

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**CloudMagic – The Beginning**

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# CloudMagic – The Beginning

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**Rohit Nadhani, founder of CloudMagic** expected him to be on cloud nine as he had immense confidence in the acceptance of the new Email App developed by himself and his team during November 2013. But he found himself at sea when he had to accept the fact that his Email App. received hardly any welcome. Where did the problem lie? In the app? or in the mind set of people? What did he (Rohit Nadhani) do next to win the hearts of people and prove himself? Did his efforts take him to the seventh heaven?

CloudMagic was an email management app introduced in 2012 - 2013 with an idea of making things easier while checking emails. This was introduced with an intention of synchronising various accounts in one single screen to sooth the user with time saving and easy access advantage. Getting connected with various other apps, Ease of search through different accounts, Facility to collect information about the sender of the mail etc. were the special features for which the application was known.

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## History

### Story behind the Magic of the Cloud

CloudMagic, the startup in 2010<sup>i</sup> made its debut as a browser extension for Chrome and Firefox that indexed Gmail and Google Apps. While Google tested search results that gets updated as a user types, on its own, startup CloudMagic brought that functionality to Gmail and Google Apps – and other cloud-based services of the period – by means of a Firefox and Chrome browser extension.

Installing the extension resulted in an extra search box in the Gmail interface that allowed the user to rapidly search for anything in the inbox, with resulted in updating as the user typed and the ability to preview messages from a thread in a tab or open entire conversations with a single click.

The CloudMagic browser extension added an incredibly fast and effective search experience ‘as-you-type’ search box to your Gmail account being capable of searching across multiple accounts in one shot and previewing emails without leaving what the user is doing.

CloudMagic stores the user’s password and data locally, on his/her computer, so one doesn’t have to feel too creepy about handing a third party the keys to your Google account. Once the user has installed the extension and added the account information, CloudMagic starts indexing the inbox. Indexing time will vary depending on how big the account is. The user can narrow the search using many of the same operators available in Gmail. Gmail search speeds slow down significantly the more email you receive, thus as per some users, CloudMagic's lightning fast search was something like a blessing. Another speciality of CloudMagic was that when the user had tabs open with search results, they remained up on top on the right-hand side while he/she could peruse other emails or compose new emails to people. This basically meant that no longer one had to open another tab to search for e.g. a telephone number in Gmail which had to be passed on to someone else by email.<sup>ii</sup>

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