

Porter's Five Forces Analysis
Company: **GowenPlaces**

Threat of New Entrants

There are no significant barriers to entry to the migration and backup market

Very High **High**
Low Very Low

Buyer Power

People need to use email and productivity software in their business.
Time consuming and difficult to migrate manually.

Very High High
Low **Very Low**

Competitive Rivalry

Companies like:

- Dell
- Microsoft
- Intermedia

Very High High
Low Very Low

Threat of Substitution

- CodeTwo
- BitTitan
- Other Mig or Backup Service providers

Very High High
Low Very Low

Supplier Power

500 BN market size

Many SMBs are still using old versions of Exchange or want to move away from Google & IMAP/POP

Very High High
Low Very Low