

# How Memeo Connect Works

## Overview

Memeo Connect™ for Google Apps offers a new streamlined way for business to store, access and share computer files. It leverages the best of the cloud and the desktop to offer a low-cost and secure alternative to expensive file or backup servers. Memeo Connect continuously synchronizes any desktop files, including Microsoft Office files, with Google Docs. It simplifies the migration of multiple computer files and folders into the Google Docs cloud. For Google Apps users, any documents, spreadsheets or presentations created online with Google Docs can be accessed and viewed offline with Memeo Connect.

## Best of Both Worlds

Memeo Connect is an application that runs on any computer running Windows or Mac OS. It manages a secure, two-way connection between the computer and the Google Docs servers. This makes Memeo Connect simultaneously adept at working with local computer files and Google Docs files.

Memeo Connect securely talks to Google Docs via an HTTPS connection to the Google Documents List Data API. Because Memeo Connect is a local application maintaining a deep integration into the Google cloud, it can offer its own intuitive user interface into Google Docs with additional capabilities and offline functionality.

Memeo Connect assures files and data stay secure and protected from unauthorized viewing. The connection between the desktop and the cloud is encrypted, and Google account passwords stored by Memeo Connect are encrypted as well. A more detailed security overview is available at [MemeoConnect.com](http://MemeoConnect.com).



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## All in Sync

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Memeo Connect ensures important files automatically stay with the user as he moves between computers. Multiple files and folders can be effortlessly uploaded into Google Docs with a simple drag and drop into the Memeo Connect client. Large numbers of files not only upload instantaneously - but once copied to the cloud - are continuously synchronized between Google Docs and all computers running Memeo Connect with the same Google account. If a computer is offline, or Memeo Connect is not launched, it synchronizes upon reconnect.

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## All Files Welcome

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Memeo Connect makes it easier to use Microsoft Office with Google Docs. MS Office files can be maintained in their native format (e.g .docx, .xlsx, .pptx) both locally and in the cloud. A selected file is automatically synchronized between Google Docs and the local computer whenever the file's time and date stamp is updated at either location. This enables Memeo Connect for Google Apps to work for all file types including photos, music, videos or the OpenOffice suite. Users simply open, view, or edit their content as they always have, whether online or offline, and Memeo Connect quietly ensures updates are pushed out to the cloud and shared with colleagues or simply propagated to other selected computers like a netbook, laptop, workstation, or home.

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## No Surprises

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Documents, spreadsheets and presentations created online using Google Docs can be accessed and viewed offline with Memeo Connect. Without Memeo Connect, accessing online documents offline requires converting or exporting from Google Docs into a local format like MS Office. The conversion can alter documents unpredictably so they often don't look the same. Memeo Connect ensures the formatting and integrity of online Google Docs content by continuously syncing it as local PDF files. *No format conversion is necessary to view files offline with Memeo Connect.*

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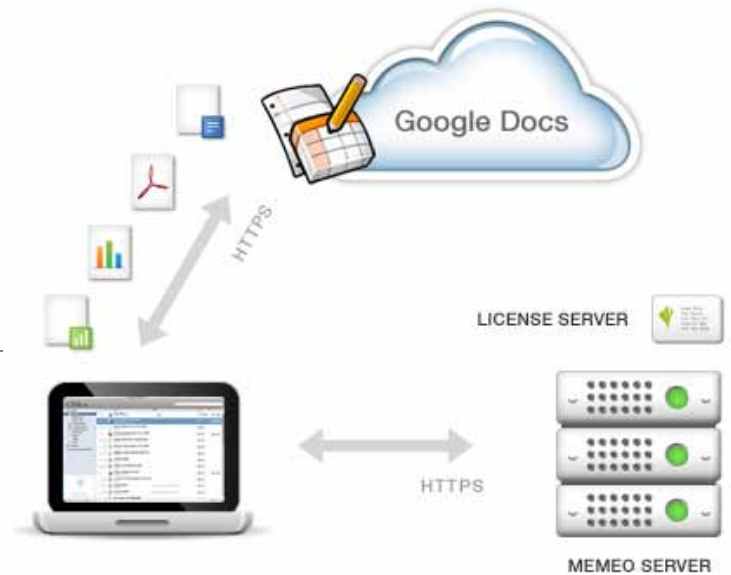
## Better Collaboration

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The Memeo Connect synchronization engine senses when it is not safe to sync, and it ensures no data is ever lost with its smart revision history feature. Memeo Connect creates an automatic version history for each file. For a shared document with multiple contributors, the document's revision history instantly shows changes from all contributors (who use Memeo Connect.) If a shared document is concurrently edited by two users, both users' saved changes are recorded in the document's revision history on both their desktops.

For example, the first user to save changes (user A) sees her new version appear in the document revision history as it syncs up to Google Docs. Elsewhere, another user who is concurrently editing the same document (user B) is immediately alerted by the Memeo Connect sync engine about a potential conflict. User B can instantly integrate or merge the changes from user A because A's revised document is also available in B's local revision history. If User B ignores A's

revisions and continues on, a new updated version from User B syncs up to Google Docs and across the other desktops as the new latest document – now without A's changes. Memeo Connect solves the problem by preserving A's edits in the file revision history on all desktops sharing the document.



## Memeo Server

Each Memeo Connect client performs a momentary license validation with a Memeo corporate server upon launch. The connection is secure, and **no customer files or passwords are ever transferred or stored on Memeo servers.**

## How to Buy

You can purchase individual Memeo Connect licenses directly from our webstore at [www.memeoconnect.com](http://www.memeoconnect.com). For corporate licenses of 50 seats or more contact Enterprise Sales at [sales@memeo-inc.com](mailto:sales@memeo-inc.com) or call +1-408-217-2230.