

Evernote Expands Its Premium Offerings: Evernote Business Now Live In 7 Countries With Sharing, More Data And A New Searching Algorithm

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EVERNOTE

Evernote, the popular personal information and productivity app that last week announced another \$85 million in financing and more than 45 million users, is continuing to expand its platform to cover evermore circles of use cases. Today, the company is officially rolling out Evernote Business, an enterprise-focused, premium version of the app that it first introduced in beta in August.

As of today, the app is live in seven countries: France, Germany, Switzerland, the US, Canada, Japan, and the U.S. Available on as app for Mac, iOS, Android and Windows Desktop, it is one more step for Evernote to build an international business (not just a service) around its core concept of storing your information: Evernote Business users are charged on a \$10 per user, per month basis.

Evernote Business is an example of how the company turns into a product something that was already a part of Evernote usage — the same motivation that drove the creation of spinoff apps like Evernote Food and contacts app Evernote Hello.

In an interview with TechCrunch (a video of which is embedded below), CEO Phil Libin (who formally introduced Evernote Business at the LeWeb conference in Paris) noted that in a recent survey of its users, the company found that 66% were already using it to track work data, but that only 15% of that usage was officially brought in by companies themselves, with 85% part of the “BYOD” trend that has hit the business world (in Evernote’s case that would be a “bring your own apps” variation). “So we decided to make this a better experience,” he told TechCrunch.

That includes the ability for people to maintain separate accounts — one for personal data, and one for business data. The business data can be shared with specific colleagues through the use of Business Notebooks or make company-wide through the Business Library. These remain distinct from a user’s personal notebooks, Evernote says. The Business Library can also be updated by an administrator with company data.

Users can also modify how documents, links and other files to be shared with outside clients, and Evernote says that even if an employee leaves a company, the materials shared by those users stay behind, even when the account is gone.

Another feature Evernote is introducing is a kind of semantic search that it calls “Related Notes.” It describes this as a “serendipitous discovery” of related data that gets triggered every time a user creates a note, or browses or searches for an existing one. These, Evernote says, will display in the Mac client, Evernote Clearly for Chrome and Firefox and Evernote Web Clipper for Chrome.

To further entice companies to pay the monthly fee, Evernote has bumped up the upload allowance on Business accounts. Users get 2GB per month for their personal notebooks, which is twice the amount that a Evernote Premium user gets, plus 2GB for their Business Notebooks.

Whether all of that will be enough to drive users to the premium product remains to be seen. In the interview (which you can see in the video below), Libin declines to say what kind of usage Business has picked up in beta mode.

What is the case, he says, is that Evernote Business was designed with companies like Evernote in mind — up to 300 people. In the future, he says it may also look to forge ties with larger enterprises, “perhaps when we have 20,000 employees ourselves.”