

# Google Enterprise

Google™

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## Introduction

Technology has seized the imagination of the general public – be it mobile phones, MP3 players, video uploading or social networking. Increased accessibility to these devices and platforms – at home, from an Internet cafe, or on the plane – has raised the bar of what people expect when they come into work. Employees increasingly want to know: Why can't I search for information at work like I do at home? How can I collaborate and communicate with colleagues just as I do on the web? And, why do I run out of storage on my corporate email when I don't on my personal email accounts? These are the types of issues Google Enterprise™ seeks to address.

Google Enterprise was founded to take technology that has been successful in the consumer world and adapt it for use in a business environment. In the past, business technology was built more for a purpose than a person. Software and hardware applications designed by experts for experts have often failed to give the user's individual experience the appropriate consideration. The web, however, inverts all this because it lets people choose web applications and services that are accessible, efficient and relevant to their lives.

Employees now expect – and in many cases demand – the same ease of use at work as they have with applications in their personal lives. The Google Enterprise group takes advantage of Google's deep resources in research and engineering to help make web technology as central to people's work lives as it is to their personal lives.

## Our products

Google Enterprise makes popular Google technology available to businesses of all sizes, from small, two-person startups to some of the largest corporations in the world. Our aim is to help businesses find, create and share information through products such as Google Search Appliance™, Google Mini™, Google Site Search™, Google Earth™, Google Maps™ and the Google Apps™ suite of hosted applications.

Our products fall into three core areas: search, applications and geospatial.

### Search

Search is core to Google's mission to 'organise the world's information and make it universally accessible and useful'. Enterprise search is critical to that mission since much of that information is inside of businesses, in many different formats.

The Google Search Appliance was launched in 2002 to help make search inside of business as easy as it is on Google.com. The integrated hardware and software appliance was one of the first to offer 'universal search,' which delivers comprehensive, secure enterprise search across all types of content.



This includes unstructured and structured data, and other business applications such as content management systems, the desktop (via Google Desktop for Enterprise) and the Internet. We followed with the Google Mini in 2005 to make search technology more accessible to smaller companies with fewer documents.

While the Google Mini and the Google Search Appliance allow employees to find internal and external information more quickly and efficiently than ever before, there are millions of businesses with no ability to add search functionality to their website. We designed Google Site Search for organisations looking for a hosted, website search solution. In three simple steps, businesses can sign up online for the hosted service, and in less than 10 minutes customers and visitors are able to search their site using the power of Google's search technology, for more relevant results. Now, more than 20,000 business customers rely on the Google Search Appliance, Google Mini and Google Site Search, all of which provide an interface which is familiar to people who use Google to search the Internet.

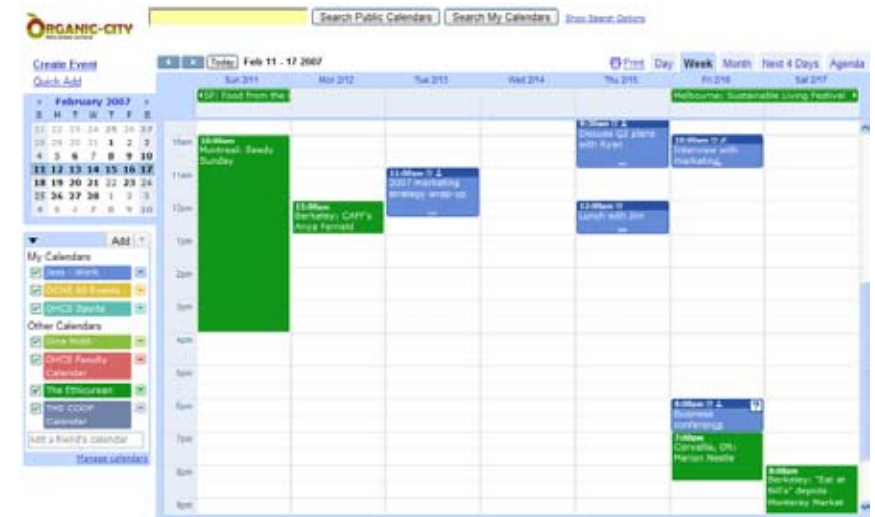
## Applications

We are entering the era of cloud computing (or "Software as a Service" as some know it), where applications are kept not on the desktop, but in a virtual space where users can access what they need from any device with an Internet connection.

The Internet has evolved from a place where businesses publish and find information into virtual workplaces where employees now create, store and share the information they need to do their jobs.

The idea of using the Internet as a platform to deliver services to businesses and employees led to the development of Google Apps, a suite of hosted communication and collaboration tools which consists of:

- **GMail™** – our web-based email service. With Google Apps, administrators can create customised email accounts like user@example.com instead of user@gmail.com
- **Google Calendar™** – a shared calendar to help users organise their schedules and share events, meetings and entire calendars with others



- **Google Docs™** – users have the ability to create, edit and share documents, presentations and spreadsheets in real time, storing them in one place on the web
- **Google Talk™** – instant messaging, chat and voice calling over the Internet
- **Google Sites™** – an application that makes creating a team web site as easy as editing a document. Google Sites lets people quickly gather a variety of information in one place – including videos, calendars, presentations, attachments, and text – and easily share it for viewing or editing with a small group, their entire organisation, or the world

What distinguishes Google Apps from traditional desktop software is its collaborative nature. Google Apps was built to encourage sharing of information and group working. The whole product suite is hosted on the web – an individual’s email or documents, for example, are not tied to one computer or laptop. This means not only can people access their documents wherever they are, but multiple colleagues can work on the same document simultaneously. This reduces the back and forth exchange of email attachments that results in multiple versions of the same document.

For IT departments, the fact that Google Apps is hosted by Google means that there is no software or hardware to install, or maintenance required. Since software lives in the cloud, it can be improved as often as needed without any inconvenience to, or action by, users. This “versionless” software helps technology keep pace with the speed of business, giving employees access to new technology early and often, rather than forcing them to wait for a final, packaged product to be shipped.

## Google Apps Premier Edition

### Communicate and connect



**Gmail**  
Email with 25 GB of storage per account (ads optional) mail search tools and integrated IM.



**Google Talk**  
Free text and voice calling around the world.



**Google Calendar**  
Coordinate meetings and company events with sharable calendars.

### Collaborate and publish



**Start Page**  
Access your inbox, calendar, docs and company info, plus search the web from one place.



**Google Docs**  
Create, share and collaborate on documents in real-time.



**Google Sites**  
One-stop sharing for team information.

### Manage your services



**Control panel**  
Manage your domain and user accounts online.



**Extensibility APIs**  
Integrate with your existing IT systems or 3rd party solutions.



**Security and compliance**  
Policy management and message recovery.



**Help and support**  
24/7 assistance, including online and phone support.

Of course we recognise that different types of businesses and users have different needs, which is why Google has developed several versions of Google Apps.

- **Google Apps Standard Edition** is a free offering for businesses of all sizes
- **Google Apps Premier Edition** is more suited to businesses that require increased storage (25GB rather than 10GB in Standard Edition), support and integration services. See the table on page 6 for more information
- **Google Apps Team Edition** is a simple and fast way for groups of employees to collaborate using Google Apps without burdening IT for support. This version offers Google Docs, Google Calendar and Google Talk

The Standard and Premier Editions of Google Apps deliver the same functionality for end-users – hosted email, calendaring, instant messaging and shared documents – with all the same features. However, we've developed Premier Edition for organisations that require additional back-end functionality or support to serve more complex technology environments or business requirements.

## Security and compliance

Businesses today are facing an increasingly sophisticated landscape of virus attacks, malware and other security breaches. They're also increasingly required to support complex business rules, information security mandates, and an array of legal and corporate compliance issues. We have developed Google Apps solutions that address the information security and compliance issues facing businesses of all sizes.

Message security and compliance is now included as part of Google Apps. However, we are also offering a series of standalone Google security products. All products are offered on the same cloud computing model as Google Apps (ie. hosted online, by Google). These are:

### Google Message Filtering™

- Industry-leading service for filtering incoming spam and malware
- For companies looking to handle the growth of spam, virus and other email threats, and wanting to shift the burden away from on-premise resources

### Google Message Security™

- Includes Google Message Filtering, plus enhanced virus detection, outbound processing, and content policy management
- For companies worried about growing external security threats and internal risks, such as email data leaks or content compliance violations

### Google Message Discovery™

- Includes Google Message Security, plus one year of message data archiving, retention, and discovery
- For companies seeking to reduce security exposure, and improve legal discovery readiness and message compliance

These security services work with any mail system, including Lotus Notes, Microsoft Exchange, and Novell Groupwise.

## Geospatial

Google Earth and Google Maps are popular applications on the consumer web that also have a very practical and valuable use in a business environment.

Google Maps and Earth platforms make it possible for government agencies, employees and customers to share and interpret critical geographic or geospatial data easily and intuitively. Applications range from workforce management and operations to disaster relief and emergency assistance.



- **Google Earth Pro:** This version is for professional and consumer use. Earth Pro makes it easy to research locations and in just a few clicks, users can import site plans, property lists or client sites and share the view with clients or colleagues
- **Google Earth Enterprise:** This provides a 3D visualization of the earth that integrates, organises and publishes an enterprise's location data
- **Google Maps:** Google Maps for Enterprise uses the Google Maps API, the solution for free, public facing web sites, and adds enterprise quality support plus the ability to integrate maps into intranet applications. Applications include managing employees and resources in the field, tracking shipments and managing supply chains and viewing sales trends and customer concentrations to better understand business performance

## Google at work

Our aim with Google Enterprise is to transform the way business technology is thought about by the user, and delivered to IT. Traditional ideas of IT at work are changing. We view these changes in three areas:

### 1. The speed of business

Software as a service is more than a simple convenience for employees. It is good for business. Gone are the days when IT has to wait for a final, packaged product to be shipped before bringing innovation to the business. By reducing the costs and labour of deploying, maintaining and upgrading business technology, IT departments become free to devote their limited resources to projects more strategic to the business.

### 2. Work together

The driver behind cloud computing is the need for collaboration. Each of us depends on interactions with multiple individuals across our organisation to be able to do our jobs. Innovations in the creation and distribution of information will challenge traditional notions and boundaries of the document – a mainstay of workplace computing for the last thirty years.

### 3. Searching deeper

Cloud computing allows people to switch on and off what they need as and when they need it. This notion of the individual also extends to how people receive and access information. We aim to reach ever further into the enterprise to deliver the information buried in applications, file servers and intranets to the individuals who need it. We strive to learn more about the requesters, their roles, their departments and their patterns to not only provide more relevant search results, but to display the results from different formats and systems in the most accurate, logical and personal way.

## What our customers say

“The relevance factor was important for us and Google knows how readers think – and search. Typically, people type in one or two keywords at most and these are usually not very precise. What they expect the search engine to do is read their minds to find out what they are looking for – if it does not deliver, they quickly stop using the tool. The Google Search Appliance appears to have this ‘mind reading’ skill and has the additional advantage of being a trusted brand.”

– **BP** using Google Search Appliance

“Since launch we have seen a 30% reduction in inbound email as more customers now find what they need online. We’ve also been able to include additional FAQs from our hotel, car hire, car parking and travel insurance partner websites because the search facility is now able to index more sites and information, more rapidly.”

– **Monarch Airlines**  
using Google Site Search

“As a business, we are keen to use best-of-breed applications whenever possible, and in the area of affordable enterprise search, the Google Search Appliance appeared to be largely unrivalled. With Google Apps our employees can now get in touch with their colleagues easily from whatever location they are working at. The mobility coupled with the speed of roll-out, the lack of requirement for a physical infrastructure and the pace of new product development is very beneficial. It also gives our employees access to a system and interface that many of them are already familiar with as a result of their use of Google products at home.”

– **Taylor Woodrow**  
using Google Search Appliance and  
Google Apps Premier Edition

“A key part of our technology strategy is to try and purchase and deploy systems in the cloud, so that when you’re out of the office you can access data and information in the same way as you could as when you’re in the office. The feedback on Google Apps has been extremely positive. Daily messages that ‘you’re over your mailbox limit’ will disappear and journalists are very collaborative so sharing documents online is ideal. Certainly there would be some very unhappy people if we took it away now.”

– **The Telegraph Media Group**  
using Google Apps Premier Edition

“To achieve the same level of functionality I currently have with Google Apps, the business would have had to allocate an additional budget of £38,000 per year – and we still would not have seen the productivity benefits delivered by improvements in working practices.”

– **Erith Group**  
using Google Apps Premier Edition

“Visualising our project information geographically, using Google Maps on our intranet, gives our designers an intuitive web interface to quickly find, discover and reuse previously gathered location specific information – such as knowledge of ground conditions or an awareness of planning constraints. We see this as a simple first step in the use of mapping techniques to surface and learn from our collections of data and information.”

– **Arup**  
using Google Maps for Enterprise

## Questions and answers

### **How large is your enterprise business? It's still just a very small part of Google, isn't it?**

Google Enterprise is growing at a tremendous rate but so is the whole of Google, and we are only at the beginning of what we are setting out to achieve. Google Enterprise now has more than 20,000 customers using its search technology, including some of the largest corporations in the world. The various editions of Google Apps now have thousands of university deployments, more than 500,000 businesses and millions of active users worldwide. In addition, more than 3,000 businesses are signing up every day.

### **Google is a consumer brand so how can you have the experience to deliver reliable and scalable solutions to meet the needs of businesses?**

The Google Enterprise team comprises people from the business and technology industry with the expert knowledge to serve the enterprise market. We absolutely recognise that businesses have more specific requirements in the areas of security, numbers of users and administrative control. These products are tested by tens of millions of users in the consumer market. Then, we draw on Google's deep resources of engineering and R&D talent to adapt them to the business environment.

### **You offer search, hosted apps and geo products. How do these all fit together?**

Essentially, these are all areas where we have seen a trend known as the 'consumerisation of IT' which refers to the influence of the consumer world on the business world when it comes to technology. Searching and finding information, creating and sharing documents with others, and viewing

geographical information have all been successful in the consumer world. Most consumers, however, are also employees, and their experiences on the Internet at home are translating to the expectations that they have of systems at work. Google Enterprise aims to start bridging this gap and bring innovative, exciting technology users want to the work environment in the areas of search, hosted applications and geo.

### **What is cloud computing?**

Cloud computing describes how computer programs and data are hosted and operated on the Internet. The key feature of cloud computing is that both the software and the information held in it live on centrally-located servers rather than on a single user's computer. This means people can access the information they need from any device with an Internet connection – including mobile and hand held phones – rather than being chained to the desktop. It also means lower costs, since there is no need to install or maintain software or hardware.

### **By saying that online applications such as Google Apps are the future, are you saying that traditional desktop solutions are history?**

We're saying that the time is right for users to embrace online applications in ways that make sense for them: for example, at work, with their families, with their friends, or when they're traveling. Sometimes people will want a powerful application that works best on their own machine; but often they are trying to communicate and collaborate with others. In these instances, online applications make more sense. Ultimately, users want choice, and we want to give businesses choices that are both powerful and easy to use.

**Google Apps is hosted online so how can we trust Google to ensure that employees' data is kept secure and private?**

Google takes the security of our users' information very seriously and we have multiple and extensive safeguards in place to secure our users' data. We protect vast amounts of data as a regular part of our business, so our infrastructure is extremely strong and reliable. But of course security is also about viruses and phishing. We acquired Postini to ensure that data and users are protected 24/7 by some of the world's most advanced technologies that detect and eliminate viruses in messages and attachments and address the demanding security requirements of a business environment.

**Aren't there many other companies, large and small, entering enterprise search? How do you expect to compete?**

We welcome all new entrants to enterprise search. Like all Google products, our enterprise products are designed to deliver a superior end-user experience. We introduced the Google Search Appliance to offer businesses a solution that is both as powerful and as easy to use as search. The consistent demand of businesses for enterprise search solutions continues to validate our efforts.

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Google™

Looking for more?

Google Enterprise: [google.co.uk/enterprise](https://google.co.uk/enterprise)

Google Apps: [google.co.uk/a](https://google.co.uk/a)

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