



Google Apps – Education Edition

August 15, 2008

What is Google Apps?



“A suite of innovative business collaboration and communication tools, hosted by Google and branded for domains”



Mail
Make e-mail a usable information tool



Talk
Instant communication within and outside your college



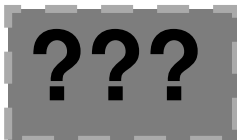
Calendar
Personal, shared, and public calendars



Docs
Simple real-time document collaboration from anywhere



Sites
Easily created and edited group pages



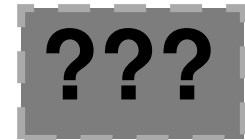
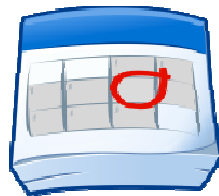
More to come...
Additional offerings in the future.

Google Apps - Education Edition

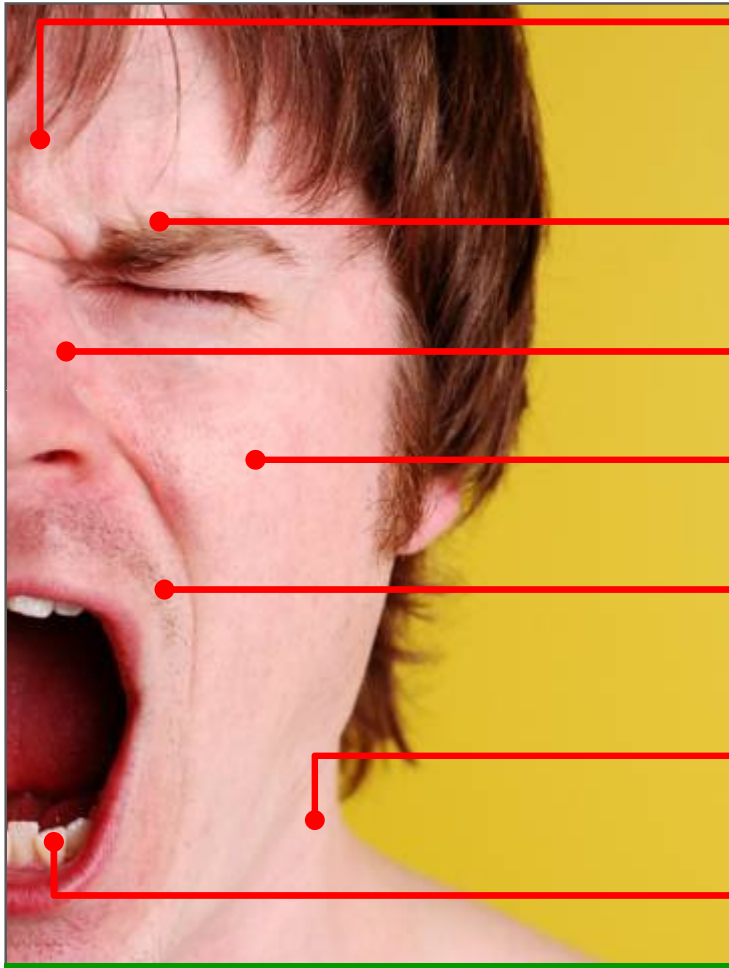


- GMail, Talk, Calendar, Docs, Sites
- Your own domain (i.e. [user@school.edu](#))
- Customizable logo
- More than 6.9GB email boxes
- Free with no advertising for students, faculty and staff
- Easy to manage with no hardware or software to buy or maintain
- Integration APIs for simplified management and SSO
- Phone support for administrators

Google Apps Education Edition

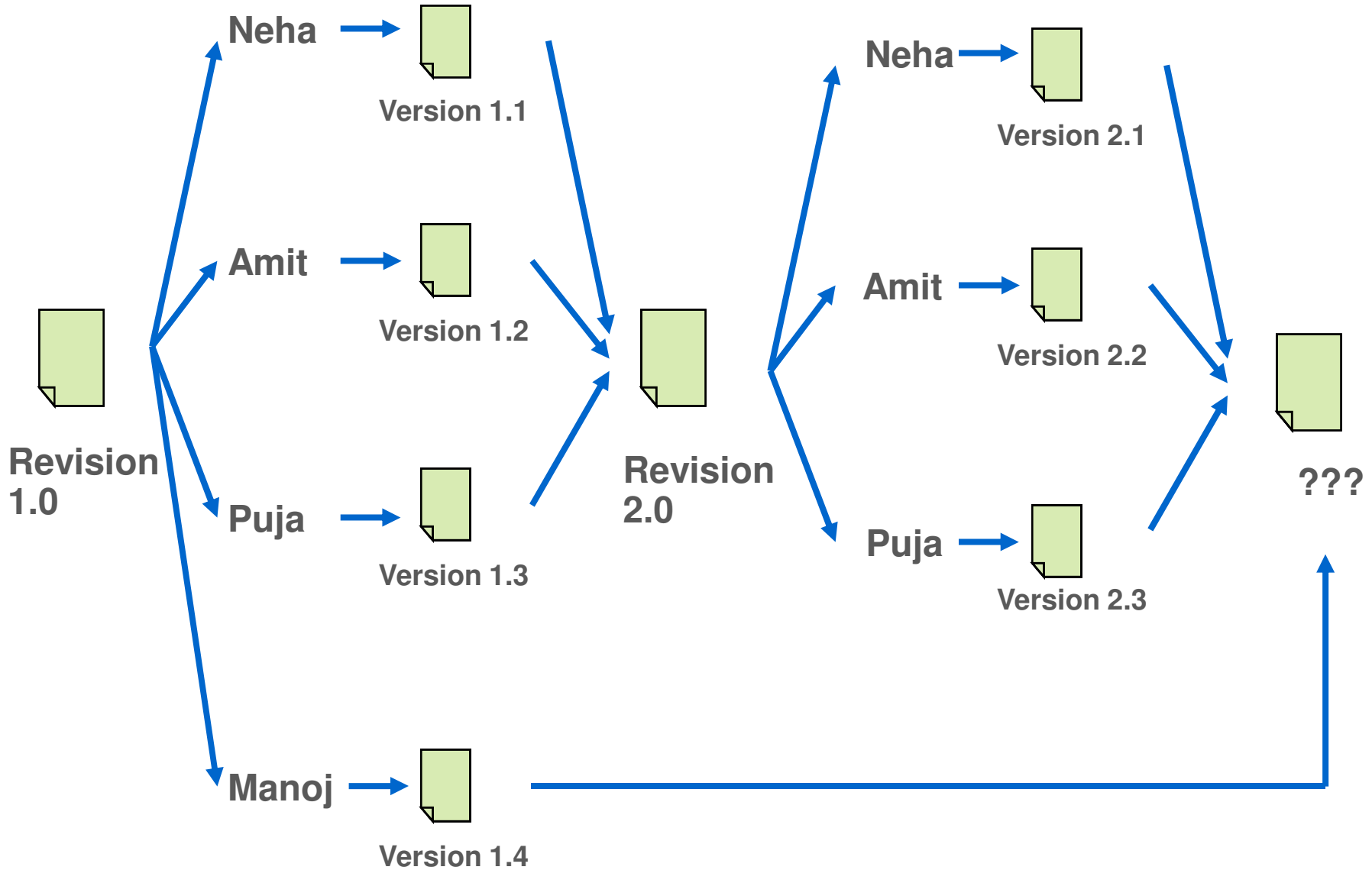


End user pain points - The wrong tools

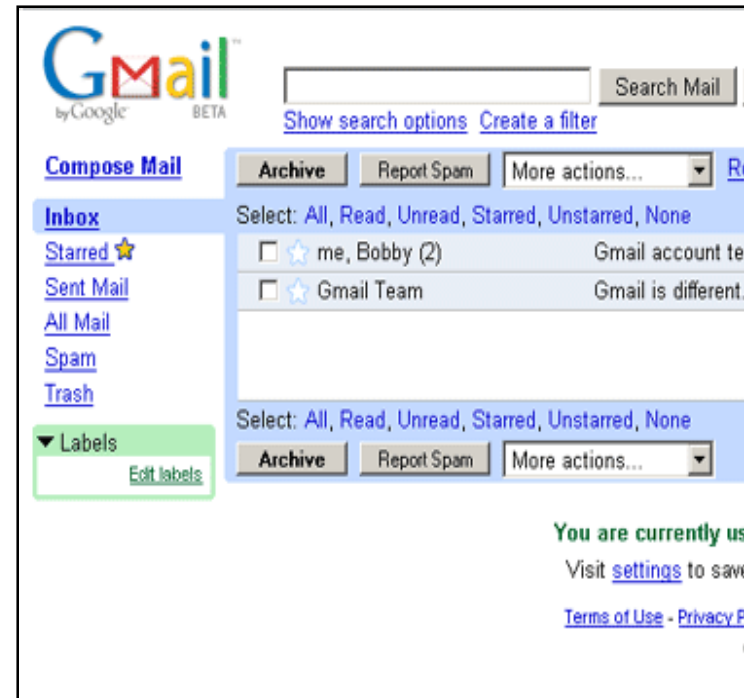
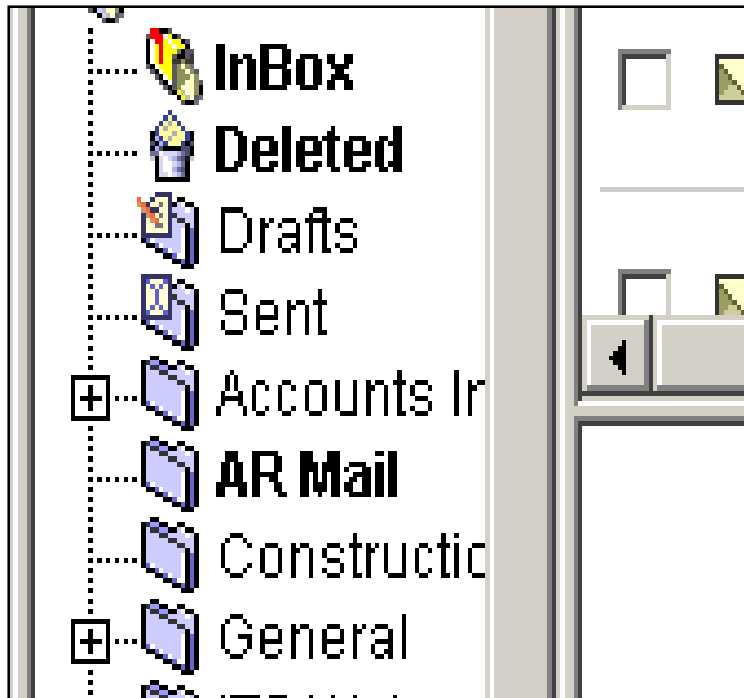


- Explosion of digital information**
 - E-mail volume growing at 80%¹
 - Digital documents
- Not enough space, forced to: Delete, Archive, Store locally**
- Finding It All**
- Sharing and publishing information**
- Working and classmates with colleagues – across the hall and across the world**
- Staying in touch with friends and colleagues inside and outside school**
- Unable to access any piece of information (e-mails, documents, contacts) off campus**

The world today



Death of the Hierarchy: Search as Navigation



Gmail Inbox



Custom Logo

Google Google University Calendar more »



Search Mail

Search the Web

Show search options

Create a filter

Search

jeff@googleuniversity.org | Settings | Help | Sign out

Compose Mail

Inbox (3)

Starred ☆

Chats ↻

Sent Mail

Drafts

All Mail

Spam

Trash

Contacts

Quick Contacts

Search, add, or invite

- Jeff Keltner
Set status here ▾
- Chris Iremonger
- rajen

Add contact Show all

Labels

Econ101 (2)

Edit labels

Labels

Cardinal Sports Headlines - [Non-conference schedule good for Stanford](#) - 3 days ago

Web Clip < >

Archive Report Spam Delete More actions... Refresh

1 - 4 of 4

Select: All, None, Read, Unread, Starred, Unstarred

<input checked="" type="checkbox"/>	★ Chris, me (5)	» Econ Project - Hi Jeff, I was hoping we could meet and work on our econ project this week. Time: Thursday August ...	6:01 pm
<input type="checkbox"/>	★ chris	» Econ101 (Google Spreadsheets) - I've shared a spreadsheet with you - it is named: "Econ101" Click on the following ...	Aug 13
<input type="checkbox"/>	★ School Administrator	» Drop Deadline this Friday - Dear Students, Just a notice that the drop deadline for classes will be this Friday at 6pm ...	Aug 12
<input type="checkbox"/>	★ Econ101 Professor	Econ101 Econ 101 Project - Students, Please pair up and start work on our first project. For this project we would like you ...	Aug 12

Threaded Conversations

Archive Report Spam Delete More actions...

1 - 4 of 4

Select: All, None, Read, Unread, Starred, Unstarred

Use the [search box](#) or [search options](#) to find messages quickly!

You are currently using 0 MB (0%) of your 2048 MB.

Google University view: [standard with chat](#) | [standard without chat](#) | [basic HTML](#) [Learn more](#)

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Powered by Google

Google Sites



Custom Image: Points to the 'Ski Club' header image.

Search Functionality: Points to the search bar in the top right.

Navigation bar: Points to the left sidebar menu containing links like Home, About the Club, and Announcements.

Virtual Noticeboard: Points to the 'Announcements' section in the main content area.

Countdown gadget: Points to the '58 days since till end of season' gadget.

Embed your calendar: Points to the 'Ski Club Events' calendar widget.

Ski Report: A section on the right side of the page listing ski areas with checkboxes and weather links.

Welcome to Ski Club!: The main heading of the page content.

Announcements: A list of recent news items with expandable icons.

Ski Club Events: A calendar for June 2008 showing events like '7pm Chat' and 'Student L'.

Google Calendar



Custom Logo

Search

 [Show Search Options](#)

jeff@googleuniversity.org | [Settings](#) | [Help](#) | [Sign out](#)

Standard Views

Subscribe to Multiple Calendars

Rich Browser Interface

[Google](#) [Mail](#) [Calendar](#) [more »](#)

[Changes](#) | [varz](#) | [DOM](#) | [log](#) | [querying@15](#), [received@94](#), [extracted@0](#), [shown@63](#), [initiated@282](#), [total=454](#)

[Create Event](#)

[Quick Add](#)

August 2006

M	Tu	W	Th	F	Sa	Su
24	25	26	27	28	29	30
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Calendars

My Calendars +

- Jeff Keltner

Other Calendars +

- Google University Academic Calendar
- PGA Tour

[Manage calendars](#)

Today Aug 14 - 20, 2006

Mon 8/14	Tue 8/15	Wed 8/16	Thu 8/17	Fri 8/18	Sat 8/19	Sun 8/20
			PGA Championship	Last Day to Add Classes		
			12:00pm Lunch with Parents			
			4:00pm Welcome Reception			
			7:30pm Econ 101 Project w/Chris			

Welcome Reception

Thu, Aug 17, 4-6pm

Where: Main Quad ([map](#))

Created By: Google University Academic Calendar

[more details»](#) [copy to my calendar](#)

Personalized Start Page



Custom Branding

ASU ARIZONA STATE UNIVERSITY

Directory Maps myASU ASU Interactive

[Add Content](#)

User Content

Google Search in partnership with Google

maildemo@asu.edu [Sign out](#)

Email [edit \[x\]](#)

[Inbox](#) [Hide preview](#)

James - All grown up... - Hey Sis, How is the valley of the sun' Oct 6
Kari, me (2) - hey kiddo - Hi Mom, Classes are fine. HA HA ab Oct 5
Gmail - It's easy to switch to Gmail! - Did you know that Gmail Oct 5

ASU News [edit \[x\]](#)

[New arts show creates 'Buzz'](#)
[Mitchell named outstanding academic adviser](#)
[Software to improve efficiency of medical research](#)

Top Stories [edit \[x\]](#)

[Tight legislative races could bring new faces to Salem](#)
OregonLive.com - [all 2821 related »](#)

[Britney Files For Divorce](#)
All Headline News - [all 675 related »](#)

[FedEx Delivers a Boost to Boeing](#)
BusinessWeek - [all 354 related »](#)

asu.edu Calendar [edit \[x\]](#)

November 2006

Su	M	Tu	W	Th	F	Sa
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

[Create Event](#) [Hide Agenda](#)

Today **Tue, Nov 7**
1:15pm BUS101

In 2 days **Thu, Nov 9**
1:15pm BUS101

Next week **Tue, Nov 14**
1:15pm BUS101

Thu, Nov 16
1:15pm BUS101

Weather [edit \[x\]](#)

[Tempe, AZ](#)
85°F
Mostly Cloudy
Wind: SW at 4 mph
Humidity: 17%

Today	Wed	Thu	Fri
88° 59°	88° 59°	83° 56°	77° 54°

Word of the Day [edit \[x\]](#)

[obfuscate](#): Dictionary.com Word of the Day
[copsie](#): Dictionary.com Word of the Day
[haranque](#): Dictionary.com Word of the Day

Public Content

School Content

[Google Privacy](#) - [Google Terms of Service](#) - [Help](#) - [ASU Home](#) - [Gmail for ASU FAQ](#)

Google Docs



[Google](#) [Gmail](#) [Calendar](#) [Photos](#) [Docs & Spreadsheets](#) [all my services >](#)

jeff@googleuniversity.org | [Settings](#) | [Help](#) | [Sign out](#)



Search Docs & Spreadsheets

Search the Web

Search

[New Document](#) [New Spreadsheet](#) [Upload](#)

Actions ▾ Tag ▾ Archive Delete

Active Documents

[Econ101](#)

[Econ101 Project](#) [ECON101](#) [GroupWork](#)

[Invites Doc](#)

[School Project](#) [ECON101](#)

Owner / Collaborators / Viewers

Chris / Me

Me / Chris [Add](#)

Systembomb / Chris, Me [Add](#)

Chris / Me

Last Edited

33 minutes ago

8 weeks ago by Chris

2 months ago by System

5 hours ago

Browse Docs & Spreadsheets ▾

Active (last 30 days)

[All](#)

[Starred](#)

[Deleted \(Trash\)](#)

Tagged:

[ECON101](#)

[GroupWork](#)

Collaborate and Share

Organize Documents with Labels

Showing only documents or spreadsheets active in the last 30 days. Looking for something older? [Show all](#)

Actions ▾ Tag ▾ Archive Delete

4 active [View all](#)

Google document



Econ 101 Paper saved on March 22, 2007 2:30 PM by Chris Iremonger

Save Save & close Discard changes

File Edit Insert Revisions Edit HTML

Preview Print Email Collaborate Publish

Undo Redo Cut Copy Paste Bold Italic Underline Text Color Background Color Bulleted List Numbered List Indent Decrease Indent Increase Text Color Background Color Style Change

DEPARTMENT OF ECONOMICS
GOOGLE UNIVERSITY

Formatted Text

PROFESSOR LARRY PAGE
FALL 2006

Collaborate and Publish

ECON 101
PROBLEM SET 1
Due on September 20, 2006
(at the beginning of lecture)

1. Evelyn is inviting Darcy to a party at which she will serve both single-strength chocolate ice cream and chili. Darcy values chili and ice cream at \$6 for the first ounce, and each additional ounce is worth half as much as the previous one. Evelyn makes it clear to Darcy that he should feel comfortable eating as much chili and ice cream as he wishes. But Darcy's stomach holds only 10 cubic inches of food. Each ounce of chili or ice cream takes up 2 cubic inches of stomach space.

1. What is the opportunity cost to Darcy of eating each ounce of chocolate ice cream?
2. Now suppose that the first ounce of ice cream is worth \$12 to Darcy, and each additional ounce is worth half as much as the previous one. How much ice cream and how much chili should Darcy eat?

ANSWERS:

1. Opportunity Cost to Darcy of eating each ounce of chocolate ice cream:

Question	ICE	CREAM	CHILI		
	Q	\$	Q	\$	TOTAL \$
0	0	0	5	11.625	\$11.62
1	6	4	4	11.23	\$17.23
2	9	3	3	10.5	\$19.50
3	10.5	2	2	9	\$19.50
4	11.25	1	1	6	\$17.25
5	11.625	0	0	0	\$11.62

Table Taken from Google Spreadsheets

Make Comments

In quantity of chili, it can be said that for each ounce of ice cream he must give up 1 ounce of chili. But in terms of \$ the opportunity cost increases. Do you think this is right? -Chris

Iremonger 3/22/07 2:30 PM

Real-time Collaboration

The opportunity cost of eating the first ounce of ice cream is the \$.375. Comparing this to the \$6 benefit from the first ounce of ice cream Darcy should eat the first ounce of ice cream

Also editing now: Jeff Keltner.

Refresh

Check spelling

Google spreadsheet



Google Docs & Spreadsheets BETA

chris@googleuniversity.org | [Docs Home](#) | [Help](#) | [Sign Out](#)

Econ 101 Project Autosaved at Feb 12, 2007 9:35:29 AM PST

Automatically Saved Save & close

File Edit Sort Formulas Revisions

Basic Formulas

Preview Print Discuss Collaborate Publish

	A	B	C	D	E	F	G	H	I
1	Question	1: A							
2		ICE	CREAM		CHILI				
3	Q	\$		Q	\$		TOTAL \$		
4	0	0		5	11.625		\$11.62		
5	1	6		4	11.23		\$17.23		
6	2	9		3	10.5		\$19.50		
7	3	10.5		2	9		\$19.50		
8	4	11.25		1	6		\$17.25		
9	5	11.625		0	0		\$11.62		
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									

Chat about this spreadsheet

Viewing now:
jeff
chris

me: Jeff can you look at column E to make sure it is correct?
jeff: Sure, let me check it out.

Press enter to send your message

Real-Time Collaboration

Administrator Console



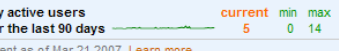
Dashboard | User accounts | Domain settings | Advanced tools | Service settings-

Tip: You can now add conference rooms and resources to your domain calendar. [Go to calendar settings](#)

Google University

googleuniversity.org
[Manage account information](#) [domain names](#)

29 users [Create new users](#)
You can create up to 100 user accounts for this domain.

Daily active users over the last 90 days  current min max
5 0 14
Current as of Mar 21 2007 [Learn more](#)

Service settings

[See more services from our partners](#)

- Start Page** - Active
<http://partnerpage.google.com/googleuniversity.org>
- Email** beta - Active
<http://mail.google.com/a/googleuniversity.org>
- Chat** beta - Active
Users can sign in by [downloading Google Talk](#)
- Calendar** beta - Active
<http://www.google.com/calendar/a/googleuniversity.org>
- Web Pages** beta - Active
<http://www.googleuniversity.org-a.googlepages.com>
- Docs and Spreadsheets** beta - Active
<http://docs.google.com/a/googleuniversity.org>

- Manage user accounts and mailing lists
- Choose which services your users can access
- Customize your domain with logo and colors
- Monitor usage of services by your user base
- Configure API tools & access
- And more

Dashboard | User accounts | Domain settings | Advanced tools | Service settings-

User accounts

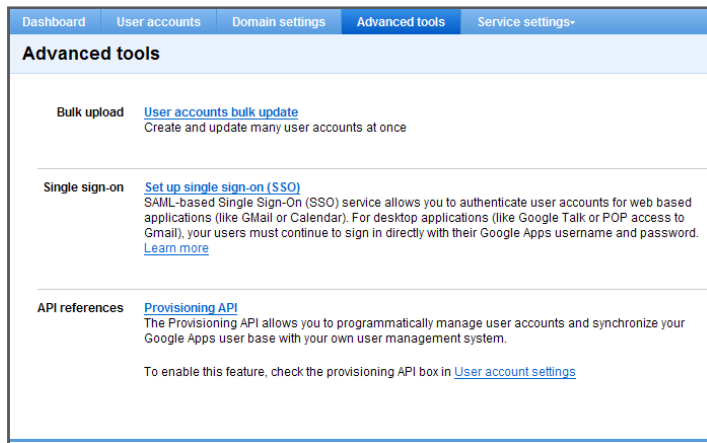
Users | [Settings](#)

[Create a new user](#) [Create email list](#) [Upload many users at once](#)
You can create up to 100 user accounts for this domain. [Request more users](#)

[Delete users](#) 1 - 29 of 29

<input type="checkbox"/>	Name	Username	Status	Email Quota	Last signed in
<input type="checkbox"/>	School Administrator	admin	Administrator	<input type="text" value="0%"/>	Feb 16
<input type="checkbox"/>	Rodrigo Vaca	administrador	Administrator	<input type="text" value="0%"/>	8/9/06
<input type="checkbox"/>	Alumno Test	alumno		<input type="text" value="0%"/>	7/4/06
<input type="checkbox"/>	Amy Chang	amy	Suspended	<input type="text" value="0%"/>	8/13/06
<input type="checkbox"/>	Basak Tamar	basak		<input type="text" value="0%"/>	Feb 16
<input type="checkbox"/>	Chris Haas	chaas	Administrator	<input type="text" value="0%"/>	10/9/06
<input type="checkbox"/>	Christian Charles	charles	Newly created	<input type="text" value="0%"/>	Never logged in
	Chris Iremonger	chris	Administrator	<input type="text" value="0%"/>	12:40 pm
<input type="checkbox"/>	Christian Charles	christian	Administrator	<input type="text" value="0%"/>	10/10/06

Advanced Integration Capabilities



- APIs
- **Provisioning: Integrate account management with existing systems**
- **Single Sign On: Use your own systems to authenticate users**
- **Reporting...Coming Soon: Check in on users utilization of the services**
- **Application APIs: Individual APIs for Calendar, Docs and Sheets, and other applications**
- **Mail Gateway: Route all mail through your internal systems**
- <http://code.google.com/apis/apps>



Benefits of using Google Apps



Communicate.

Stay in touch with colleagues and external parties – via e-mail, IM or VOIP.

Share.

Publish information, documents and calendars.

Collaborate.

Stay in sync with everyone on your team. Be on the same page.

SECURE

ANYTIME, ANYWHERE

FIND EVERYTHING FAST

Some of our customers worldwide



Some of our customers in India



Until Google Apps, we had been maintaining our own mail server that provided 2 mb email accounts to our campus community. With the amount of spam that was making it through our filters, our small inboxes were being choked on a daily basis.



- **With Google, the spam filtering works much better and with 1,000 times as much storage per account, we don't have to worry about full inboxes anymore. The Admissions Director and the Dean are especially pleased with the improvement since they get a high volume of mail per day.**
- **Setup was simple, and being able to use our school logo conveys the message that this is truly a campus mail system, not just another email account.**

Ankush Trakru

(Faculty of Management Studies
Delhi University)



- 65,000 students
- 2 weeks to deploy
- Including SSO Integration and provisioning API
- Over \$500,000 per year in savings
- Phased user migration



“ASU also realized that we’d benefit from Google’s unique approach to software development and deployment, where Google’s perpetual-innovation process will bring a steady stream of improvements and new products to the solution, deployed without disrupting the user experience.”

Adrian Sannier
(University Technology Officer)