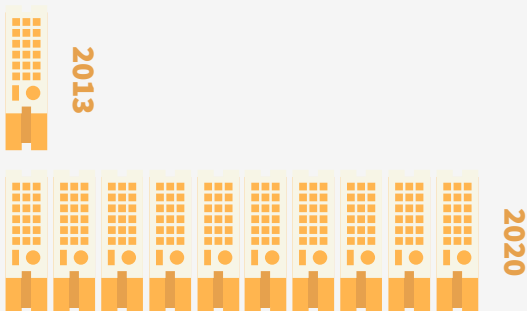


The Developer's Dilemma:

Do-It-Yourself Storage or Sacrifice UX and User Data?

As developers look for the best cloud storage options a dilemma has emerged – create a file system on public cloud infrastructure, which is time consuming and difficult; or leverage a 3rd party cloud storage API and surrender your user experience and customer data to the likes of Dropbox or Box.



“ There is too much data and not enough storage – the digital universe is set to grow 10X bigger between 2013 and 2020, growing to 44 trillion GB. ”

– INTERNATIONAL DATA CORPORATION

“ The average smartphone user has 27 apps, most of which are competing for storage on device. ”

– NIELSEN



2/3 of developers agree that storage plays a significant/very significant role in application design



83% of developers see storage needs increasing in the future

Yet... most of App developers (52%) still rely on device storage as opposed to using 3rd party clouds/public clouds/private clouds.

DEVELOPERS TOP FIVE CRITERIA FOR SELECTING A STORAGE SOLUTION



SECURITY



COST



FILE SYSTEM
FUNCTIONALITY



BACKUP & VERSIONING



TIME TO MARKET

However... Third party cloud storage APIs do not offer adequate security, functions, or customer ownership, and public cloud infrastructure is complex and expensive to develop and maintain - as they are DIY solutions.

The Developer's Dilemma...

DIY CLOUD STORAGE

Build your own file system on public cloud infrastructure, which is difficult, time consuming and expensive.

The top 5 limitations to leveraging public cloud infrastructure (cited by developers who have built apps that leverage public cloud storage):

- COMPLEXITY TO LEARN AND BUILD
- FLEXIBILITY
- TIME AND EFFORT TO BUILD
- SECURITY
- PERFORMANCE

OR

SURRENDER YOUR DATA

Leverage a 3rd party cloud storage API, and give up ownership of customer data and user experience.

The top 5 limitations to leveraging a 3rd party cloud storage API (cited by developers who have built apps that leverage 3rd party cloud storage APIs):

- FUNCTIONALITY
- SECURITY
- PERFORMANCE
- UX LIMITATIONS
- DATA OWNERSHIP

Using a cloud-based storage solution that is secure, easy to integrate, and allows developers to retain ownership of their UX and customer data, accelerates time to market without restricting the business opportunity.

To learn more about how Bitcasa CloudFS solves the Developer's Dilemma, visit www.bitcasa.com.



Source: September 2014 survey of developers conducted by an independent third-party research company