</th>
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<tbody>
<tr>
<td><strong>Dropbox</strong></td>
<td><strong>bitcasa</strong></td>
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- **Surrender users**
- **Own your users**
Where do you Land?

No Server

Server

Parse
The Cloud Application Platform

bitcasa
box
Dropbox

amazon web services