

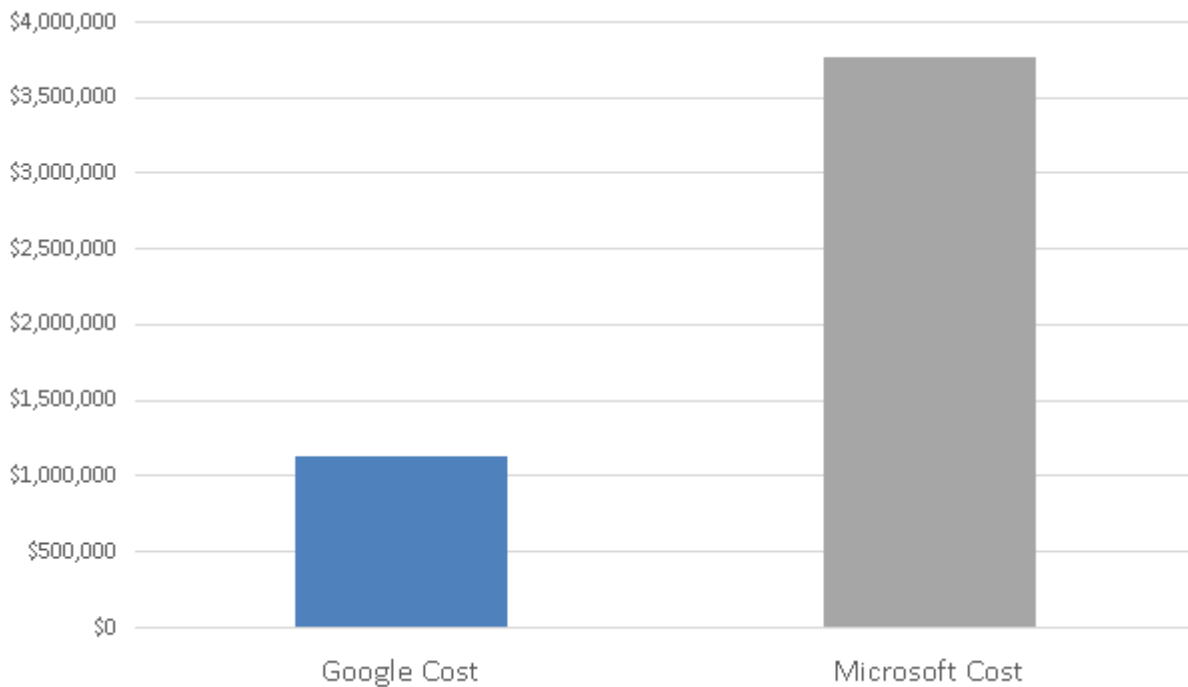
Google Apps for Work TCO Comparison

ABC 1,100 employees

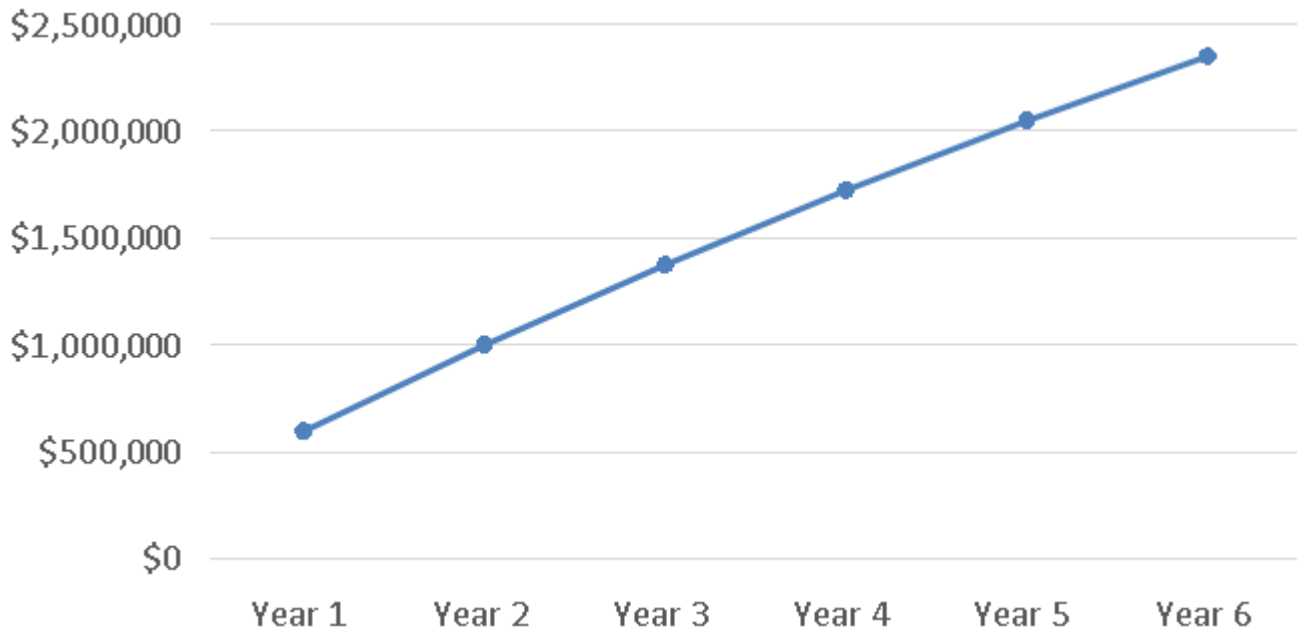
This analysis compares the Total Cost of Ownership (TCO) of Google Apps for Work and Microsoft's on-premise and cloud solutions for productivity and collaboration.

As shown, Google Apps can offer dramatic cost savings over the typical options available from Microsoft, freeing up cash and resources to invest in the business.

Save 70% over Six years with Google vs. Microsoft

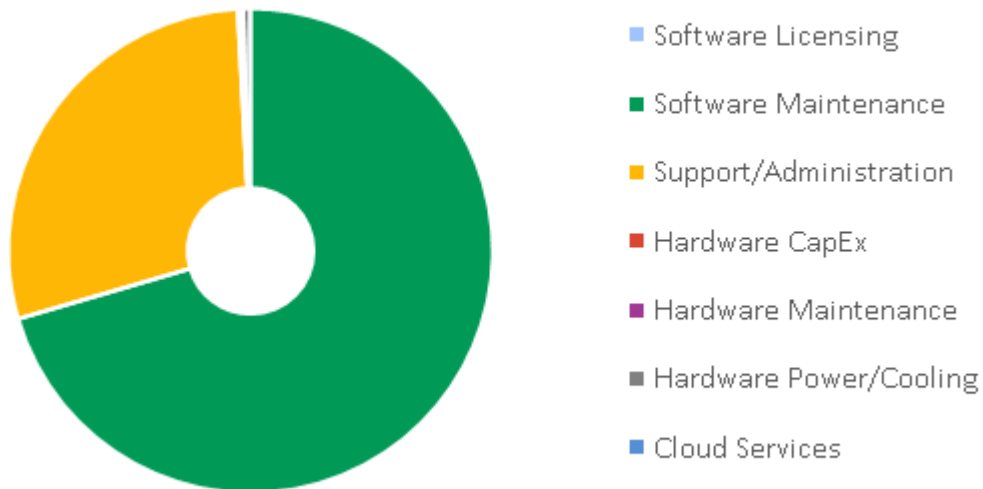


Cumulative Net Cash Flow Analysis



This chart illustrates the net cash flow that will result from an investment in Google Apps for Work over a Microsoft suite of products. A positive cash flow results when the savings generated by implementing GAfW outweigh the cost of the investment. The point at which the cash flow becomes positive is the payback period for this analysis timeframe. A positive cash flow in Year 1 means that the payback occurs in less than 12 months.

Benefits Breakdown by Category



This chart illustrates the proportion of each category of savings generated by adopting Google Apps for Work in relation to the others. These values are not adjusted for the time value of money, since this does not affect the proportional relationship between these values.

Cash Flow Details

The tables below contain the annual cash flow for the proposed Google costs and a similar solution set from Microsoft. The benefits are characterized as the delta in cost between a Google Apps for Work solution and a similarly configured Microsoft environment. The investment is the total projected cost of the Google Apps for Work solution over the time frame of this analysis. These values are not discounted for the time value of money (the total discounted cash flows are presented in a subsequent set of tables).

Microsoft Costs	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	TOTAL
Software Licensing	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Software Maintenance	\$588,776	\$412,996	\$412,996	\$412,996	\$412,996	\$412,996	\$2,653,753
Support/Administration	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$1,080,000
Hardware CapEx	\$614	\$633	\$652	\$671	\$692	\$712	\$3,974
Hardware Maintenance	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$9,600
Hardware Power/Cooling	\$3,084	\$3,084	\$3,084	\$3,084	\$3,084	\$3,084	\$18,501
Cloud Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL COST	\$774,073	\$598,312	\$598,331	\$598,350	\$598,371	\$598,391	\$3,765,828

Google Costs	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	TOTAL
Software Licensing	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Software Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Support/Administration	\$56,000	\$56,000	\$56,000	\$56,000	\$56,000	\$56,000	\$336,000
Hardware CapEx	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hardware Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hardware Power/Cooling	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cloud Services	\$132,000	\$132,000	\$132,000	\$132,000	\$132,000	\$132,000	\$792,000
TOTAL INVESTMENT	\$188,000	\$188,000	\$188,000	\$188,000	\$188,000	\$188,000	\$1,128,000

Undiscounted Cash Flow Comparison

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Undiscounted Net Cash Flow	\$642,073	\$466,312	\$466,331	\$466,350	\$466,371	\$466,391
Undiscounted Cumulative Net Cash Flow	\$642,073	\$1,240,385	\$1,838,716	\$2,437,067	\$3,035,437	\$3,633,828

Discounted Cash Flow Comparison

The table below presents annual and cumulative views of the cash flows projected above, discounted for the time value of money based on the net present value discount rate entered on Customer Profile.

Net Present Value Discount Rate: 7%

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Discounted Net Cash Flow	\$597,128	\$403,313	\$375,096	\$348,854	\$324,449	\$301,751
Cumulative Discounted Net Cash Flow	\$597,128	\$1,000,441	\$1,375,538	\$1,724,392	\$2,048,841	\$2,350,591

More Information

To find out more about how your organization can benefit from Google Apps for Work visit [Google Apps for Work](#)