

The Developer's Cloud Storage Dilemma

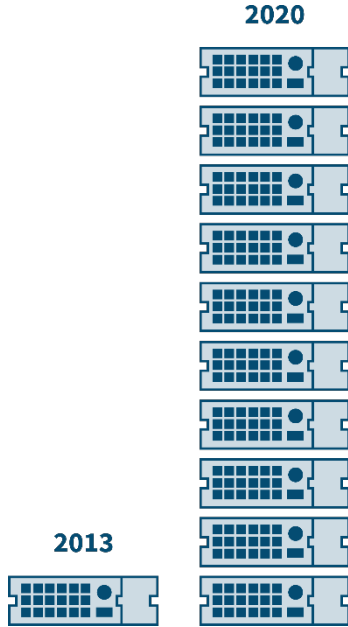
Whoever owns the data, owns the customer



About Bitcasa



Data Exploding as Space Diminishes



10x Growth

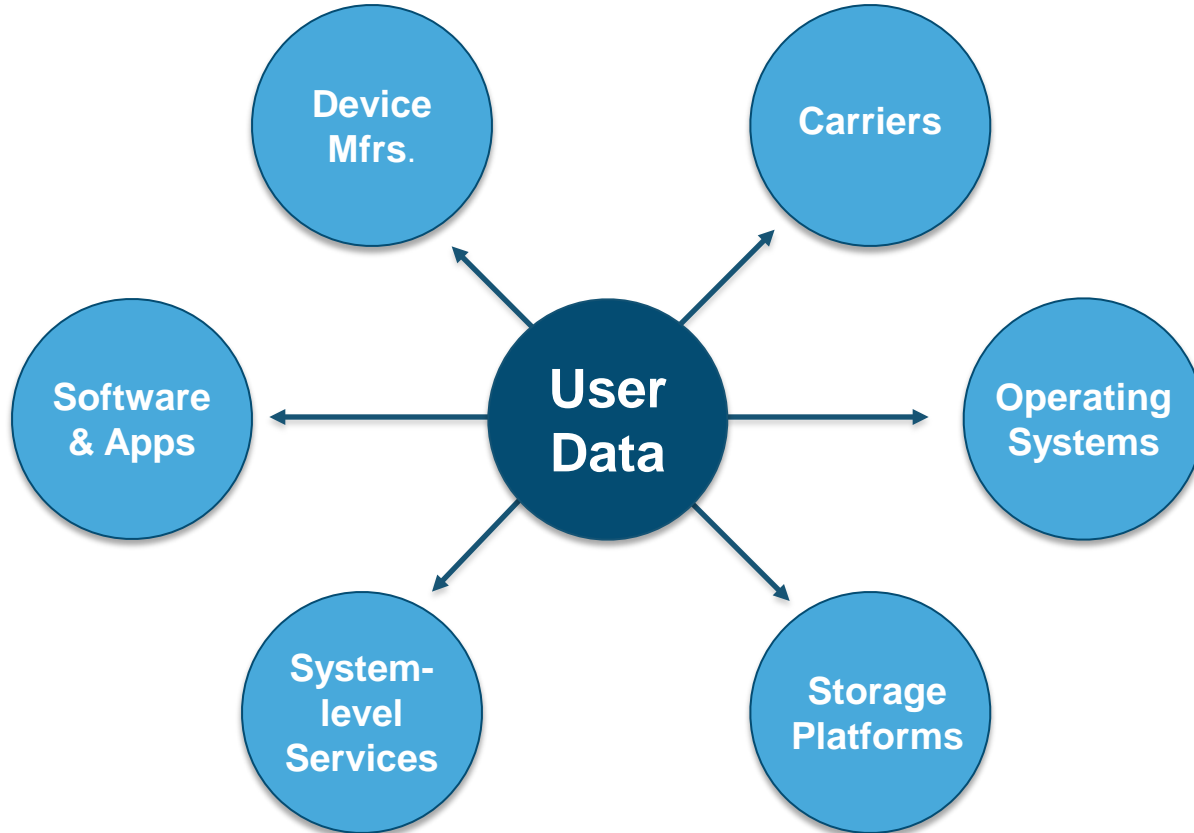


More Competition



Less Space

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



... For Everyone Other Than Apple



Device Manufacturers

SONY®



Pro:
Footprint

Con:
CRM

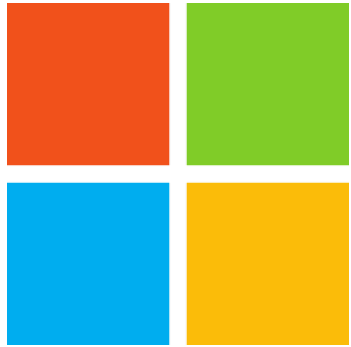
Carriers



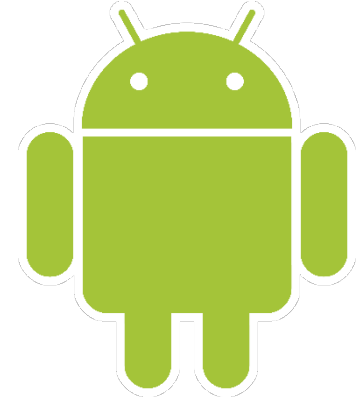
Pro:
Billing relationship

Con:
Trust 1.0

Operating Systems



ios



Pro:
Ubiquity

Con:
Interoperability

Storage Platforms



Dropbox



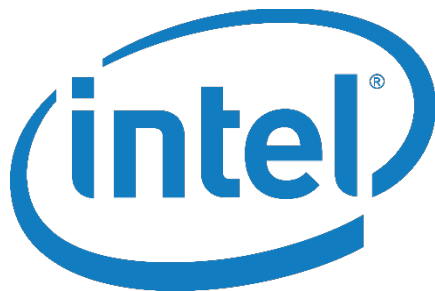
Google Drive

Pro:
First

Con:
Trust 2.0

System-level Services

SanDisk



QUALCOMM

Pro:

Ubiquity

Con:

Consumer relationship

Software & Apps

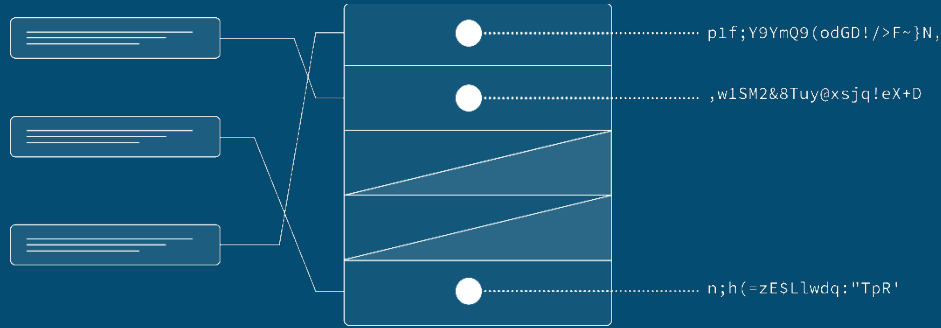


(YOU)

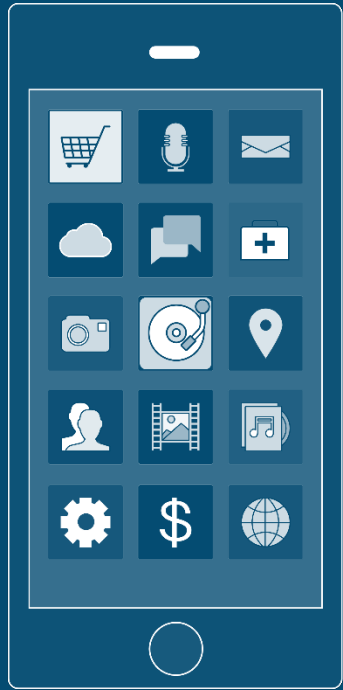
Pro:
Focus

Con:
Size

Why Does This Matter?



Two Reasons:



#1: Next-gen
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



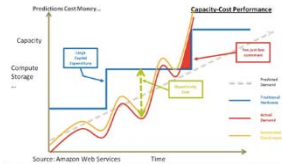
2

Selecting Services



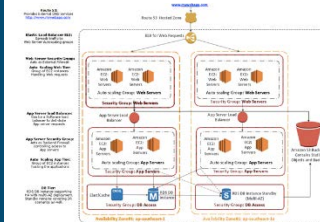
3

Forecasting Demand



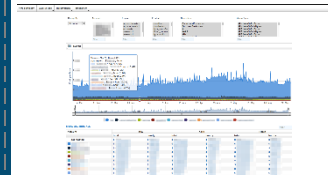
4

Architecting Backend



5

Monitoring Services



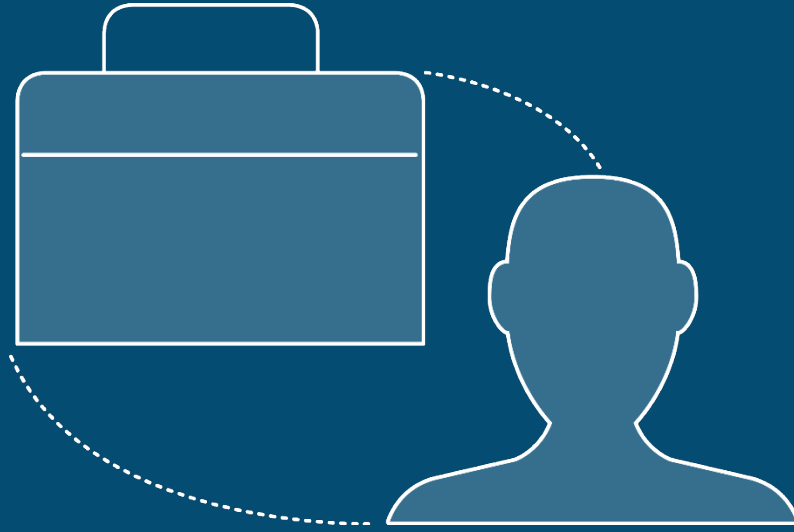
Cloud storage *should be*
three fundamental things:



#1: It should be easy to integrate



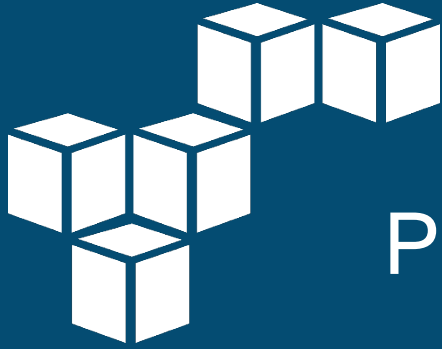
#2: It should always keep data secure



#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



UX Limitations



Data Ownership



Security

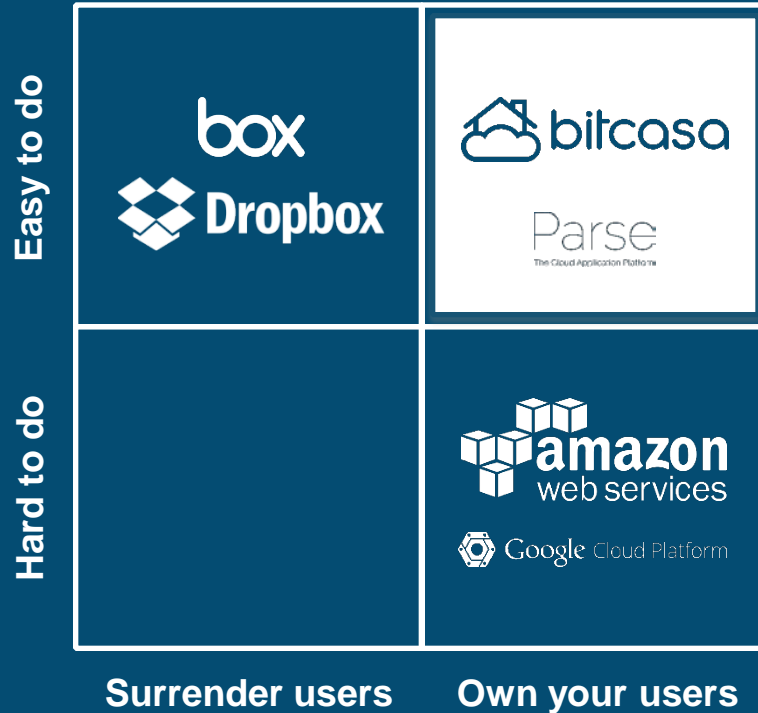


Functionality

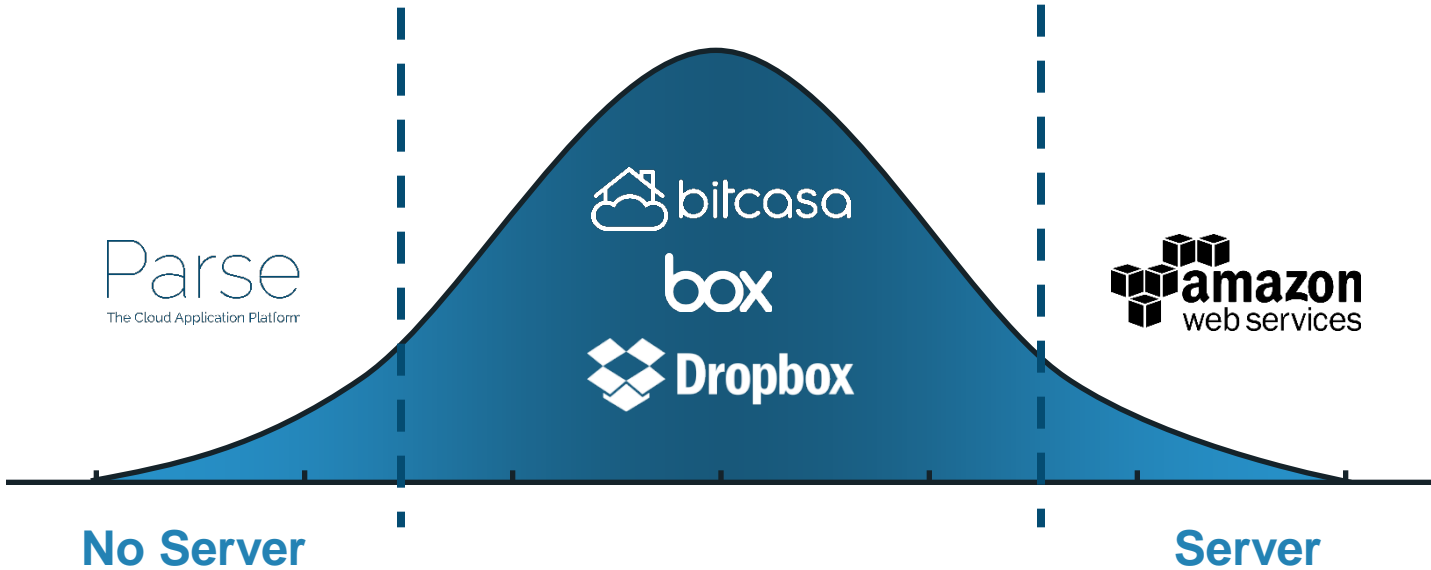


Performance

The Developer's Dilemma



Where do you Land?





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