

White Paper- Google Apps

Advanced Email system for your domain

Google Enterprise

- Develops innovative user-centric technology for businesses
- Backed by Google's core research & development and engineering resources
- Brings Consumer and Enterprise experience into the workplace
- Enterprise is a dedicated team of over 1,000 people

Apps
<p>1.8M organisations, representing over 15M Users use Google Apps. 3,000 New Users per Day Dozens of customers with more than 1,000 users e.g. GAA.ie – 6,000 accounts</p>

Search
<p>20,000 active search customers No. 1 Market Share</p>

Security & Compliance
<p>3Bn email a day protected 40,000 customers</p>

Geo
<p>No. 1 mapping property worldwide Over 200,000 developers using the Maps API</p>

Cloud Computing

Data and applications reside in the cloud – infrastructure free IT

Google Apps
<ul style="list-style-type: none"> • Cloud based apps for communication and collaboration • Users based pricing 40 euro/user per year • Well established capability being used by 1.8M organisations

Google App Engine
<ul style="list-style-type: none"> • Complete development stack for building and host web applications • Usage based pricing • Leverages Google's unique infrastructure and common development languages such as Java and Python • Relatively young and in early adoption cycle

Save money, save time and improve security

Outsourcing to Google lets you run your business instead of running routine IT systems.

- ✓ Reduces hardware costs (No special hardware required. Get better reliability than on-premises solutions, with a 99.9% uptime guarantee)
- ✓ Reduces support costs (No special software required. Data can remain on Google's

infrastructure, rather than on unsecured devices.)

- ✓ Reduces license and upgrade costs (Fixed price no hidden license/upgrade costs)
- ✓ Reduces training costs (Google runs the servers so you can focus on your business.)
- ✓ Reduces backup costs (easy forwarding to other email account or copying to backup storage)
- ✓ Reduces upgrade costs (No upgrade fees)
- ✓ Best of all – reduces your stress!

Gmail and Google Calendar

Google-hosted email, calendar and IM apps help employees communicate efficiently.

- Get up to 50 times more storage per user than the industry average.
- Reduce clutter with effective spam filtering and automatic message threading.
- Find information instantly with Google-powered email search.
- Access from any computer or mobile device, plus Outlook and Blackberry interoperability.

Google Docs, Google Sites and Google Video

Web apps for documents, spreadsheets, presentations, sites and video improve collaboration.

- Work together on documents, even in real-time, without the hassle of attachments.
- Helps you securely share between Windows, Mac and Linux with coworkers and contacts.
- Quickly build team sites and portals where everyone can contribute and learn.
- Access your content from any internet-connected computer or mobile device.

Boost productivity with Google-powered documents, video sharing and collaborative sites:-

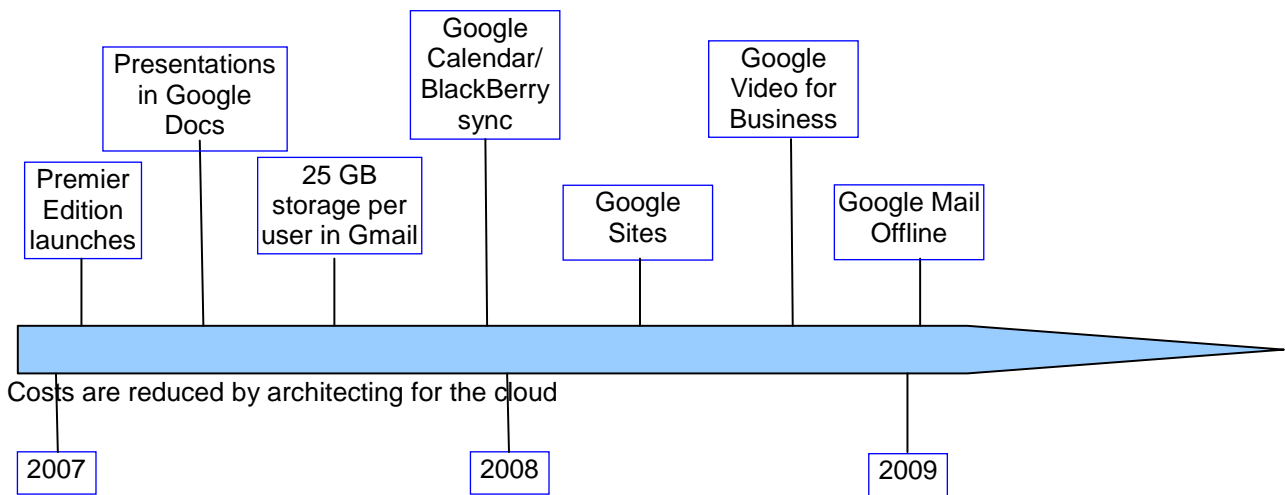
- Essential collaboration apps – **Google Docs**, **Google Video** and **Google Sites** are included.
- Continuous innovation – Put the web's rapid pace of innovation to work for your business.
- Smoother information sharing – Improve traditional software with more efficient collaboration.
- Worker mobility – Access your data from anywhere. Employees can be productive from any computer.
- Information access control – Each piece of content can be as private or as public as necessary.
- Enterprise-class service – Google Apps includes a 99.9% uptime SLA.* Phone support is available for critical issues.
- Secure infrastructure – Multiple layers of protection keep your business data safe and secure.

Why businesses use Google Docs to collaborate on files more smoothly:-

1. Protect your company's documents –Administrators have fine-grained controls to manage how broadly employees can share corporate documents.

2. Work together without the hassles of attachments – Coworkers can share the same online copy of each doc, spreadsheet or presentation. All revisions are saved and recoverable.
3. Present and publish through the web –Presentations can be delivered to remote audiences, and documents and spreadsheets can be published internally for employees to view.
4. Interoperate with traditional file formats – Import and collaboratively edit or publish from .doc, .xls, .csv, .ppt, .txt, .html, .pdf and other formats. You can export as well.

Google Apps Development History



Google Apps- What The Experts Think:

Forrester concluded that Google Apps saves 50-70% of costs compared to on-premise email
 “Should Your Email Live In The Cloud?”
 Ted Schadler, Forrester 2009

“The economics are compelling, with cost advantages of 3-5x for business apps...”
 “The Cloud Wars: \$100+ Billion at stake”
 Merrill Lynch, 2009

Google Apps- Transforming the IT Managers Job Description

Today you still have to worry too much about technology

TO DO

- increase mailboxes (200MB)
- install 100 new servers
- upgrade & patch all laptops
- cut costs of email service....

Tomorrow can focus even more on supporting your business strategy

TO DO

- 3 year strategy
- Plan green initiatives
- Hire new talent
- Scale online strategy
- Continue cost savings with Cloud Computing