

Datavast case study

Education



There are many issues in this case study that overlap each other throughout the process of developing the product for DataVast Inc. , developed by founding Winston Hao. He is the creator and founder of this company but as we all know developing a company isn't as easy as it may seem when you invest time, money and energy for company that begins to face turmoil. The difficulties that Mr. Hao face is trying to re improve and modify original cloud storage product that stored large quantities of digital data, The big issue was that even though they were ready to send out there newly modified product was who would be their target.

This was just the beginning of many problem in this journey. This company tackled there issues with trying to eliminate unwanted products in the market which along the process is considered there biggest issue and making their way to their least problematic issues. DataVast Inc. had a lot to offer in terms of memory storage, from digital files form secondary area in order eliminate losing valuable data, In order to do so they had to eliminate CD, External Hard Drive and USB. Particularly because they were unappealing method for businesses to store data because they were too big and could easily be lost and broken.

Also, portable external hard drives that even though they store 160 GB TO 2 TB. Are even more expensive than CD and including that they are easy to lose and damage. In addition, USB flash drives although they are portable and store more than double portable external hard drive came with big risk such as security challenge for organizations since they were very small and easily capable of being stolen by unsupervised visitors or employees to take and get away with. DataVast Inc.

initially appeared to have an advantage over all these other devices but what appeared to be so was another secondary important problem that need to be dealt with which was what to choose between Public Cloud or Private Cloud that both had advantages over regular storage methods. The issue with Public Cloud was that if it was taken on it would inhibit the risk of accommodated data security, since all data was kept at the third-party service provider's area. Now for Public Cloud it did have an advantage over Public Cloud as the data didn't need to be store with another party.

Nonetheless, users still need to buy a physical storage device, which had to be in the premises of their home office. The next issue for Mr. Hao was dealing with integrated back up system that were offered by IT providers such as IBM and Tivoli. This company had offered many areas of individualization with high performances levels, however they were in high price range and were difficult for smaller companies to pay for that couldn't afford to. Ultimately, the next step was business data storage in China. Bringing this concept to China was hard because companies that were backing data were North American who were using out dated data.

It was a frequent thing that people were involved with service industries to sell client info a practice that makes it hard for company trust service provider with strong sensitive company info. DataVast provided Cloud computing storage products to China. This was new to the Chinese market, and Hao hoped that since working with the largest telecommunication company it provide with some recognition. This however caused Chinese businesses to be resistant to adopt cloud products by 2011 five years into operation DataVast was still suffering a terrible loss.