



<http://www.backupreview.info/>



<http://www.memopal.com/>

## Backup Review Rating



*(4 stars out of possible 5)*

*Reviewed on July 31, 2008*

## Summary

MemoPal is positioned as a windows (Mac was released in June 2008; Linux and iPhone versions are on the drawing board) client backup and cloud storage application, launched by an Italian group of software engineers. MemoPal started developing its applications in December 2007 and in short period of time, in April 2008, it officially launched.

Considering the age of the company, we are very impressed with its growth and its track record so far. As some online backup providers, like MediaMax (formerly known as Streamload; and recently known as TheLinkUp), OmniDrive and Xdrive slowly joining the dead pool, MemoPal is growing and excels not only in English, but also in many other languages. MemoPal is currently available in Chinese, French, Finnish, German, Hebrew, Italian, Japanese, Portuguese, Spanish and English. MemoPal is planning to add 24 additional languages in the future to eventually provide online backup solutions in 35 languages, making it the leading site in multi-language services in the online backup industry.

Once downloaded, installed and configured on a system, MemoPal automatically and continuously backs up the files on the system to a remote server through a secure Internet connection, with 128 bit encryption, while transferring data and with 448 blow-fish encryption during storage. The backup is protected against malfunction, theft and human error. Recent press releases indicate that the number of users subscribing to its services is as high as 1,000 users per day.

MemoPal offers its subscribers a 150 GB of scalable space for \$49 per year, where as Carbonite and Mozy charge \$50 and \$55 per year, respectively for unlimited space; and Idrive charges \$50 for 150 GB. MemoPal also offers \$99 per year for 250 GB of space. MemoPal doesn't offer unlimited online backup services, however, a typical online backup user utilizes only 20 GB of space. Therefore, limiting space might not affect most users.

You can download and use a fully functional trial version (7 day trial) of the software with 1 GB of backup space. The trial account allows you to upload data for seven days, and you only have 90 days to recover your data. The trial version automatically ignores large files even if they are selected for backup.

The RAID 5 technology that has been pressed into service to create this software ensures that triple copies of the user's data content are maintained across servers located in three different continents so that data is not lost in the event of disaster and natural calamities.

The MemoPal Global File System (MGFS) is a checksum-base cross-file compression algorithm that is offered at a very nominal rate of \$0.40 per year per GB and is intended to transfer files quickly and safely. The backup compression technology creates a back up of the identical parts of files and links them to different files that use that part several times as per demand – using server side user data similarities management. This ensures efficient use of resources and security for the files and folders.

Files are uploaded to MemoPal very quickly using the client side de-duplication functionality, which is faster than block-level incremental backup.

File versioning and multi-user collaboration features make it possible to store and share different versions of a file in the remote server for access, collaboration or restoration. Damaged files can be restored into the system from the backup at the remote MemoPal server with ease. The 'One Click sharing' feature allows multiple users to share large files with co-workers, friends and/or relatives, by using a single right click and emailing invitations.

The backup system works in real time. All files saved on the system are automatically backed up into the remote server. The scalable, on demand system is designed to allow users to increase space at any time. The software monitors system usage parameters and adjusts to the user needs while the process of backup happens discretely and effectively in the background.

The advanced search engine that helps locate files on the remote server is easy to use.

If you accidentally delete your files, MemoPal doesn't delete your files as other competitors do. This is excellent service as human error makes up a significant proportion of data loss and deletion. MemoPal gives priorities to open files while it syncs and backs up, resulting in real time solution.

To summarize the main features of MemoPal:

- Up to 100 million TBytes storable in a single file system
- Checksum-based archiving
- Native data encryption and compression
- RAID 5-like geographical redundancy
- Native File Indexing
- Hot-add scalability
- Native Hardware Health Monitoring
- Sync Real-Time
- Versioning
- Searches
- Single-user Multi computer
- 1-click sharing
- Web access: Access via browser or WebDav

### **Company Information:**

**Location of company:** Rome, Italy ([Google Map](#))

**CEO:** Marco Trombetti

**Positioning:** Vast storage at affordable prices for small and medium businesses, globally

**Employees:** 14

**Funding:** Raised \$1 Million USD

**Revenue:** Unknown, company confidential

**Platform:** Multi-platform, including:

- Windows XP (supported)
- Windows Vista (supported)
- Windows Server (supported)
- Mac -Universal Platform (supported)
- Linux and \*nix (Private Beta, Public in August 2008)
- iPhone (Alpha, Public in September 2008)
- Mobile devices (Development to Start in September 2008)

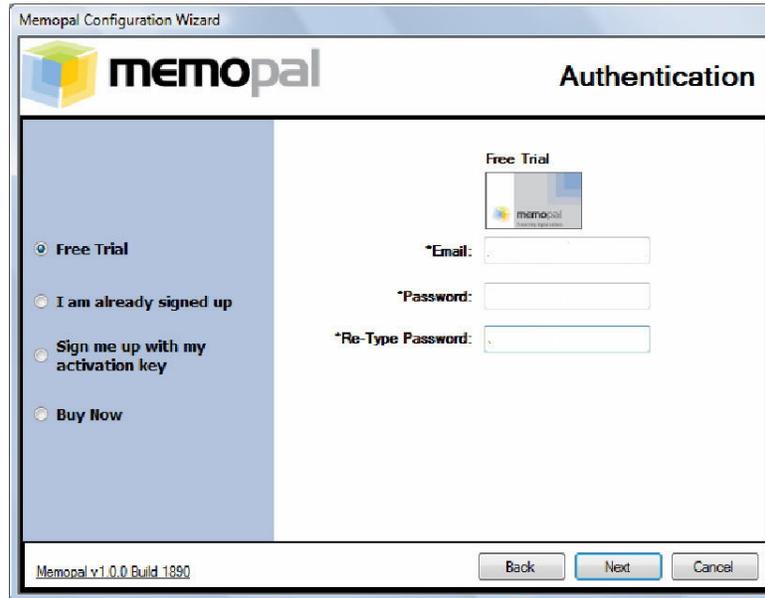
### **Getting started with MemoPal**

MemoPal offers a low cost online cloud storage facility with 150 GB of server storage space at a cost of \$49 per annum and additional storage facilities on request. The company has positioned itself in the European market and is competing against Diino, Carbonite, Mozy, Idrive, NovaStor, Steek, KeepIt, DataDepositBox, Intronis and [others](#).

A fully functional trial version with 1 GB storage facility and limited file size upload and download is offered to clients for the purpose of giving them a feel of the software. Like most cloud storage software in the market niche, it offers a scalable and flexible storage facility and client side control panels for ease of access. MemoPal's unique MemoPal Global File System (MGFS) and its security algorithms make it wholly attractive to those who obsess on data security, redundancy and disaster recovery.

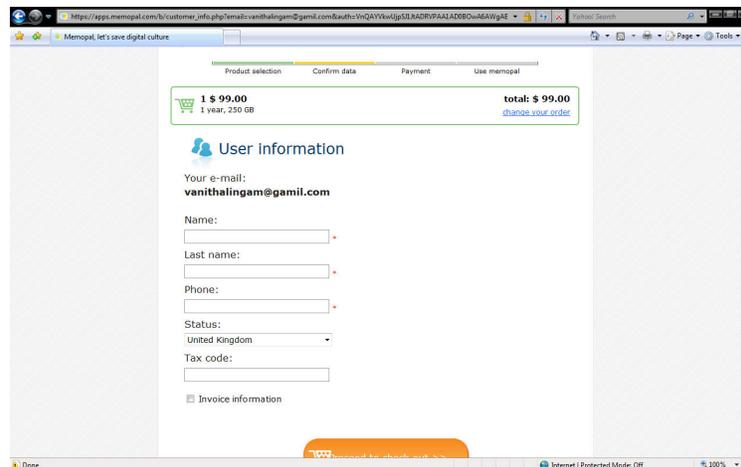
## Sign up

Users need not sign up for an account for downloading the software for install on the system, which they want to backup. The sign up process however, has to happen once the user attempts to use the software for backup into the remote server. Trial users need to only provide their name and email id, while other users will have to provide more information.



The screenshot shows the 'Memopal Configuration Wizard' window. The title bar reads 'Memopal Configuration Wizard'. The window has a header with the Memopal logo and the word 'Authentication'. On the left side, there is a vertical list of options: 'Free Trial' (selected with a radio button), 'I am already signed up', 'Sign me up with my activation key', and 'Buy Now'. On the right side, under the heading 'Free Trial', there is a small Memopal logo and three input fields: '\*Email:', '\*Password:', and '\*Re-Type Password:'. At the bottom of the window, there is a status bar that says 'Memopal v1.0.0 Build 1890' and three buttons: 'Back', 'Next', and 'Cancel'.

The user can purchase the activation key directly from the control panel of the downloaded application or navigate to the relevant page on the website, enter the information and access the payment gateway for the product.

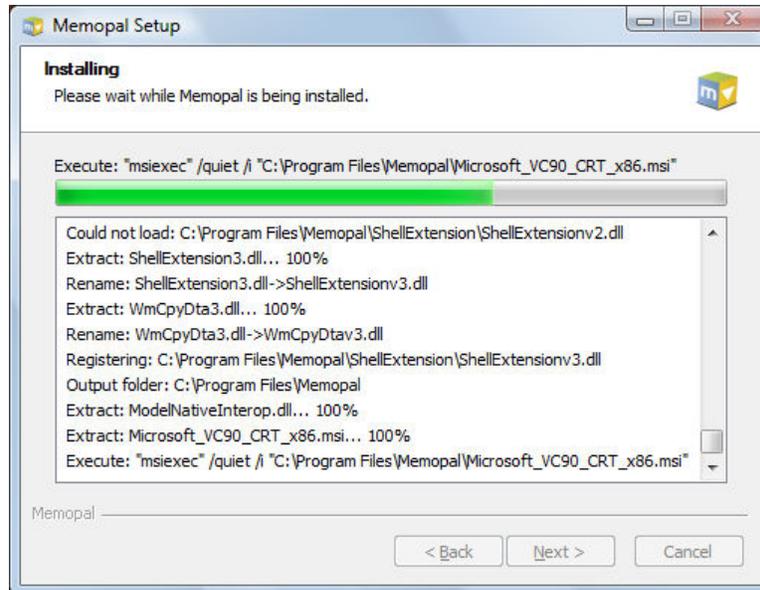


The screenshot shows a web browser window displaying the Memopal checkout page. The browser's address bar shows a URL starting with 'https://app.memopal.com/'. The page has a progress bar at the top with four steps: 'Product selection', 'Confirm data', 'Payment', and 'Use memopal'. Below the progress bar, there is a summary of the purchase: '1 \$ 99.00' for '1 year, 250 GB', with a 'total: \$ 99.00' and a 'purchase your order' link. The main section is titled 'User information' and contains the following fields: 'Your e-mail: vanithalingam@gamil.com', 'Name:', 'Last name:', 'Phone:', 'Status: United Kingdom', and 'Tax code:'. There is also a checkbox for 'Invoice information'. At the bottom of the page, there is an orange button that says 'Proceed to checkout >>>'. The browser's status bar at the bottom shows 'Done', 'Internet | Protected Mode Off', and '100%' zoom.

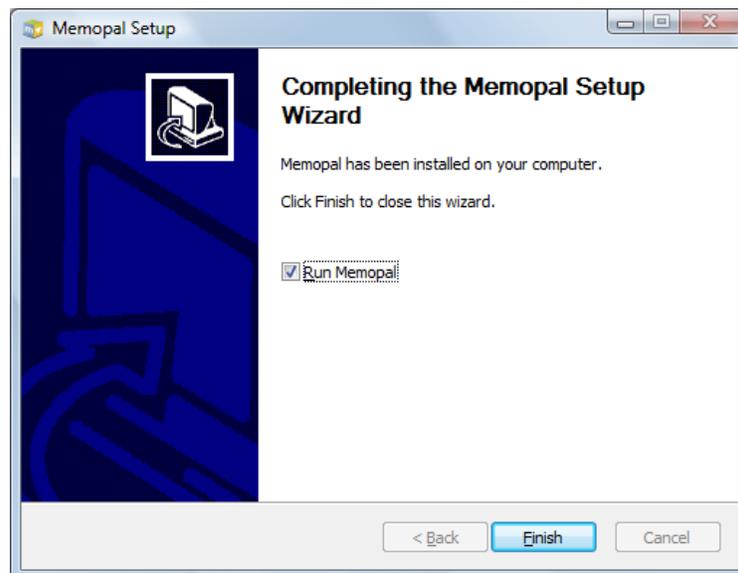
Users can backup more than one system to a single account provided they do not exceed the space purchased by them and allocated for their use on the remote server.

## Installation

The Installation process is very simple. The downloaded .msi file is automatically executed when the user invokes the installer. The user has nothing to do, but wait for the installation to complete.

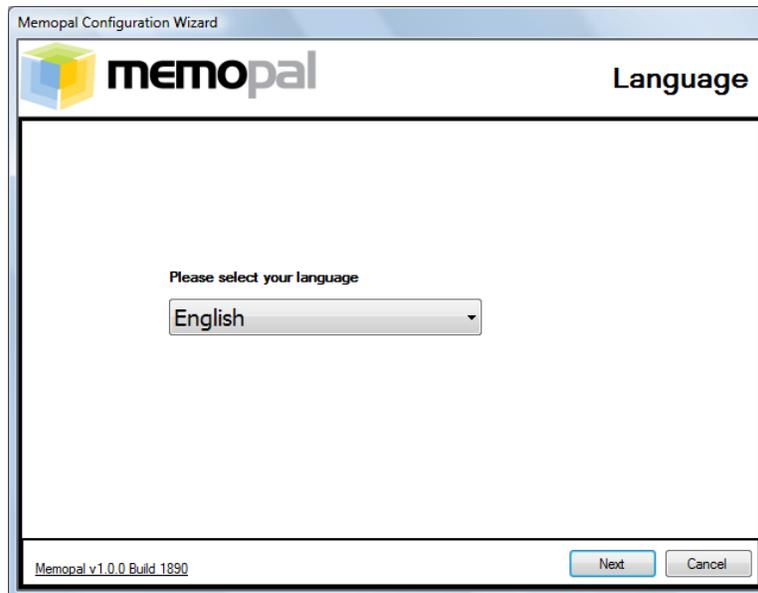


Up on completion of the installation, the user is shown the final screen of the MemoPal Setup wizard for closing the process.

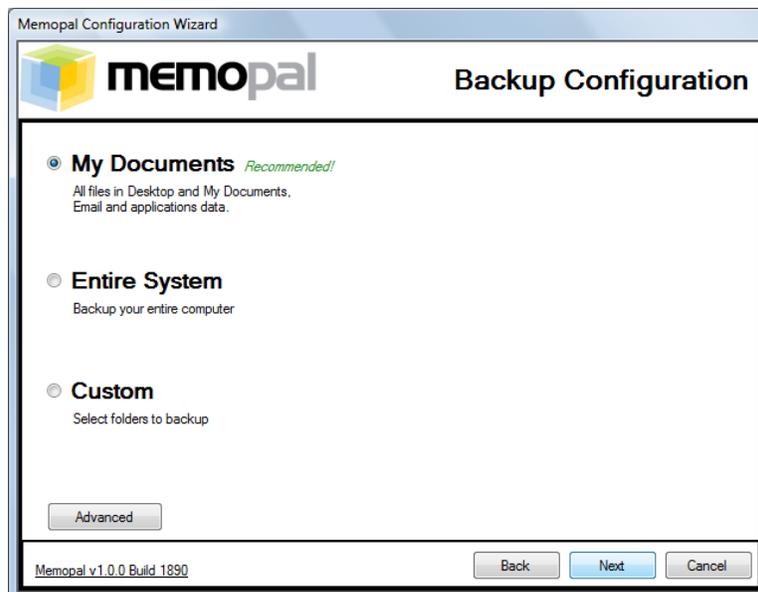


## Configuring for Backup

If the user chooses to run MemoPal, they are prompted to select the language and also proceed into defining the backup configuration that is required.



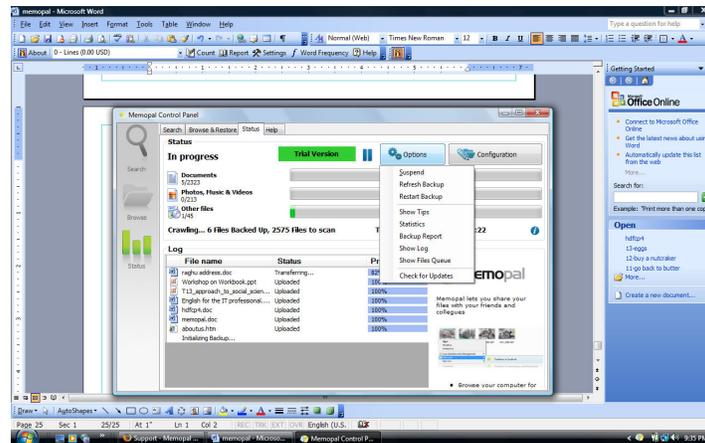
The user can choose to backup all documents, the entire system or define custom backups. The backup configuration can be changed at any time by accessing it from the control panel that is installed on the system, from the icon that is available in the task bar. The user can even start the backup using predefined shortcut keys if they have specified the shortcut keys during the process of configuration.





## Logs, Reports and Statistics on Backup

Logs, tips, reports and statistics on backup can be accessed at any time by accessing the options button on the control panel.



## Data Security & Disaster Recovery

A lot of thought and effort seems to have been expended on creating a secure system for MemoPal users. A new technology named MemoPal Global File System (MGFS) has been specifically designed for this purpose. Data is saved simultaneously in three servers located on three different continents. This redundancy is meant to ensure that the data is recoverable if manmade or natural disasters strike a particular location.

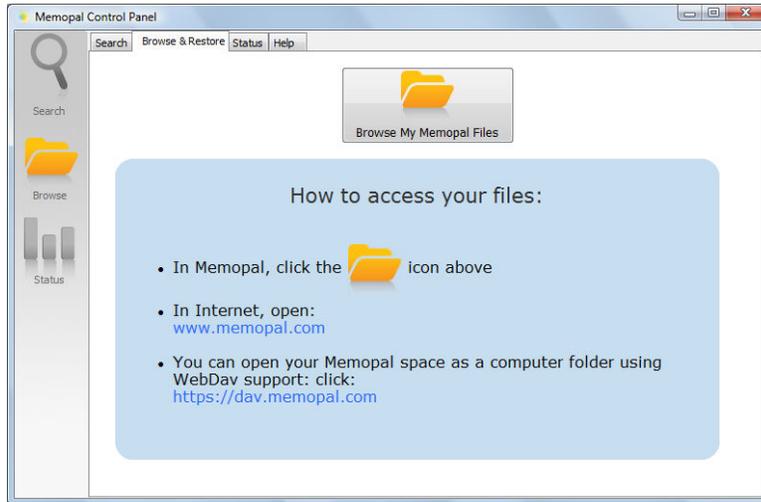
During backup, a special algorithm (known as turbo upload) breaks up files into smaller parts. Parts, which are identical in different files, are not backed up again and again. Such parts are copied only once and linked to the other parts, which are different by the algorithm. This helps reduce volume of files uploaded and also the time for upload.

Different encryption systems are used for different parts of the files uploaded. The parts are also uploaded into different servers. Hackers getting hold of a single portion of a file will find it very difficult to reconstruct the whole file from the part.

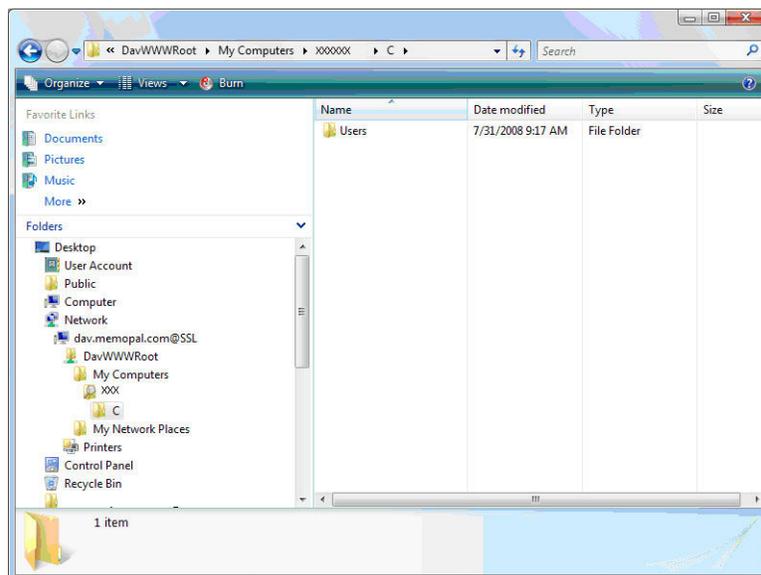
The protection systems used are also not resident in the software but in servers that are located across the servers, in the three continents. The designers of MemoPal assert that no single server contains the complete information relating to files or their owners and the methodology is “designed to frustrate even the most inveterate hacker”.

## Accessing and Restoring Data

The data stored on the remote server can be accessed with ease from the control panel that is located on your desktop. Users can click the Browse and restore tab on the control panel and access the backed up data directly on the remote server when connected to the Internet.

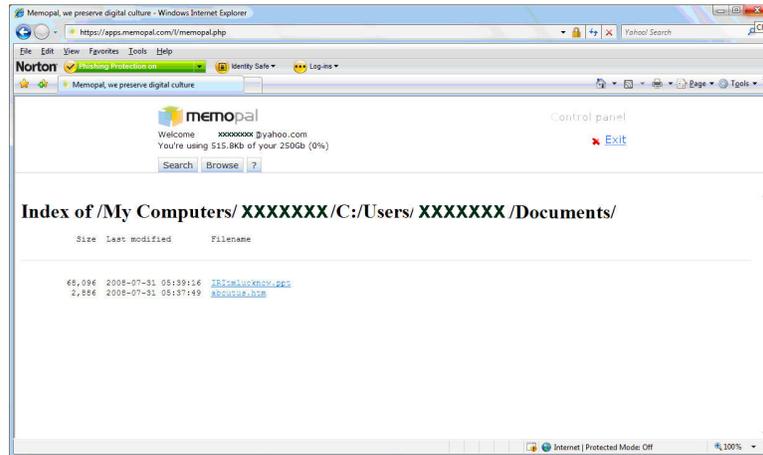


The “Browse My MemoPal Files” connects the user to the MemoPal server as if it were a network drive on the local computer. Users can directly drag and drop the folders from the server to a specified location on the local computer. The files will be moved or copied on to the location.



Alternately they can navigate to the MemoPal website, sign in and access the information stored on the server. The [www.dav.MemoPal.com](http://www.dav.MemoPal.com) displays the files stored on the MemoPal server. The users can drag and drop folders on to the local desktop using the web interface.

The process of restore is very user friendly. Users have to just drag and drop the files they want to restore into the folders as if they were working on a local system.

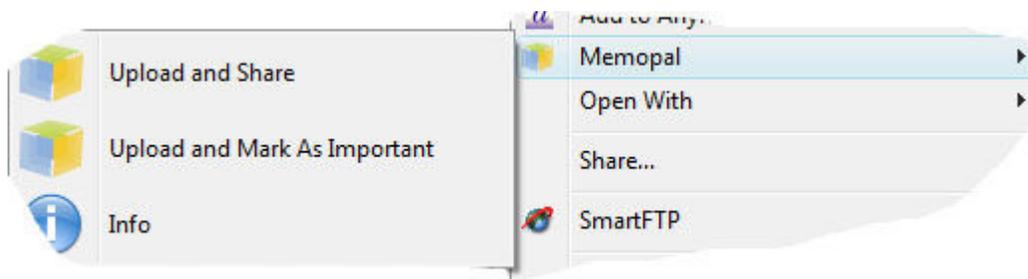


MemoPal will immediately begin the process of restoring the files to the location specified. However, the process of restoring the files to the specified locations took as much time as it took to upload the files on to the server.

It took 40 minutes to restore a 200MB of data using our broadband connection cable speed of 4,888 Kbps.

### Upload, Share or Collaborate

The collaboration features of MemoPal are very rudimentary. You can right click a file (no matter how big or small the file is) and upload it into the server for sharing.



When the file is right clicked and the Upload and Share command is invoked, an email is automatically sent to the person with whom you wish to share the file. This feature requires you to be connected to the Internet at the time of invoking the Share and Upload command. The size of the file does not matter, as the file is not sent as an attachment. A link to the location of the file is sent along with the mail and the recipient can download the file from the location, making file sharing a snap.

### **Deleting Files from Server**

Up until a few weeks ago, users could no motto delete files saved into the server willfully or by error. That meant the ability to delete files from the server was disabled for users.

If a user wanted to delete files from the server, they would have to request help from MemoPal's customer service. While this ensured that the files were not deleted by mistake, the inability to delete files could prove to be an irritant. On the other hand, however, the cost of space on the server is so little that MemoPal says "it may be cheaper to buy more space than to delete files".

As we write this review, MemoPal has just started to allow users to delete files and folders from the server side.

### **Search**

Last but not the least, the search feature, that comes built-in with the MemoPal control panel, is simple and easy to use. All the user needs to do is to be connected to the server and enter the search parameters into the search box. The robust search engine effectively searches across the client's server storage space and displays the relevant files as per search parameters specified.

### **Conclusion**

MemoPal's client application is designed to keep CPU usage to the minimum by moving all possible computations to the server side. As such, files are indexable, searchable, and accessible as they are transferred and also by allowing cross user data similarities for faster data transfers.

MemoPal has created a lot of buzz and traction in the online backup industry by allowing lots of storage in several languages with in months after initial start up. MemoPal envisions that all user content and files will eventually be online. To this end, MemoPal's strategy is to become the leader in online backup by making users contents organized, synced, shared and easily accessible from anywhere.

MemoPal is highly recommended. It is clearly moving towards providing its clients with scalable, flexible and easily accessible solutions at nominal costs. MemoPal has become one of the leading online backup service providers in the European market, but it is not widely known in North America. However, it is planning to target the North American market in the near future by opening a branch in the San Francisco area. If indeed, MemoPal gains the same traction in North America as in Europe, then major players in the North American online backup market could be facing a real and challenging competitor.

