

Strategies for Choosing Cloud-Based Computing Solutions

Comparing Microsoft® Office 365 and Google Apps

The Microsoft Cloud Vision

Microsoft knows business productivity. For over 20 years, we have been providing customers with solutions that simplify the way people communicate, share expertise, gain business insight, and find information.

Microsoft Office 365 brings together cloud versions of our most trusted communications and collaboration products, with familiar Microsoft Office productivity solutions for businesses of all sizes. We help make sure your users get an excellent productivity experience across the PC, phone, and browser, for the way they work today—and the way they will work in the future.

Microsoft Office 365 provides:

- Enterprise-class security & reliability
- Familiar user experience
- World-class productivity tools
- IT control and efficiency

We know you have more choice than ever, so we invite you to compare our capabilities to other vendor offerings. Make sure you are asking questions on a variety of topics before you make a decision on price alone.

"Frankly, the Google value proposition is cost based, and once you take that away, what's left?"

- Olivier Baldassari
Chief Information Officer, [Rexel](#)

Cloud on your terms with choice of delivery

We know that many enterprises are excited about the benefits of cloud computing and may be ready to accelerate their move to the cloud today. Other organizations may optimize a move to the cloud with staged deployments, or even hybrid scenarios, to meet their needs. This is why we have specifically designed our software to enable companies to select any one of these architectures without sacrificing capabilities they have come to expect with business-capable solutions.

Questions to ask:

- Do you offer on-premises, web-based, or mixed environments?
- Do all of my users have to rely solely on cloud-based tools?
- Will the solution work with what I in place today?

With Microsoft:

Microsoft enables enterprises to choose the delivery method that best suits their needs, while remaining scalable.

- Run applications on-premises, hosted and managed by Microsoft or Microsoft partners, or a combination of both.
- Office 365 is designed to work with your existing investments and can even replace some legacy applications.

With Google:

Google Apps is offered only as a SaaS solution and will require you to migrate users immediately.

- In order to leverage any existing investments such as Microsoft Office or Active Directory®, IT will need to deploy an array of connectors, adapters and new servers, even possibly rewrite existing code. This creates more work for IT and can impact user productivity.

User experience

Customers have requested tools to help workers be productive, whether online or offline, with capabilities that fit the varying needs of businesses, providing rich features and functionality.

Questions to ask:

- Do you fully support Microsoft Outlook®?
- How do you handle content fidelity of Office documents?
- Can users fully work offline?
- Do users have access to an offline address directory?

With Microsoft:

Office 365 provides powerful functionality with features that support the needs of enterprises, helping users stay productive and work seamlessly.

- Standardize the business with a familiar set of tools and consistent access to information.

With Google:

Google Apps can be unfamiliar with oversimplified features..

- Google's tools are constantly changing which impacts users and IT alike.
- Google's own executives admit they do not believe their tools can replace Microsoft Office.

*"Google Apps is **not an enterprise-class solution. It's a consumer solution**, and we did not want to risk our business on it."*

- Laurent Debes, CIF Director of IT
Production & Integration, [CIF](#)

Right features at the right price

Enterprises have expressed that they want the ability to choose technologies that can address the changing needs of their users—from the basic needs of workers who only need occasional email and read access to information to Information Workers who need advanced features to drive content creation.

Questions to ask:

- Do you offer solutions for low-end users with basic messaging needs?
- Do you allow me to buy just email or just team collaboration, or do I have to buy the whole suite?
- Do you offer solutions for users with more complex needs?

With Microsoft:

Office 365 enables enterprises to choose the right offering for their users.

- Choose the Kiosk Worker Suite for employees who spend most of their time away from a computer or sharing a workstation.
- Choose the Enterprise Suite for Information Workers who need comprehensive features and capabilities.

With Google:

Google Apps is a one-size-fits-all solution with little flexibility. You might over spend for some users while under delivering for the needs of others.

- Google Apps features could overwhelm kiosk workers, but not be enough for information workers to do their job.

*"The Microsoft online and offline applications complement each other. Google is **online only** and posed **compatibility and formatting issues.**"*

- Emiliano Duch, CEO, [Competitiveness](#)

Access information anywhere

In order to stay productive, customers say they would like their workers to be in control of data, whether in the office or working remotely.

Questions to ask:

- Can users work both online and offline with the same features?
- Do you fully support all of Outlook's features?
- Do you make me upgrade browsers in order to get new features?
- Do you fully support Exchange ActiveSync® for security?
- Do you offer Hosted BlackBerry Enterprise Server (BES)?

With Microsoft:

- Office 365 users can access information in the office, on a handheld device, or using a web browser when working remotely to maximize productivity*.
- Hosted BES is available.
- Microsoft SharePoint® Workspace allows bi-directional synchronization. SharePoint document libraries, lists, and even workflows offline. When reconnected, updated documents and workflows are automatically synchronized.
- Native support for Exchange ActiveSync.

With Google:

- Google provides limited email access offline, and requires a new browser or browser add-ins that require individual configuration.
- There is no offline access to line-of-business documents.
- Limited Exchange ActiveSync support.
- Currently, BES version 4.1.7 and version 5.0 are not supported by Google Apps.
 - Google Sync and the BlackBerry Connector are still in beta which means they are not covered by Google's SLA or support.
 - Customers using BES must manage their own servers.
- Google Apps Sync for Microsoft Outlook connector requires an installation on every computer and does not support the majority of Outlook features.

Flexible licensing options

Enterprise businesses have told us they would like software and tools that complement their IT infrastructure and adapt to long-term business needs.

Question to ask:

- What type of on-premises and web-based packages and subscriptions do you offer for the enterprise?
- Do you provide a web conferencing solution?
- Can I leverage my current Microsoft agreements to transition to the cloud?

With Microsoft:

- Office 365 can be added to your existing volume license agreements, allowing you to move to the cloud with existing investments.
- Lync Online allows companies to use web conferencing solutions to help save money on separate solutions.

With Google:

- Google Apps is only sold in one version and will require a new set of licenses. Many companies who use Google Apps find they need to add:
 - Solutions from Google's marketplace for parity. This drives costs higher and increases complexity for IT and finance to maintain vendor relationships.
 - Google does not provide a web conferencing solution.

*"Deploying Google Apps was like shoving a **square peg in a round hole.**"*

- JW Keller, President, [Datatune](#)

Helpful support & maintenance

Enterprises have asked us for deployment and maintenance options in order to successfully implement solutions and streamline management.

Questions to ask:

- What is your service level agreement (SLA) and what does it cover?
- Can administrators control the deployment of features?
- Do you have cloud-based system management for my on-premises software?
- How will deployment affect my existing software?
- Who do I contact for support?

With Microsoft:

- Office 365 provides flexible options to help ensure a smooth deployment transition and simplified maintenance.
 - Obtain assistance with migration.
 - Receive comprehensive user training and support, worldwide.
 - Benefit from a financially backed SLA with 99.9% uptime guaranteed.
 - Manage data with archiving options.
- Windows InTune allows companies to utilize the Microsoft cloud to handle PC management.

With Google:

- Google deployments require third-party applications and manual configuration in most cases.
 - Users must install the Google Apps Synch application and manually move data such as archived email, encrypted and rights-managed email, global distribution lists, tasks, and shared folders.
- Google's SLA does not include "intermittent downtime for a period of less than ten minutes."
- New features released for Google Apps may fall under the Google Labs umbrella, meaning they are not covered by the SLA.

Trustworthy security & privacy

We recognize that for most enterprises going to cloud-based solutions, they want transparency and validation for security tools in place. Most customers also are not comfortable with the concept of scanning email or behavioral targeting while using a business solution, so we have taken a pledge not to scan any data for this purpose.

Questions to ask:

- Do you scan user emails or enable advertising to my users?
- What measures do you provide to assist compliance and minimize legal risk?
- Can you tell me where my data physically resides?
- How do you control administrator access to the service?

With Microsoft:

- Office 365 does not offer advertising to users in any way.
 - Manage rights at multiple levels using Active Directory.
- We can tell you where your information is stored through data center location.
- We provide IT the ability to set role-based security models so you can delegate common or specialized tasks to your users without providing full administrative rights or increasing help desk call volume.
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With Google:

- Google Apps architecture makes it impossible to identify where your user data resides, increasing exposure to regulations where you may not even conduct business.
 - Provides IT the ability to serve advertising to users with single the click of a button.
 - Partial support for group management but no capabilities to inherit robust identity management.
 - All or nothing IT administrator access. There are no tiered policies for access.

Enterprises using Office 365

Over 40 million users leverage Office 365 services today, including 500 government entities, 13 of the top 20 global telecom firms, 15 of the Top 20 global banks, and 16 of the top 20 global pharmaceutical companies.

Customers include:

- NOKIA
- GlaxoSmithKline
- Hyatt Hotels
- Codelco
- Dow Chemicals
- Kraft Foods

For more information about Microsoft Office 365, contact your service representative or go to: www.office365.com/online and www.whymicrosoft.com/google

*Access from mobile devices depends on WiFi capability or phone network availability.

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