

Competitive Summary: Carbonite vs. IDrive & IBackup

Customers don't just want simple, affordable backup, they want backup from a reputable provider – one that's always available should they encounter an issue.

Carbonite has strong brand recognition, a history of superior, U.S.-based customer support, and offers backup solutions that are easy to install and use.

IDrive and IBackup customers have to constantly monitor their data usage to avoid exorbitant fees for exceeding their storage limits – thus eliminating the “simplicity” of online backup.

Key Takeaways

- IDrive and IBackup charge customers overage fees the moment the customers go over their storage limit. IDrive charges overage fees of \$0.25/GB/month for their personal plans, and \$0.50/GB/month for their business plans. IBackup charges an enormous overage fee of \$2/GB/month. Carbonite offers additional storage packs for our Pro and Server plans at a cost of \$99.99 for 100 GB.
- IDrive and IBackup lure customers in with constant promotions of 25-50% off the first year of service. Customers think they're getting a deal, but in actuality the promotional prices are the typical prices. However, these “discounted prices” don't carry over from year to year, often resulting in sticker shock for the customers in year two. Carbonite is always upfront about pricing, runs true promotions, and gives its customers the best value for their money.

Carbonite vs. IDrive & IBackup Comparison Table

CARBONITE			
<p>Carbonite: All business plans automatically and continually back up files. Customers can choose to “set it and forget it” or customize their backup settings. When they delete a file, it remains in the cloud for 30 days and is then permanently deleted.</p>	<p>Carbonite: Sends customers multiple email warnings, beginning at 80% of their storage limit, then again at 90% and 95%. Also, Carbonite sends an email every two weeks as a courtesy reminder and notifies customers in their Portal, too.</p>	<p>Carbonite: Never charges its customers overage fees. Customers can purchase additional 100 GB storage packs for \$99.99 or upgrade to a larger plan.</p>	<p>Carbonite: Always transparent about its products, pricing and features with its customers. Our U.S.-based customer support is available every day from 8:30 a.m. to 9:00 p.m. EST, excluding holidays.</p>
Simplicity	Storage Capacity Warning	Fees	Customer Relationship
<p>IDrive and IBackup: All deleted files remain in the cloud until manually removed. Additionally, any edits to an existing file creates a new file on the server and customers are left to actively maintain all the duplicate files created. All of this drives up storage use, leading to expensive overage charges.</p>	<p>IDrive and IBackup: Sends an email to its customers as they near their storage limit and then immediately begins to charge excessive overage fees.</p>	<p>IDrive and IBackup: IDrive charges an overage fee of \$0.25/GB/month for their personal plans and \$0.50/GB/month for their business plans. IBackup charges an astronomical overage fee of \$2/GB/month.</p>	<p>IDrive and IBackup: Constantly offers misleading promotions of 25-50% off the first year of service. Foreign-based support does not handle server issues for Tier 1 customers.</p>
IDRIVE & IBACKUP			