



CAMPUS OF INTERNATIONAL EXCELLENCE



Task descriptions:

APPLICATION FORM: GLOBAL TRAINING PROGRAMME – INTERNSHIP INFORMATION

CORPORATIVE INFORMATION		
Name of the company	CrossCloud GmbH	
Contact Person	Christoph Hechenblaikner	
Location	Country	Austria
	City	Graz (8010)
	Address	Plüddemangasse 39
Sector	Software Development, Cloud Computing, Cloud Storage, IT Security	

PROPOSED INTERNSHIP INFORMATION		
Number of trainees to host	1	
Extension time (extra months and salary) OPTIONAL	Extra months (2, 3 or 4 months)	4
	SEE DOCUMENT: "FORM 2_Global Training 2015 extension preliminary agreement"	1024€/month
	Monthly payment for extra months (between 0-1024€/month)	

INTERNSHIP/PLACEMENT INFORMATION	
Department (in case you want more than 1 trainee, indicate the different departments where they will work)	Marketing and Sales
Description of project/activities (in case you want more than 1 trainee, indicate the different projects/activities on which they will work)	Marketing and Sales: Creation and improvement of a B2C metric/KPI tracking and measurement system, discovery of new user acquisition channels for B2C, coordination of the corporation with enterprise partners , customer discovery of potential enterprise customer groups, customer interviews and target market analysis to discover potential customer needs / problems CrossCloud can solve, conception for an enterprise sales team and sales strategy

<p>Company Project Description</p>	<ol style="list-style-type: none"> 1) Desktop application: CrossCloud is a client application for different platforms, where the main component of CrossCloud is it's dektop application for Windows, Linux and MacOSX. This tasks involves improvements of this desktop application in various areas such as File-System-Monitoring, Sync-Task-Pipeline or Usability. 2) File synchronization engine: The core of all CrossCloud applications is our so called SyncEngine. It contains the logic to perform file synchronization, reduction and handling of all cases occurring during synchronization. 3) File encryption: CrossCloud supports client side encryption of shared and non-shared data using hybrid (symmetric / asymmetric) cryptographic methods as well as new approaches to topics like key-exchange. This mechanism constantly needs to be improved and new functionality has to be added. Future tasks might deal with the topics: BlocChain, Certificate exchange, key storage and management and many more. 4) Sharing policy framework: For business / enterprise customers, CrossCloud provides the functionality of defining rules for how data can be shared by it's employees. As example, such a rule could state that no CAD-file matching certain confidentiality criteria can be shared over a specific cloud storage service. CrossCloud checks against such policies (either statically defined or calculated on a backend-server) and takes measures to enforce them. Tasks in this field contain the creation of a framework for policy-checking as well as the protocol, communication structure and backend-server-software to enable this. 5) Research projects: CrossCloud performs research in various different areas such as: global cloud storage provider benchmarking and modeling of cloud storage metrics, modeling and prediction of user behavior (AI), clustering of user data, new approaches toward key-exchange and many more. Interns can be assigned to support these research groups dependent on their interests and work-load / priorities during the internship. 6) B2C metric/KPI tracking: In the field of B2C users, it is essential for CrossCloud to extensively monitor, track and document user behavior. Based on existing technology and new tools / approaches tasks in this area deal with establishing a system performing these tasks. A special goals of this area is to prodive user acquisition, user behavior and user retention data for fundraising at the end of 2015. 7) Cooperation with enterprise partners: The B2B solution offered to business customers is currently being developed with business partners in different industries. This cooperation requires extensive collaboration and communication between CrossCloud and it's partners to a) gather customer feedback and make sure the product still fits discovered user requirements b) discover new (often implicit) requirements and cluster them according to factors like industry etc. 8) Customer discovery and interviews: As for every start-up, it is essential to have tight feedback and constantly run experiments
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	<p>to understand the market and customers. Tasks in this area are the conception of such experiments as well as customer interviews and market studies with our partners.</p> <p>9) Enterprise sales: The B2B solutions of CrossCloud will be distributed over an enterprise sales team starting in Q2/2016. This requires a strong concept for how to recruit sales-employees and approach and convince customers.</p>
<p>Requested Profiles</p>	<p>Marketing and Sales:</p> <ul style="list-style-type: none"> - Experience and/or interest in digital marketing, digital marketing channels, user acquisitions, AdWords, SM-Marketing, user acquisition funnel etc. - Professional communication skills - Interest / expertise in enterprise sales - Basic understanding of software systems and their applications in companies - Result oriented and responsible working moral - You are eager to learn and improve with us and share knowledge with others - You want to achieve something great - Your understand and share CrossCloud’s vision - You are eager to learn about the cloud storage market and problems and solutions related to it - You are not afraid to explore new things and market segments - Basic understanding of start-up related practices (lean startup, experiment driven development, customer discovery) - Very good English skills