



## MailShadow® for Google Apps™

MailShadow continuously and bi-directionally synchronizes Exchange mailboxes with Google Apps/Gmail to enable seamless migrations, smooth cloud-based pilots, robust email continuity, and a totally integrated experience for G1 and other Android smartphone users.

### **Great Outlook Experience with Google Apps**

With MailShadow's Outlook support for Google, email users who prefer the familiar look and feel of Outlook can retain their Outlook desktop experience even when using Google Apps/Gmail as their primary mailbox. Google Apps/Gmail users can access and interact with their Google data within the Outlook 2003/2007 client. MailShadow delivers Google Calendar, Google Contacts, and Gmail email content into a local cache and into Outlook folders without having to use separate tools for Calendar, Contacts, and IMAP/POP data sync. MailShadow caches the Google content on the local file system so that the Outlook user can access this data when offline from Google. Further, the Outlook user can send and receive email through Google directly from Outlook, with MailShadow providing the transport to Google over SMTP. For further flexibility and transparency, users can even configure their Google accounts such that the sender from Gmail looks like a company sender (with corporate email address) in the "**From:**" field.

Unlike other continuity solutions, users can continue to send and receive email without leaving their Outlook session during an outage or disaster.

### **Unsurpassed Mobile Email Continuity**

Today's busy professionals are often not at their desk, but need to stay in sync with their corporate email while mobile. A popular mobile device for Gmail users is the new generation of Android phones such as T-Mobile's G1.

Unlike other solutions which require a separate email client that does not integrate with other G1 applications, MailShadow Desktop Edition provides direct native sync to Google Calendar, Contacts, and email on G1/Android phones. The benefit of this tight integration is that Android phone users can immediately use the

data synced by MailShadow in other G1 apps—for example, contacts sync'ed by MailShadow are directly accessible by the Dialer app, and no manual re-typing is required to initiate a call.

Cemaphore even offers [MailShadow Sync Status applet](#) (Outlook-toAndroid) so that Android phone users can proactively get real-time sync status of their email, calendar and contacts.



## Easy Migration from Microsoft Exchange to Google Apps

Companies that have an internal Exchange infrastructure but want to use Google as their future email service provider must overcome several challenges. Data migration can be very agonizing because traditionally it requires scheduled downtime, laborious planning to stop and migrate user mailboxes, and user dissatisfaction because of the interruption to their daily work.

MailShadow allows companies to move their email data easily and safely from their in-house Exchange infrastructure to Google Apps without disrupting users. With MailShadow's bi-directional synchronization, IT departments can migrate users without imposing difficult knife-edge cutovers. Email data can co-exist on both email systems while users become acclimated with the differences between the two platforms. Any new or edited messages, contact and calendar entries made in one email system get immediately replicated in the other. Users can even have the Outlook and Gmail interfaces up side-by-side on the same computer and watch data changes in one interface appear on the other within seconds. This co-existence allows users to learn the differences between the two data stores, such as how Outlook's "folders" map to Gmail's "Labels", thus ensuring a smooth transition.

MailShadow Server Edition, which provides parallel synchronization across multiple servers and scales to thousands of mailboxes, can address even the largest migration projects smoothly and cost-effectively.

## Robust "Continuity in the Cloud™" Solution

MailShadow delivers reliable continuity of email data by effectively maintaining two live copies for backup if one email system goes down. Even when disconnected from the web, users can access their Gmail, Google contacts and calendar data by caching Google content in Outlook for offline operations. There's no need for users to worry because their email data always stays in sync.

## Simple and Affordable For Everyone

For the single user, MailShadow Desktop Edition is a high-value, low-cost alternative to traditional email synchronization and backup systems. Rather than buying and managing a backup solution, users can leverage Google's cloud infrastructure with MailShadow for easy, affordable email data backup. All you need is a standard or Premier Google email account and MailShadow. Installation is a breeze, and email data is immediately safeguarded.

For SMBs and large enterprises with a large number of mailboxes, MailShadow Server Edition enables organizations of any size to deploy a centralized server model cost-effectively and efficiently.