

CROSS CLOUD (AUSTRIA)



ABOUT CROSSCLOUD

CrossCloud is a team of cloud service lovers and IT security enthusiasts. CrossCloud was founded in 2014 with the vision of solving the problem of managing multiple cloud storage services in one application and making data protection possible for everyone.

OUR VISION

We want to create the standard dominant solution for managing multiple cloud storage accounts with a strong focus on security and collaboration across cloud storage platforms.

WHAT DRIVES US?

We love cloud storage! And we see that cloud storage brings so much value to users of the Internet. However, we experienced massive problems when using multiple cloud storages, which have not yet been solved to a sufficient degree. Solving them is what we do!

THE COMPANY CLOUD STORAGE CLIENT

The Product:

- A company client application for cloud storage.
- Any storage service for users.
- Transparency, control and security for the company.

CrossCloud consists of two parts: a sync client application and a control backend. Users in the company use CrossCloud to sync data to and from their different storages. In the background, everything is controlled and secured by the backend (Aurora). So users now have a secure way to use all their cloud storages in one application.

TRANSPARENCY

In the backend, the company gains full transparency over which data is synced and shared. All transactions can be documented and strange or abnormal behavior can be detected.

CONTROL

Powerful policies can be easily defined and enforced. Based on file extension, MIME-type, file size or other characteristics, the syncing and sharing of data can be filtered.



Business Summary

CrossCloud is a Bring-Your-Own-Cloud-Storage solution that allows companies to integrate usage of public cloud storage services into their existing IT infrastructure and gives control over how cloud storage is used back to the company.

Customer Problem

Users love cloud-storage in their personal environments to sync and share data. So cloud storage is also transferred to their business environment to share company data, which states a big problem and security issue for companies today. This form of sharing can not be controlled / monitored by the IT and precious company data cannot be protected when being stored on third party servers (the company has never agreed on terms with). Because various different cloud storage services are used, every of those sharing channels needs to be covered by a potential solution. So the non-unified access to data in terms of applications makes potential solutions (implemented by the companies) or workarounds very difficult.

Product

CrossCloud is a client application for cloud storage that fulfils two essential tasks:

- a) It integrates various different cloud storage services (Dropbox, Google Drive) into one very powerful and easy to use client application. This application allows the user to sync and share data across different platforms when ensuring very high usability.
- b) It allows the company IT to control and monitor sharing behaviour and protect (=encrypt) company data when being stored on external services (shared and non-shared data).

Users simply add arbitrary accounts to CrossCloud. Data is synced between a folder on the client system and the different services, while users can easily define rules for how this takes place. Data can be shared across different platforms while the IT can control how the sharing takes place by either defining static rules, or running a policy server. Policies can be dynamically defined based on a variety of

different factors and metrics. CrossCloud even allows employees to use their private cloud storage accounts for sharing company data. Their cloud storage is split up into a work and private area where company data is protected and can only be accessed using CrossCloud. This realises a Bring-Your-Own-Cloud-Storage environment to ensure high productivity of employees while enabling security, control and compliance.

Target Market

Cloud Storage is a market of >46 B\$ with over 800 M Users at a tremendously high growth rate of >40% (CAGR). The usage of cloud storage in the private sector increases the (unauthorised) usage in companies, where CIOs admit that shadow IT (=forbidden use of cloud storage) exists and is a severe problem for the organisation. In general we see high segmentation and strong players in the field of cloud storage itself.

Users / Customers

There are three user / customer groups for CrossCloud:

- a) B2C Users: Private Users using multiple cloud storage accounts to benefit from accumulated space and share files with different groups of people around them on different platforms. Different client applications of cloud storage are used. Users want to secure their files in the cloud without usability loss of applying solutions on top of the individual client applications. CrossCloud is offered under a freemium model where users pay for features such as shared encryption.
- b) SMB Customers: SMBs use CrossCloud to allow their employees to communicate with various partners using different cloud storage services. Those customers have the requirement of being able to protect data in the cloud and enforcing basic policies on how data is shared. Due to the limited constraints regarding logging and control, no backend server is set up to dynamically handle policies. CrossCloud is delivered in a branded form with static policies configured.
- c) Enterprise Customers: Use CrossCloud as a way of enabling employees to use all

cloud storage services necessary while keeping total control over how data is shared. CrossCloud is installed on all employees devices. Users can add their different cloud storage account or preconfigured company accounts. CrossCloud is controlled by a policy server hosted by the company. Every sharing option requires permission from this server while the actual transfer of data does not take place over the company network.

- d) Hosters: Many companies (such as online service providers, ISPs or Telcos) can store data in the cloud and provide this as a service to customers. What they often don't do, is provide cloud storage like usability by offering high quality client applications performing synchronisation. CrossCloud can be sold as a white-label solution to those providers, where customers can connect to the provider's storage (higher user numbers) and keep using other mainstream service alongside in one application.

Sales / Marketing Strategy

- a) To sell CrossCloud to enterprises, a B2B sales / technology evangelist team is required to educate potential customers and perform requirement analysis for custom implementations of CrossCloud. The plan is to build up a customer board of 5 enterprise-partners. Firstly, implementations for those partners will be built in tight corporation with them. Afterwards, features are abstracted and a platform is built from that. Since using CrossCloud together forms a substantial advantage for collaborating businesses, partners of those corporations will be addressed next.
- b) Since SMBs don't require any specific implementation of CrossCloud, no physical sales team will be required to drive sales. Sales can happen over targeted online marketing and a remote sales team. CrossCloud can be delivered and sold without requiring any custom implementation at the customers site.

Business Model

CrossCloud will be distributed under a per-user licensing model in two different variations.

- a) B2B: Subscription based freemium model for certain features

- b) SMB: Initial branding and configuration, per user and month license
- c) Enterprise: Initial branding, setup of policy servers and configuration, per user and month license
- d) Hosters: While label fee / user + support fee / user

Competitors

We see three type of competitive solutions on the market:

- a) Web / mobile aggregators: JoliCloud, Otixo, ZeroPC, Primadesk, CloudGoo, Securebeam
- b) Client applications: ODrive, OneBigDrive, OwnCloud (backend)
- c) Network-based monitoring solutions: Skyhigh

Competitive Advantage

There are three main aspects that differentiate CrossCloud from comparable solutions and form an substantial advantage when targeting the described customers segments.

- a) Simplicity: CrossCloud is a user-facing product even though sold to enterprises. So the user experience has to remain extremely high and simple. We developed a technology that takes much of the complexity of handling different accounts etc. away from the user.
- b) Security: Security is at the heart of everything we do. This means strong client-side encryption of shared and non-shared data with corresponding key distribution methods as well as powerful and flexible policy enforcement. Being able to handle encryption of shared data represents a core innovation.
- c) Lightweight: CrossCloud is no centralised system, but a distributed system of autonomous client applications. It can be easily implemented for very small and large companies and scales extremely well when providing maximum flexibility in how much control the organisation wants to take over. This ranges from static policies and no backend infrastructure to an backend that authorises every sync transaction based on factors such as file type, origin, similarity blacklisting, size etc.