

# Not All Personal Clouds Are Created Equal



iCloud

Great for pure Apple users

Raises bar for deep, seamless wireless cloud sync

Blueprint for differentiating hardware and selling content

Not great if you have non-Apple devices or content

Industry: Apple is new RIM, love 'em and hate 'em



Loose collection of services on more devices, less polished

Vehicle to get more users and data for ads (online & mobile)

End users: do you really trust keeping all your data in Google?

Industry: do you really want your users to rely on Google?



Free 5G of online file storage

Oriented initially at selling and streaming music

\$199 Kindle Fire can ignite lower end tablet market

Industry: threat to commercial content providers



Windows live file sync

End users: free 25G

Industry: revamp with Windows 8 (mid-2012)



Cross-device file sync

End users: great for 2G but pay \$120/yr for 50G?

Industry: another over-the-top service in your customers' wallet

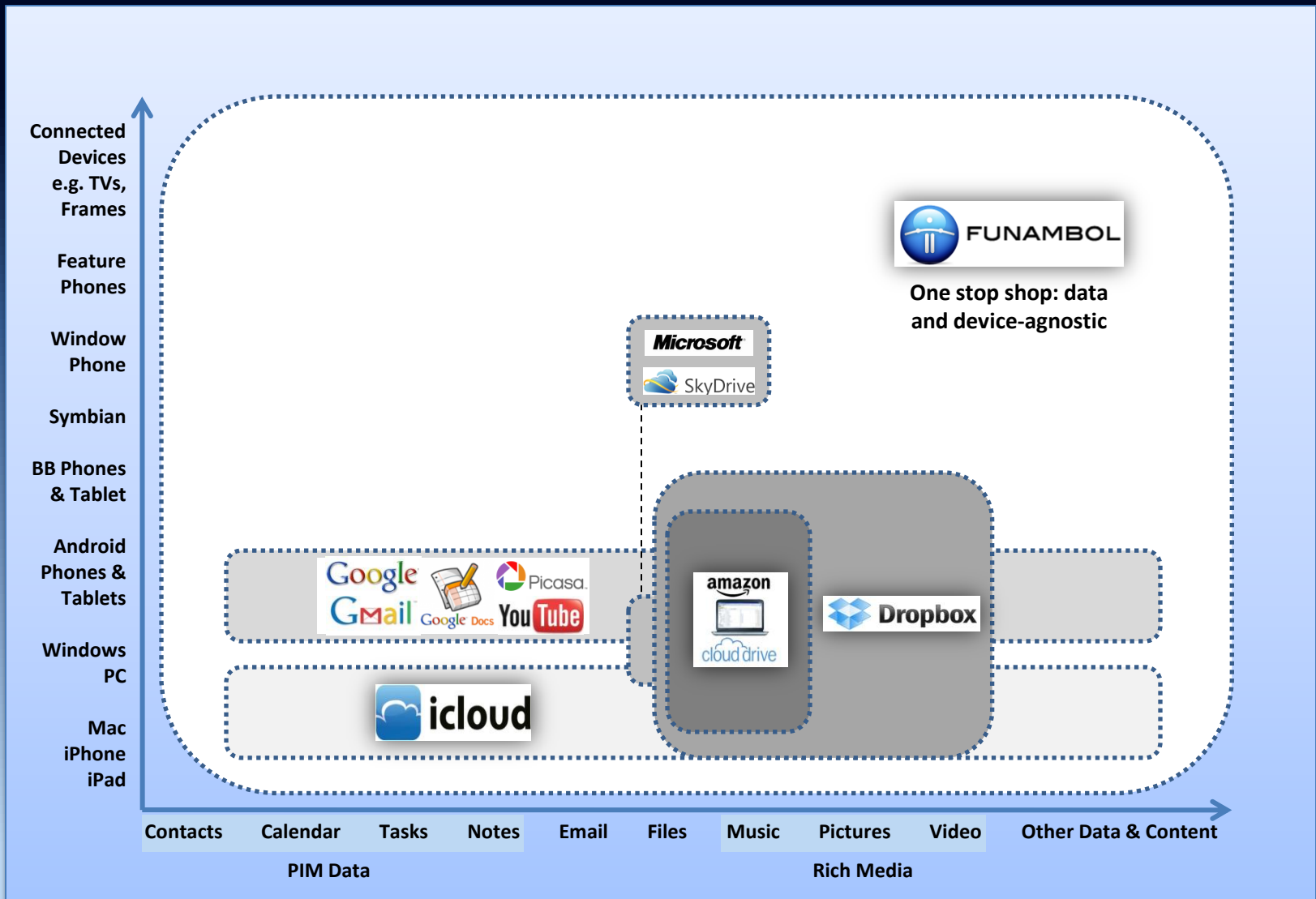


White-label, data and device agnostic sync

End users: one stop shop to sync all data and content across all devices

Industry: control your destiny by promoting your brand, not other companies

# Funambol | Personal Cloud Market Landscape



Company	Apple	Google	Amazon	Microsoft	Dropbox	Funambol
Service	iCloud	Gmail, Docs, Picasa, YouTube, Music	Cloud Drive	Windows Live SkyDrive	Dropbox	MediaHub
Core focus	iOS sync	Any internet device	File storage, music, ebooks	File storage	File sync	Sync all devices and data
B2C / white-label	B2C	B2C	B2C	B2C	B2C	White-label
What's being sold	Hardware + content	Ads + hardware	Content + hardware	Software	Storage	SaaS/software
Content						
PIM data	Contacts, calendar	Contacts, calendar, tasks, notes	No	No	No	Contacts, calendar, tasks, notes
Files/documents	Yes	Google Docs	Yes	Yes	Yes	Yes
Rich media	Pictures, videos, music	Picasa, YouTube, Music	As files only	As files only	Photo gallery	Pictures, videos, music (2012)
Commercial	iTunes (+ Match \$25/yr)	No	Yes Amazon MP3 store	No	No	Integrates with media stores
Other	Email, apps, books	As files only	As files only	As files only	As files only	Email, other data types possible
Devices						
Smartphones	iPhone	Android, iPhone, BB, Nokia S60	Android	Browser-based	iPhone, Android, BB	iPhone, Android, BB, Symbian, WM
Feature phones	No	Typically browser-based	No	No	No	SyncML + Nokia feature phones
Tablets	iPad	Android, iPad	iPad	Browser-based	iPad	All major tablets
PCs/Macs	Macs and PCs	Outlook on PC or browser-based	via browser	Browser-based	PCs, Macs, Linux PCs	PCs, Macs, Linux PCs
Other	iPod Touch	Typically browser-based	Browser-based	Browser-based	No	TVs, cars, connected devices
Cross-platform	Windows PCs only	Yes	Yes	Yes via browser	Yes	Yes
Openness						
External integration	Low (Apple-centric)	Medium (Google-centric)	Low	Low (MS-centric)	Medium	High (email systems, socnets)
APIs	Storage APIs	Yes	No	Yes	Yes	Full cloud APIs
Standards	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	SyncML + web standards
Open source	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Yes
Hosted/on-premises	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Hosted and on-premises
Cost/monetization	Free 5G+purchases+photos \$20/year per 10G more	Free Gmail 7G, Docs 1G, Picasa 1G \$5/year for 20G	Free 5G+purchases \$20/year per 15G more	Free 25G	Free 2G \$10/month for 50G	Supports models for storage, features, content, ads, etc.
Other	Find my friends Find my phone		Streaming music	Sharing with MS users	Shared folders Shared files	Outlook integration