

Office 365 or Google Apps

How Microsoft and Google
differentiates from each other

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Director Infrastructure and Cloud Solutions

Statera

Which is a better fit?

BUSINESS VALUE PROPOSITION

Business Value Prop

- SMBs
- Enterprises

Cloud Services Baseline

Business-Grade Hosted Email and Collaboration Tools

- **24/7 customer support**
Around-the-clock phone and priority email support.
- **Guaranteed uptime**
99.9% uptime guarantee SLA.*
- **Enhanced business-ready features**
BlackBerry and Microsoft Outlook interoperability, enhanced contacts management, and more.
- **Increased security**
Advanced virus and spam protection
- **Comprehensive administrative controls**
Large Mailbox Capacity
25GB of storage per email inbox.

Google Pricing

<p>Google Apps</p> <p>For individuals and small teams</p> <p>Start Now</p> <p>Free</p>	<p>Google Apps for Business</p> <p>Business-ready</p> <p>Start Free Trial</p> <p>\$5/user/month or \$50/user/year</p>	<p>Google Apps for Business with Vault</p> <p>With advanced security and e-discovery features</p> <p>Contact Sales</p> <p>\$10/user/month</p>
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Key Features			
User maximum	10 users	Unlimited	Unlimited
Email inbox size	10 GB	25 GB	25 GB
Custom email address	✓	✓	✓
Email, calendar, docs and team sites	✓	✓	✓
Self-service online support	✓	✓	✓
24/7 customer support		✓	✓
99.9% uptime guarantee		✓	✓
Disable Gmail ads		✓	✓
Mobile Device Management		✓	✓
Email and chat archiving			✓
Standard retention policies			✓
E-discovery			✓

O365 Pricing

Email	Small business	Midsize businesses and enterprises	
(Exchange Online)	(P1)	(E1)	(E3)
BUY NOW	BUY NOW	BUY NOW	BUY NOW
	free trial		free trial
\$4 Per user/month	\$6 Per user/month	\$8 Per user/month	\$20 Per user/month
User maximum: 50,000+	User maximum: 50	User maximum: 50,000+	User maximum: 50,000+
<ul style="list-style-type: none"> • Cloud-based email using your own domain name • Shared calendars • Configurable anti-spam filtering • Active Directory synchronization • Live 24 x 7 IT customer phone support 	<ul style="list-style-type: none"> • Cloud-based email using your own domain name • Shared calendars • Instant messaging, PC-to-PC calling, and video conferencing • Web-based viewing and editing of Word, Excel, PowerPoint, and OneNote files • Team site for sharing files • External website • Antivirus and anti-spam filtering • Microsoft community support 	<p>Everything in P1*, plus:</p> <ul style="list-style-type: none"> • Active Directory synchronization • Configurable anti-spam filtering • SharePoint intranet supporting up to 300 subsites • Live 24 x 7 IT customer phone support <p><small>* Please note: with E1 you can only view Word, Excel, PowerPoint, and OneNote files online. With E3 you can both edit and view these files online.</small></p>	<p>Everything in E1, plus:</p> <ul style="list-style-type: none"> • Office Professional Plus 2010 desktop version subscription (for up to 5 devices per user) • Unlimited email storage and archiving • Hosted voicemail support

Technical Differences

Technical Differentiators

	MICROSOFT	GOOGLE APPS
Standards & Certifications	ISO 27001 certified complies with HIPAA, EU – Data Protection Directive	Offers no commitment to HIPAA, and international security standards
File Fidelity	Rich content is preserved . Document's are rendered as originally created.	Not all content is rendered when created in word and opened in Google Docs.
Identity Federation	Seamless integration with native tools like Active Directory Sync and ADFS for a smooth, single sign on experience	Active Directory sync will need a disparate array of third-party connectors, adapters, new servers, and even custom code
Change & Innovation	Provides 12 months notice for any significant changes and the SLA and support covers <i>all</i> services in the solution	Provides 1 week advance notice; features may be cut with little/no warning; SLA only covers core services

Different Company Priorities

MICROSOFT

Customer focused by putting people and their privacy first – see our work around accessibility, single term of service, providing roadmaps, certifications (ISO, HIPAA, EU) and more

GOOGLE APPS

Consumer focused approach where search advertising is prioritized from their new privacy policy changes to scanning of your personal emails

Personal Productivity

- Consistent UX and file fidelity on rich and web clients
- Full offline support
- Track changes, document reconciliation and preservation
- Advanced analytics (pivot tables, charts, data connectivity)
- Professional layout tools
- Content creation and support for common scenarios (AutoCorrect, TOC, Style Guides, thesaurus, grammar, mail merge, watermarks, effects)

Messaging

- Consistent UX on all devices
- Full offline capabilities including address book
- Superior calendaring (delegation, meeting scheduling)
- Native AD integration
- In-place archival/content retention
- Hybrid management and integrated IT experience OOB
- Integrated voicemail that interoperates with legacy PBX, Lync, Outlook Voice Access, Call Attendant
- Blackberry support in service
- LinkedIn/Facebook Integration with contacts

Collaboration/UC

- Unified approach to portals, team spaces, individual spaces
- PC to PC calling, video recording and desktop/application sharing
- Group Web Conferencing
- Content/Doc Management
- Web Publishing
- Business Intelligence Dashboard
- File sharing through IM
- Activity feed & people search
- Rich contact card view with org info, methods to contact, calendar schedule, and more
- Grouping contacts by frequency, status, relationship with photos
- Public IM connectivity

Comparison

Available – Designed for Businesses

Readily available templates that understand business needs

The screenshot displays a website design tool interface. The top navigation bar includes 'File', 'Home', 'Insert', and 'Design'. The 'Design' tab is active, showing a ribbon with options like 'Color', 'Footer', 'Properties', 'Style', 'Text', 'Location', 'Format', 'Theme', 'Hierarchy', and 'Layout'. The 'Theme' dropdown menu is open, listing various categories such as Accounting, Advertising & Marketing, Automotive, Clothing & Fashion, Computers & Electronics, Construction, Education, Family & Friends, Finance, Food & Beverage (highlighted), Furniture, Health & Personal Care, Home Maintenance, Insurance, Lawn & Garden, Legal Services, Manufacturing, Medical & Dental, Nature, and Pet Supplies & Services. A sub-menu for 'Food & Beverage' is also visible, showing images of food and drink. The background shows a website template for 'Coho Vineyard' with a navigation menu (Home, Contact Us, Events, Wines) and content sections like 'Who are we' and 'happening this month?'. The 'Who are we' section features a photo of a vineyard and text: 'For more than 10 across several fa coming to our Pi State, Coho own Valley, and our v ingenuity. Our pl one of our reds or whites, you will not be'. The 'happening this month?' section features a photo of a woman and text: 'Coho will be offering theme tasting every Saturday from 1pm-3pm at each of its tasting rooms. This is an opportunity for you to sample some of our premium reds and whites, and we will showcase a new wine each week. This week, we will be tapping into our Limited Reserve, so expect a crowd if you plan to attend. The cost is \$7 per person. If you have'.

Formatting Differences

Same view in Word Web App

Not the same view in Google Docs

Word Web App

HAYDEN MANAGEMENT

Product Launch Revenue Plan



Overview

In the previous meeting of the board of directors funds were approved to take the product "Innovate 1" to market. They have also allocated a sum of \$250,000 towards market identification and launch efforts. This document describes in brief the objective set forth by the VP of marketing pursuant to the board's decision.

Summary

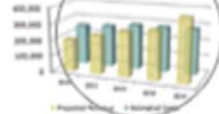
After years of market research and focused creative effort we are in a position to take our "Innovate 1" to market. We have a three phase approach in place to complete the product and take the product to market. The first step of this initiative is to test the market. Once we have identified the market, then we will make any final product development changes to meet customer demands and in the final phase to launch this product to drive that effectively keeps down costs while meeting sales goals.

- Phase 1: Review market tests, marketing plans, and expected sales goals.
- Phase 2: Developers complete final build of the solution.
- Phase 3: The launch phase.

Financial Overview

Included are the estimated investment costs to introduce the new product. As you can see for the first 3 years we will be in the investment phase. Generating market demand and building our reputation in this category. By 2014 we expect to be profitable.

Year	Projected Revenue	Estimated Costs
2010	200,000	290,000
2011	240,000	280,000
2012	280,000	280,000
2013	300,000	280,000
2014	390,000	285,000



Details

Out of the \$250,000 allocated for this effort, we would like to spend about \$50,000 towards the identification of the market. For this we are allowed to engage with a marketing consulting

Hayden Management | Confidential

Google Documents

Hayden Management

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Work on title Productive – File Fidelity is fully supported with Office 365, lacking with Google Docs

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HAYDEN MANAGEMENT

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Note: Orange circles highlight the Overview Section, Summary, and Financial Overview table in this screenshot.

Google docs Product_Launch_proposal.docx

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Note: Red boxes and question marks highlight missing content in the Summary and Financial Overview sections.

Live Demonstration