



Google Apps for Work Work Better Together from Anywhere



To get started with Google Apps, visit google.co.uk/apps

"Google Apps allow us to stay ahead of the competition by remaining flexible and efficient since we can upgrade based on the latest technology, and not be confined by budget or staffing to out-of-date systems. Once you have Google Apps, you always have the most recent version."
—Ravi Simhambhatla, Chief Information Officer, Virgin America

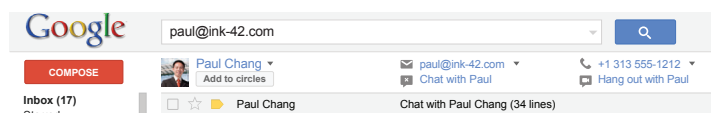
More than 5 million businesses have made the move to Google Apps to help employees work better together and be more productive, wherever and whenever they work. Google's solution is cloud-based, which means software updates are as easy as refreshing your web browser. With Google Apps, there are no servers to purchase and maintain, reducing IT cost and complexity.

Google Apps includes secure, reliable workplace tools for email, calendar, text and video chat, document creation, project websites, and online storage and sync, and allows for easy extensibility with hundreds of applications in the Google Apps Marketplace.

Switching to Google Apps is easy for IT and for end-users. With data migration capabilities for all common legacy systems included at no extra cost, companies can transition quickly and with minimal disruption. Google Apps offers users the familiar experiences of Gmail, Google Calendar, Google Drive, Docs, Sheets, Slides and other tools already used by hundreds of millions of people in their personal lives, so minimal training and support are required.

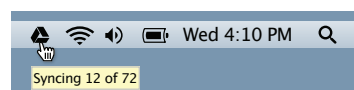
What you get

Gmail provides storage for up to 30 GB of email per user, plus advanced spam filtering, lightning-fast message search, integrated text, voice and multi-person video chat and other productivity enhancements such as Priority Inbox. Gmail is accessible securely from almost any mobile device with a data connection, including Android, iPhone®, iPad®, BlackBerry® and Windows Phone®.



Google Calendar helps employees organise their schedules and create and manage shared calendars with colleagues. Multiple calendars can be overlaid to view schedules at a glance, and the "Quick Add" feature understands natural language so you can easily create appointments by typing event information into a simple text box. Google Calendar is available from any web browser and works with all major mobile platforms.

Google Drive is the one place to store everything, so you can access the most recent version of your work from anywhere, on any device, including phones and tablets. Each user has 30 GB of storage included and can add more as needed. With Drive you can store any file and instantly view common formats including documents, PDFs, images and even videos right in your web browser. Share files or whole folders with individuals or your entire team, and with granular file permissions it's easy to control who can view, comment on or edit your work.



“With Google Drive and Google Docs, multiple team members could work on content, and you could actually see it evolve in a very short period of time from a concept to a script for a TV advert, all in the same shared document.”

—Jim Nielsen, Manager of Enterprise Technology Architecture and Planning, Shaw Industries

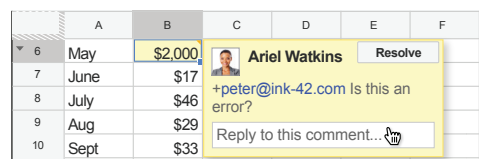
“Google Apps will save us millions of dollars over five years over any of the alternatives that we looked at and provides us with worldwide disaster recovery, unprecedented integration and device independence.”

—Todd Pierce, Vice-President of IT, Genentech

Google Docs brings real-time collaboration to your documents, so you and your team can work on the same document at the same time and get things done faster. Import popular document formats like .doc, .docx and .rtf and add images, tables, equations, drawings, links and more. Social commenting makes it easy to get feedback and approvals from the right people. You can be productive even when you're away from the office with support for creating, viewing and editing documents on your iPhone, iPad, or Android phone or tablet.

Create, share and work on documents simultaneously with **your whole team**.

Google Sheets is a powerful spreadsheet editor that lets you crunch numbers together with the whole team at the same time. You can import popular spreadsheet formats like .xls, .xlsx and .csv, and use tools like advanced formulae, embedded charts, filters and pivot tables to get new perspectives on your data. Sheets makes it easy to share lists, manage projects, analyse data and track results together. You can also create, view and edit spreadsheets on your iPhone, iPad, or Android phone or tablet.



The screenshot shows a Google Sheets spreadsheet with columns A through F and rows 6 through 10. The data in the spreadsheet is as follows:

	A	B	C	D	E	F
6	May	\$2,000				
7	June	\$17				
8	July	\$46				
9	Aug	\$29				
10	Sept	\$33				

A comment overlay is visible over the spreadsheet, showing a profile picture of Ariel Watkins and the text: "+peter@ink-42.com Is this an error?". There is a "Resolve" button next to the comment and a "Reply to this comment..." link below it.

Google Slides makes it easy to create beautiful presentations together, with support for things like embedded videos, animations and dynamic slide transitions. You can import popular presentation formats like .ppt and .pptx and when you're ready to share, you can publish your presentations on the web for customers to view or share them privately with colleagues or partners. When you're on the go, you can give presentations right on your iPhone, iPad, or Android phone or tablet.

Google Sites lets users create and share project websites and intranet pages without any programming skills or technical support. Sites helps to keep everyone on the same page – literally – by making it easy to centralise and organise team documents, calendars, videos and more. With just a couple of clicks, you can optimise your sites for viewing on mobile phones and tablets as well.

Google+ brings social sharing to Google Apps and helps connect the right people, ideas and information in your organisation*. Share private posts with your company to ask questions, find experts and get answers or connect with partners and customers outside your company. Follow colleagues to keep track of what they're working on and create Communities to share ideas with project teams. Google+ also includes Hangouts, which brings online video meetings right to your laptop, phone or tablet so you can join from anywhere. Invite up to 15 participants and work together with screensharing and collaborative document editing.

Google Apps Vault is a retention, archiving and eDiscovery tool optionally available to Google Apps customers. Vault allows you to manage business critical information and can help you be prepared for the unexpected such as a lawsuit or employee departure. You can reduce time and costs associated with responding to legal discovery requests, audits or internal investigations. If an employee leaves your organisation, Vault can help you understand the status of projects and communications they were involved with.

“Google Apps fits easily with multiple devices and that provides more flexibility and support of mobile working for our staff. A lot of our employees have been using their own iPads, iPhones and Android devices to access their email and calendars, which they couldn't easily do with the old system.”

—Nigel Dufty, IT Service Director, Specsavers

“With Google Apps, we were able to interview job candidates via video chat and work with regional managers on important policies and resources that needed to be in place for these new offices and associates. I was elated to discover that what normally takes significant travel time and costs could be done right from my desk.”

—Ronen Lapidot, Senior Vice-President of IT, Perry Ellis International

Hundreds of third-party applications available from the Google Apps Marketplace extend Google Apps with capabilities such as CRM, project management, accounting and finance, and sales and marketing tools that work seamlessly with Google Apps, including the ease of single sign-on (SSO) access.



How companies benefit

Proven productivity gains and cost-savings

Not only can Google Apps save customers the cost and complexity of legacy solutions; our web-based applications also drive proven productivity gains. In fact, with productivity-boosting features like multi-person, real-time collaboration in Google Drive and fast message search in Gmail, the total business value of Google Apps is over 3 times greater than the cost savings alone. According to Forrester Consulting, the ROI of Google Apps is 329 per cent, and Google Apps can pay for itself in less than two months.¹

Continuous innovation without upgrade hassles

Google continuously adds functionality to Google Apps, making employees more productive – without the need for system updates, patches or downtime. Google Apps delivered more than one hundred improvements in the last year, at no additional charge and without the complexity associated with traditional software upgrades.

State-of-the-art security and reliability

Millions of organisations (including Google Inc.) trust Google's infrastructure to keep their most important corporate data safe. Google's network of data centres is engineered for security, reliability and redundancy, and backed by some of the world's leading experts in information security. Google Apps includes 2-step verification, a two-factor authentication system that significantly increases protection from unauthorised access to user accounts. With 2-step verification, in addition to their passwords, users are prompted to sign in with a second verification code that is sent to them via their mobile phones. Our security practices are verified by independent third-party reviews. Google Apps has completed a thorough SSAE 16 / ISAE 3402 SOC 2 Type II audit. Google Apps is also ISO 27001 certified. To help our customers meet their data protection compliance needs, Google is US-EU Safe Harbor certified and offers model contract clauses as an additional means of compliance with the European Data Protection Directive. Google's service level agreement (SLA) guarantees 99.9 per cent uptime, but our historical uptime rate has been significantly higher than this threshold.

Extensibility

Google Apps makes it easy to run your entire business in the cloud. With the Google Apps Marketplace, you can access a fast-growing collection of hundreds of applications that integrate with your business processes. For example, you can manage your entire sales cycle anywhere you have access to a browser through Marketplace apps: Send marketing and lead-generation emails through MailChimp, manage and track responses with Zoho CRM and even close the sale with an e-signature from EchoSign.

1. Forrester Consulting, *Total Economic Impact of Google Apps*, November 2012

*"We've started to use Hangouts for a lot of our meetings. In fact, we've started holding our staff meetings via hangout, even though the team is only 20 minutes apart. Hangouts have allowed us to be more focused, trimming the hour-long meeting to 30 minutes."
—Jim Nielsen, Manager of Enterprise Technology Architecture and Planning, Shaw Industries*

*"We've been able to cancel our antispam and antivirus contracts saving us \$25,000 per year and Google+ Hangouts have saved us from having to make a \$100,000 investment in video-conferencing technology. On top of that, we ended up saving \$200,000 in infrastructure and maintenance costs that we would have spent setting up users on our old IT system last year."
—Reginaldo Barbosa, Manager of Acquisitions, Telecom and Technology, Leroy Merlin Brazil*

Google Apps details

Feature	Details
Google Apps suite	Gmail, Google Calendar, Google Talk, Google Drive, Docs, Sheets, Slides, Google Sites and Hangouts. All optimised for the Google Chrome for Business web browser.
More Google applications	Google+, Google Voice and over 60 other applications.*
Marketplace applications	The Google Apps Marketplace offers a full spectrum of hundreds of business apps that integrate seamlessly with Google Apps.
eDiscovery tools	Google Apps Vault is an optional add on to Google Apps that provides retention, archiving and eDiscovery capabilities.
Mobile access	Support for all major mobile platforms including Android, iOS, BlackBerry, Windows Phone and Chrome OS.
Desktop client access	IMAP and POP integrate Gmail with popular desktop client software and Google Apps Sync for Microsoft Outlook provides two-way sync for email, contacts and calendar data.
Authentication	Native 2-factor verification. Support for SAML-based single sign-on (SSO), which allows you to integrate your own authentication system with Google Apps.
APIs	Manage user accounts and synchronize your existing user directory with the Provisioning API, the Profiles API and the Shared Contacts API. View and generate usage reports with the Reporting API.
Reliability	99.9% uptime service level agreement (SLA) guarantee, with historical performance far greater than this threshold.
Security	ISO 27001 Certified, SSAE 16 / ISAE 3402 SOC 2 Type II audited, plus security features including 2-factor verification, remote mobile device management, custom password strength requirements, SSL connections and more.
24/7 support	24/7 phone support for all issues affecting the core services. Additional support through web-based support portal, user-to-user forum for administrators and self-service online knowledge base for administrators and users.

* Services that are not part of the core Google Apps suite are not covered by the Google Apps support terms and are not covered by the Google Apps uptime guarantee SLA. Services may not be available in all areas and are subject to change without notice. For more information, please visit the [Technical Support Services Guidelines](#).

