# Business Strategies: Profiting from the Cloud

By Barbara Kraus, Director, Research                    2Q 2013

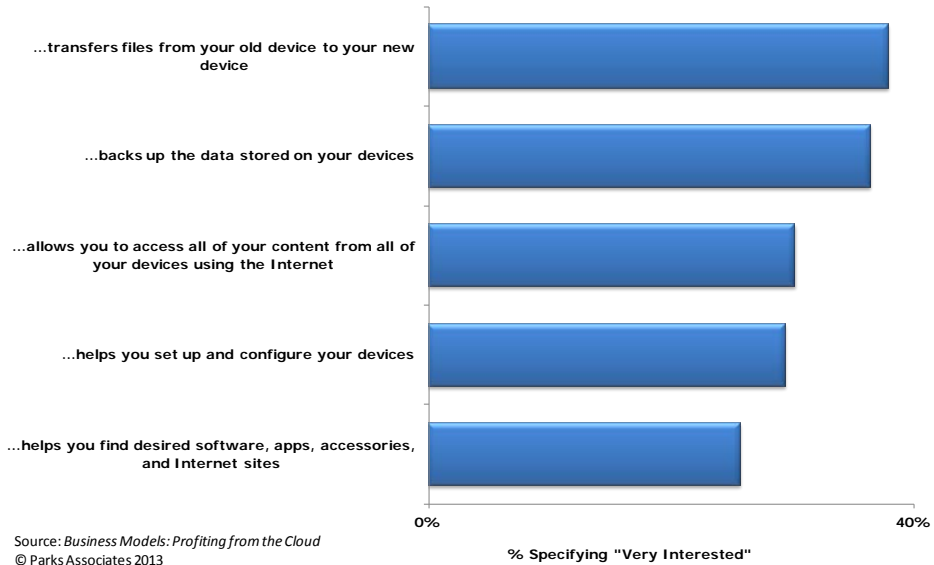## Synopsis

This report analyzes the ecosystem and business strategies for the storage cloud, a key segment of the personal cloud that provides online, remote access to stored content.

The report details the various players within the storage cloud ecosystem, their motivations, and the business models that best align with their goals. It assesses areas of differentiation, how to reach consumers, and the future for storage cloud revenues.

## Consumers and the Storage Cloud

### Interest in Storage Cloud Services
"How interested would you be in having services that..."
(U.S. Broadband Households)



...transfers files from your old device to your new device

...backs up the data stored on your devices

...allows you to access all of your content from all of your devices using the Internet

...helps you set up and configure your devices

...helps you find desired software, apps, accessories, and Internet sites

0%                                    40%

% Specifying "Very Interested"

Source: *Business Models: Profiting from the Cloud*
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"Although the storage cloud has been an important element of the personal cloud for several years, generation of adequate consumer revenues has been elusive," said Barbara Kraus, director of research, Parks Associates. "The ecosystem, business models, and approaches to reach consumers continue to evolve for this industry. Though current strategies focus on consumer adoption, several new approaches may provide avenues to greater profitability."

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