

# Software Company, Memeo, Spends Zero Time Managing Their Email Infrastructure and Delivery Since Switching to SendGrid

“We used to spend a few hours per week focused on managing our ESP and on peripheral tasks around server maintenance to ensure delivery. Now we spend none.”

## Our Client: Memeo

### Business-Friendly Cloud Sync

Memeo Inc. is a Silicon Valley-based software and services company focused on providing data management services to small and medium businesses. Founded in 2003, Memeo provides easy-to-use backup, sync, and sharing solutions to simplify the protection and accessibility of valuable data. Memeo has over 40 million customers and works with over 100,000 businesses worldwide. Some of their technology partners include Amazon Web Services, Seagate, Sony, Western Digital, HP Cloud Services, and Netgear.

Memeo's new product—Memeo C1—launched in December 2012, provides businesses with the ability to securely sync and access files across their computers and mobile devices. Unlike similar platforms, Memeo C1's robust online management console gives IT Admins instant management of company data with a comprehensive set of analytics, controls, and security tools.

## The Challenge

### ESP limitations challenged their program development and the delivery of their emails.

Previously, Memeo used a major Email Service Provider for their email streams, but experienced limitations around dynamic email elements and the number of templates they could use. The nature of their email program required the use of hundreds of different templates, so this caused a major hurdle for them.

To help maintain their systems, their Email Service Provider also required that Memeo host dedicated servers in their own data centers, which resulted in Memeo's resources being further taxed. That coupled with Memeo's increasing volume caused them to experience significant delivery and blacklisting issues. This limited their ability to grow their business and to confidently bring their new email-reliant product to market.

## Company



## Location

Santa Clara, CA

## Website

[www.memeo.com/c1](http://www.memeo.com/c1)

## Industry

Software/Business Services

## Benefits

- Easy integration with highly scalable email infrastructure
- Improved email deliverability
- Recognized cost savings in time, money, and resources

## Solution

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### **A fully hosted solution that ensured delivery on behalf of clients.**

Memeo needed a more reliable and scalable solution that could not only support their existing business, but also serve as the backbone for Memeo C1. Memeo C1 relies on email for the delivery of account creation and validation notices, company-wide activity and data usage stats, and security alerts. Without the delivery of these emails, the value proposition of Memeo C1 would be lost.

They also needed to whitelabel emails so they could be branded from their clients and also required the ability to monitor client email activity, track deliverability, and grant permissions to client users.

## Results

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### **A valued referral resulted in an easily integrated platform that eliminated delivery failures.**

Memeo was referred to SendGrid by their former employee. They found that it was easy to integrate with SendGrid by using their online documentation and were up and running within a couple of hours. Using a fully hosted solution has eliminated the need to maintain their own servers, and since partnering with SendGrid, they have experienced no blacklisting issues.

Memeo used SendGrid for the launch of Memeo C1, and they now have a delivery rate of 93%.

## Client Feedback

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### **Ross Eltherington, VP of Operations**

“Our application requires that email gets delivered 100% of the time. We used to spend a few hours per week focused on managing our ESP and on peripheral tasks around server maintenance to ensure delivery. Now we spend none. In fact, email delivery and maintenance is completely off our plate. With SendGrid, email is now something we take for granted.”