

CASE STUDY

Everalbum

Helping the world organise
and share life memories



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“Trust is important. A team that is fully dedicated to solving the problem, meaning they are always ahead of the curve and always ahead of new developments. Especially when working in mobile where the platforms and operating systems are adjusting so quickly with new releases.”

Andrew Dudum, Founder of Ever
ever

Summary

Everalbum is a fast-growth tech company based in San Francisco, re-thinking how photos are stored, organised and shared by people. The company launched Ever, an app that automatically backs up high-res photos and videos from various sources (iCloud, Google Photos, Facebook, Instagram, Dropbox), and makes it easy to share albums or individual photos with anybody.

Ever provides an environment for people to safely store and share photos, regardless of the source, platform and technology used to take and save photos in the first place.

“The high level picture of Everalbum is to help the world organise, re-live, and catalog important life memories. As we get older and experience life events, it’s very important that we have the ability to access and engage with all of the memories we’ve experienced. Everalbum, is much more than just a cloud storage company, and most people understand that this is a much bigger problem. It includes aggregation of content from a dozen different places, the ability to store it - so much content is shared via email, messaging apps, social networks - and on top of that you have this amazing experience where we take the hard work out of it, and we organise that content for you in a way that is easy to share with all the people in your life.”

- Andrew Dudum, Founder of Ever



Market snapshot

- **2007**
Dropbox launch
- **2009**
Microsoft makes OneDrive part of their app suite
- **2010**
Instagram launch
- **2011**
Apple introduces iCloud
- **2014**
Dropbox launches carousel
- **May 2015**
Google Photos launch
- **November 2015**
Everalbum public launch, supporting Google+, Facebook, Instagram and Dropbox. Only available on iOS devices

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Challenge

The wide adoption of smartphones, combined with frequent usage of content creation and sharing apps, lead to an explosive growth of photos and videos taken worldwide. It is estimated that the number of photos stored online will exceed 4.9 trillion by 2017.

This surge in user-generated content emphasised the problem of safely storing, organising and sharing across a variety of new channels, each serving a specialized function. Whilst some apps offered excellent ways to share edited photos on a social network, they failed to address other needs, like backing up, sharing privately, organising files in albums, and more.

Everalbum understood early on that content storage was only one aspect of a bigger problem, and that people expected a more social, versatile and frictionless experience when using services to store and organise memories created over time.

“One of the biggest learnings so far was that the rate at which people create content is exploding. Last year, 1.3 trillion photos were taken, almost all of them were taken on mobile devices. This is the most photos ever taken in history of all the years combined - just in one year, and that record will continue to be re-set for the next 3 or 5 years. Because the content is exploding, people expect to have access to that catalog in a similar way that you have access to a photo album on your shelf”

- Andrew Dudum, Founder of Ever

- **November 2015**
Everalbum reaches out to Reincubate
- **February 2016**
Everalbum launches on Android devices
- **September 2016**
Everalbum becomes one of top 20 most downloaded apps in Appstore

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The Everalbum team approached the problem from various angles, adding and testing new features, measuring engagement, and constantly improving the product based on feedback from users.

The main challenge was to make Ever into the type of app that not only stores content but makes it incredibly easy to share it with loved ones. The pre-requirement for turning Ever into a “social” album was that the content needed to be backed up and retrieved in real time, no matter when it was created, and independent of the platform used to produce it in the first place.

From a technological standpoint, Everalbum needed a solution that ensured a constant stream of data, especially considering frequent changes to operating systems, app versions, and technical changes to mobile devices over multiple generations.

iOS users have the same expectations as every other user - they want to be able to automatically back up photos and videos, explore old memories and share them with loved ones at any point. This experience of retrieving and backing up files from a device to Ever is dependent on the speed, reliability and performance of the API used, which should run as expected across multiple types of devices and iOS versions.



“Both Apple and Android users want something that doesn’t limit them to their ecosystem. The Photostream is very limited to the iPhone, so you can only collaborate with people who have iPhones. 40% of households in the world are split between iOS and Android. Google and Apple are building solutions that are very centric around their own ecosystem. However, for the actual user what’s really important is that there’s a neutral ground for content from everywhere where you can share content with everyone.”

- Andrew Dudum, Founder of Ever

Solution

Everalbum was looking for an API that enabled the automatic backup and storage feature for iOS users, whether their photos were stored in the Photostream or shared in iMessages.

“It’s very important for Ever users to be able to access content from all sorts of sources, and we were constantly looking for solutions to allow users to import content from more places.”

- Andrew Dudum, Founder of Ever

Everalbum started working with Reincubate because they were constantly looking for ways to improve existing capabilities, and grow their

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user base by allowing more content to be imported from various sources. The Reincubate iCloud API was easy to integrate, and Everalbum found that the engagement with the new feature increased immediately after.

Soon after integrating the Reincubate API for a group of users, the decision to use the Reincubate iCloud API as part of the core product came naturally.

Everalbum continues to use the Reincubate iCloud API to support core app capabilities for iOS users worldwide.

"It's incredibly important to work with a partner who is always up to speed on latest and greatest coming out of iOS. Part of the great relationship with Reincubate is that we can trust them to be on top of these changes, and make sure our service is always as quality and consistent as possible."

- Andrew Dudum, Founder of Ever



The Reincubate iCloud API

The genesis of the Reincubate iCloud API came from a service helping millions of consumers struggling to access the data they lost either because they had lost their iOS device or had deleted applications. Over time, it became evident that companies needed to access this capability at scale which led to the development of an enterprise solution: Reincubate's iCloud API was born.



The iCloud API

With the explosion of smart devices and of iOS devices, mobile users are generating app data at scale. And should they lose their mobile device or delete an application, users need to access to a backup.

Previous methods involved using iTunes. This required a physical connection with a computer and syncing with iTunes. In 2011, Apple launched the iCloud which backs-up data automatically, daily, every time a device is connected to a charger and is on a wifi.

The service has a free and a subscription based version for customers wanting to increase storage.

What are the benefits of using Reincubate's iCloud API?



Ease of integration

The API removes the need for clients to have highly specialist knowledge about either iCloud / CloudKit storage. The API supports all the "difficult" features: iOS 9, iOS 10 beta, CloudKit, iCloud 8 + 9 merging, 2FA & 2SV, partial snapshots, tokenisation, A9 & A9X.



Future proof support

The mobile industry, and especially mobile app industry, is fast moving. Apple continuously keep updating its operating system, the complexity of

which keeps growing. The same applies to popular apps like Whatsapp.

With years of experience in accessing iOS data, Reincubate is committed to maintain support for past, current and future iCloud and iOS releases. This is notably demonstrated by a solid track record:

- 1st to support iOS data access (2008)
- 1st to support encrypted iOS data access (2009)
- 1st to support iCloud data extraction (2011)
- 1st & only API to support iCloud / CloudKit iOS 9 data access (2015)
- 1st & only API to support iCloud / CloudKit iOS 10 data access (2016)



Cost efficiency

Reincubate's iCloud API customers can instantly access years of expertise at a fraction of the cost they would have to invest to replicate a portion of the API's capabilities.



Out of the box app support

Reincubate's iCloud API supports dozens of third-party apps which, in turns, enable a wide range of use cases and applications. The more popular apps are supported such as WhatsApp, Viber, Kik, WeChat, Line, SnapChat, Facebook Messenger and Skype.



Platform support and scalability

Whilst the access of data has to be universal,

The free iCloud version backs-up data regarding from every iOS application, even if the user does not have a paid for subscription.

The service proved very successful and, by June 2016, Apple reported more than 1bn iOS users and 782m iCloud users, a penetration of the service close to 80%.

with a wide range of apps supported, Reincubate's customers are not limited by their own development environment. The API has open source client implementations available in a number of languages including Python, .NET / C# and JavaScript. The API platform is also built to scale and the JSON feed system faster and scales better than raw file access.



Trust

A world leading technology is worthless if it cannot be trusted. Beyond a robust technology environment, Reincubate is subject to and respects stringent UK data protection legislation, is compliant with EU and US Safe Harbor regulations and is trusted by security, LEA government users around the world.

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