

# Your journey to the cloud



Making change easy with G Suite

Google Cloud

## Executive summary

With the right technology, you can transform people's behavior. Take the case of fitness devices. As they track and give feedback on our activity levels, the phenomenon of behavioral awareness kicks in: knowing how we're performing can inspire us to take the stairs over the elevator. Organizations are even creating incentives for employees to take better care of themselves.<sup>1</sup>

It's the same in business. Technology helps shift our behavior to render it reality. Transitioning to the cloud helps companies boost operational efficiency and cost savings. So it's no surprise that the business world is embracing the cloud and everything it has to offer.

We're guessing that moving your company's tools to the cloud is probably on your to-do list already, but it can be an intimidating leap for IT managers to implement change. Google Cloud has been supporting Fortune 500, small-to-medium businesses and educational institutions in the cloud for over ten years, and we've seen cloud adoption go from cutting-edge to mainstream. As cloud technology becomes more and more intuitive, and users naturally more savvy, implementing change is getting easier and easier for IT.

Still, you'd probably like to know a little more before you take the leap to the cloud, right?

In this white paper, we'll examine the benefits of cloud-based collaboration tools, how to prove the cost savings and value-add to your board, and what lies "under the hood" for the IT manager with some of our best practices for integration, migration and change management.

Let's fly. Read on to learn more.

The G Suite team

Want to continue the discussion?

[Learn more](#) about G Suite or call us now at (855) 778-5079.

<sup>1</sup> Source: [goo.gl/vvVma0](http://goo.gl/vvVma0)

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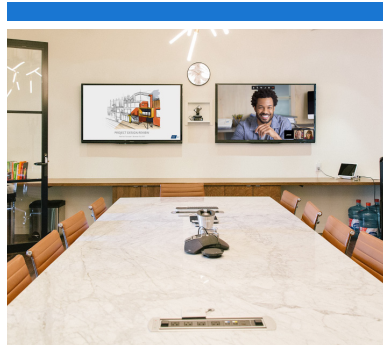


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## Why change, now?

Cloud-based technology is no longer for the progressive few, and those who choose to stay out of the cloud risk getting left behind.

## The cloud as competitive advantage

A [report commissioned from Deloitte](#) revealed some crucial insights for companies weighing a move to the cloud: organizations using the cloud grow 26% faster and are 21% more profitable than organizations that do not.<sup>2</sup> And we're not just talking about startups; 79% of relatively mature companies<sup>3</sup>—those older than 5 years, growing at less than 10% per year—believe in cloud technology as a way to gain access and exposure to new markets and revenue streams.

For companies working with demanding business partners in a fast-moving marketplace, having the right tools is essential to building a culture of efficiency, collaboration and security.

Businesses using  
cloud & mobile tools  
**grow 26% annually**

— Deloitte



<sup>2</sup> Deloitte, "Small business, big technology: How the cloud enables rapid growth in SMBs," September 2014.

<http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-tmt-small-business-big-technology.pdf>

<sup>3</sup> Ibid.



Still, how do we choose the tools that won't just solve our business challenges today, but allow us to anticipate tomorrow's needs and adapt for the future? And how to handle the risks inherent in big change?

Versatile. Scalable. Affordable. This is what the cloud is made for.

## Intuitive tools inspire better adoption

IT and business leaders today are grappling with the ever-increasing use of personal devices and unauthorized apps at the office, often referred to as "[Shadow IT](#)."

This rapidly emerging trend comes as a natural response to employees looking for ways to create and collaborate with the same ease, efficiency and freedom that they do in their everyday lives. While the rise of Shadow IT can pose numerous security risks to companies, it also offers unique opportunities for businesses to rethink their traditional tools and processes in ways that both support productivity and innovation while minimizing risk.

Instead of fighting Shadow IT, embrace it, by introducing a legitimate technology that's intuitive and familiar to all users. With G Suite, IT can capitalize on users' inherent tendency to collaborate with familiar tools in a way that's simple and secure.

### 4 great reasons to go to the cloud:

1. Operational **efficiency**
2. Reliable **expertise** of security champions
3. Efficient and productive **collaboration**
4. **Mobility access** across devices

### Last time we checked:

- More than two million paying organizations are actively using G Suite, including companies like The New York Times, Salesforce, Roche, Whirlpool, Veolia, Air Liquide and BBVA.
- More than 1,800 customers sign up for Google Drive every week.
- There are more than 900M active Gmail users.
- 60% of Fortune 500s use Google Cloud.



For IT professionals charged with making the decisions that will inspire employee adoption and influence their companies' trajectories, the choices are daunting. Expensive, complex systems might dazzle with their capability promises, but users prefer simple and familiar apps.

This is one of the reasons G Suite has seen incredible momentum. It's familiar. It's intuitive. And it works.

“ Tools like Gmail and Google Docs have other benefits too—staff are familiar with these tools from their personal lives, and when given a choice, 73% of our employees voted to use G Suite. ”

— Ernest L. Cu, President and CEO, *Globe Telecom*

## What's available to you when you choose G Suite's integrated suite of tools:

### Communicate



Gmail



Hangouts



Calendar



Google+

### Store



Drive

### Collaborate



Docs



Sheets



Slides



Forms



Sites

### Manage



Admin



Vault



## Collaboration: just good business

Some special magic happens when two people put their heads together. Ideas are sparked, creativity flows, solutions manifest.

Organizations agree that the level of collaboration between employees and teams has huge impact on company growth. In fact, in a study Google conducted with Raconteur surveying senior staff and C-suite executives at 258 North American companies, more than half ranked collaboration-related measures as the #1 thing they'd do to increase profitability.<sup>4</sup>



[WATCH DEBORAH BOTHUN'S INTERVIEW »](#)

Collaboration applies to every corner of business, from planning to project management, from R&D to business development. Yet, when handled incorrectly, collaboration can quickly devolve into a laborious cycle of back-and-forth emails as teams wait for input and signoff from various players. When we talk about collaboration, what we're really talking about is more efficient collaboration.



**73%** of respondents believe that their organization would be more successful if employees had the tools to work in a more flexible and collaborative way.<sup>5</sup>

“By giving our teams the right tools to collaborate, we're helping them to create and compete in new ways. With G Suite tools, our teams are more engaged, productive and mobile. And we're adding more value for our clients, at a faster pace, as a result.”

— Deborah Bothun, U.S. Entertainment, Media and Communications Leader, PwC

<sup>4</sup> Google and Raconteur, "Working better together: A study of collaboration and innovation in the workplace," June 20, 2015. [goo.gl/aA6EXc](http://goo.gl/aA6EXc)

<sup>5</sup> Ibid.

On September 29, 2016, "Google Apps for Work" was renamed as "G Suite." Original references in this document to the names "Google Apps" or "Google Apps for Work" may have been updated to reflect this change.



## The business case for the board

By now, everyone can agree that collaboration and mobility positively impact day-to-day work. But when faced with a move to cloud-based apps, your board will probably have questions about the cost, value and security of G Suite. You need real numbers and tangible facts to make a case for G Suite, and we have them here.

### Affordability combined with high value

SoftWatch's survey recently unveiled that the average worker spends 4 minutes a day in Word, 10 minutes a day in Excel, and 1 minute a day in PowerPoint. As companies get larger, individual usage goes down even more.<sup>6</sup> So why invest in multiple, complex systems when efficient tools, easy to manage and easy to use, are all you really need?

G Suite's straightforward \$5 or \$10 per-user per month pricing gives you access to email, file storage and sharing, video conferencing, calendars, docs and more. And G Suite is compatible with Office files. You pay as you grow, and there's no hardware to purchase or software to update.

“ Our priority has been to pick tools that can transform our business, and for this we rely on G Suite. Moving from Microsoft Exchange saved us 50% in IT costs alone. ”

— Tom Percival, Co-founder, *graze.com*

[Read more about graze's story](#)

<sup>6</sup> SoftWatch Benchmark, "SoftWatch Benchmark: Real Usage of MS Office Applications," April 2014.

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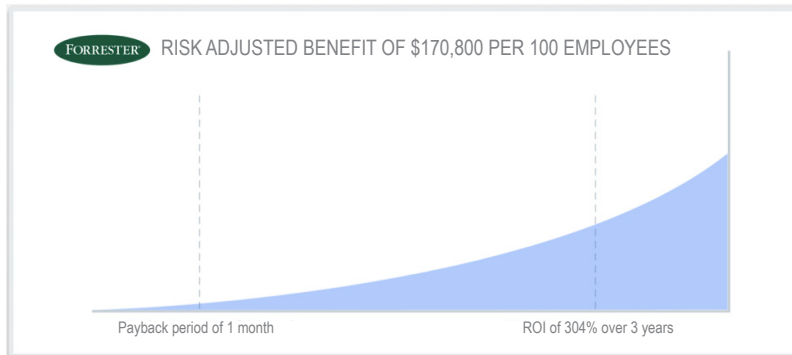
## Cost savings *and* value-add

Google commissioned Forrester Consulting to conduct a [Total Economic Impact \(TEI\) study](#) to answer the question “Just how much value do G Suite customers get?”

By examining six of Google’s current customers over a three-year period, Forrester created an example composite organization representative of the typical G Suite customer experience. Within this organization, employees streamlined their business processes by working together in real time using Google Docs, Sheets and Slides; created project collaboration spaces in Google Sites; and accessed and shared files in Google Drive.

Here are some of the highlights of what this composite company achieved using G Suite:

- ✓ Return on investment of 304% over 3 years
- ✓ Risk adjusted benefit of \$1,708 per user



Source: Forrester Consulting’s Total Economic Impact™ of Google Apps for Work [G Suite]

- ✓ Payback period of 1 month
- ✓ Saved each employee up to 2 hours a week

G Suite also created a positive environment for employees, one where they could work together to innovate and improve business performance, no matter where they were in the world.

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“ When I did a cost and benefit analysis, it was clear we needed to move to the cloud. We discovered that Microsoft Office 365 would cost about 13 times more for us than G Suite. ”

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

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“ Prior to using G Suite, it took our editors 24 hours to interview a celebrity, create a blog post and to publish the post online. Now, the process is cut down to 1- 2 hours, which gives us a huge competitive advantage over other online publications. ”

— Bjorn Pave, Director of Information Technology, POPSUGAR

[Read the full story](#)



## Built for scale, security and privacy

### Unparalleled scale

G Suite was built as a 100% cloud-based solution from the very start, 10 years ago, leveraging the same cloud infrastructure that allows Google to return billions of search results in milliseconds, serve 6 billion hours of YouTube video per month, and provide storage for 900 million Gmail users and services to more than 5 million businesses who have chosen G Suite.

### Making security a priority

Google employs more than 500 full-time engineers—including some of the world's most recognized security experts—to protect customer data. And all of our data centers have received ISO 270110 certification.

But it's not just about Google being more secure; we give you the tools so you can be more secure. We've recently launched many security enhancements, including Information Rights Management (IRM), custom audit alerts, new sharing controls, Password Alert, new password recovery options, Whitelisted Domain sharing, increased [email security and compliance with attachment scanning and file type detection](#) and the [Security Key](#).<sup>9</sup> We also make sure we and our partners are always here when you need us, offering you the right [support](#), 24/7.

### What about privacy?

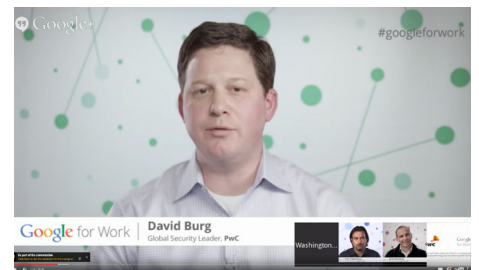
G Suite customers own their data, not Google. The data that companies, schools and students put into Google's systems is theirs; Google does not sell this data to third parties. We offer a detailed [Data Processing Amendment](#) to elaborate on this commitment.

Read more about [how Google protects your data](#)

“ [Google's] ability to build, organize and operate a huge network of servers and fiber-optic cables with an efficiency and speed that rocks physics on its heels ... This is what makes Google Google: its physical network, its thousands of fiber miles, and those many thousands of servers that, in aggregate, add up to the mother of all clouds. ”

— WIRED Magazine<sup>8</sup>

[Read more](#)



**WATCH THE DISCUSSION BETWEEN DAVID BURG, PwC'S GLOBAL CYBERSECURITY EXPERT AND ERAN FEIGENBAUM, GOOGLE CLOUD'S DIRECTOR OF SECURITY »**

<sup>8</sup> [goo.gl/FBPX11](http://goo.gl/FBPX11)

<sup>9</sup> Reference: G Suite blog, security and compliance section. <http://goo.gl/ulshpD>



## Integration, migration and a world of possibilities

Every company has its own industry-specific technical requirements and tools, and you've probably worked pretty hard to build the solutions you're already using. Do you have to scrap them and start over? Not at all.

G Suite has the flexibility to integrate the systems that are already working for you with new cloud-based tools. Leveraging our apps and partners, you can customize a solution that perfectly blends the best of what you already have with the benefits of the cloud—completing the puzzle.

## Integration with your existing infrastructure

You want better functionality without losing any existing data or capabilities. We get it. G Suite can seamlessly replace or add on to your current solutions.

For instance, if Microsoft's Office® Suite has been the backbone of your productivity until now, you are probably wondering how it will integrate with G Suite. Our partners and teams have a proven methodology for this.

### Easy, secure email migration

This is often a big question for companies looking to move to the cloud. If you're using Microsoft Exchange servers now, we have the tools to migrate your email system to Gmail in a stress-free way that won't mean lost data or a big installation production. [Check the best practices](#)

### Microsoft Office interoperability

Some collaborators within your organization may still be using Microsoft Office files. Not a problem with G Suite. They can edit, download and convert Office files in Google Docs, Sheets and Slides.

To edit an Office file, they can either:

- Edit the file using Office Compatibility Mode (OCM)
- Convert the file to Google Docs, Sheets or Slides
- Use [Google Drive plug-in for Microsoft Office](#): Open Word, Excel, and PowerPoint documents stored in Drive, and save changes back to Drive (Windows)

Once they've edited a Google Docs, Sheets or Slides file, you can then save and export it as an Office file to share with others. [Read more](#)



## A thriving ecosystem

Good collaboration solutions don't exist in a vacuum; they are part of a rich ecosystem that extends way beyond the Google domain. To help you thrive in that ecosystem, we have a library of closely vetted third-party apps that sync tightly with G Suite, we work closely with key enterprise partners to ensure compatibility, and we offer a robust Google Drive API.

### Extend your apps with G Suite Marketplace

Hundreds of third-party apps integrate directly with G Suite—like BetterCloud, which automates management of your domain, and LucidChart, which helps you create beautiful diagrams within Drive.

G Suite Marketplace enables administrators and employees to find applications to help them get work done. From Asana (a team management tool) to Zapier (a way to connect apps you use and automate tasks), you can find the right app to solve your organization's needs.

### Integrate G Suite with your other apps and workflows using APIs

We have integration with key enterprise partners like [SAP](#) and [Salesforce](#), and partners like [AODocs](#) to help migrate legacy SharePoint repositories to G Suite, while preserving all the custom document properties, permissions and version history.

The Google Drive API lets you sync data from your app directly with users' Google Drive accounts. And our REST APIs let your app work with users' mail, calendars, contacts and other data. Our rich API capabilities help you keep your typical workflow intact. [Read more.](#)

The screenshot displays the G Suite Marketplace interface. At the top, there is a search bar and navigation tabs for Business Tools, Productivity, Education, Communication, and Utilities. A featured banner for BetterCloud is prominent, with the text "Critical Insights. Automated Management. Intelligent Data Security for Google Apps". Below this, the "Most Popular" section features four app cards: MailChimp (2,888,180 users), Zoho CRM (10 Users Free, 1,158,629 users), Wrike: Project Management (2,658,784 users), and Mavenlink Project Management (7,198,574 users). The "New Arrivals" section includes Metadrive for Docs (5 users), Nimbros HR (228 users), Lesson Plan Submit (4,815 users), and cflow workflow automation software (88 users).



## Migration best practices

We've seen a lot of companies migrate to our cloud-based apps, and we can recommend experienced partners to help you integrate G Suite with your legacy infrastructure and guide you in best practices.

In our experience, the most successful deployments consist of three phases:

**Phase 1:** Core IT gives your IT team about 4 weeks to become familiar with the features before actual data migration occurs.

**Phase 2:** Early Adopters (5-10% of your company, representing a broad cross-section of roles and office locations) begin data migration.

**Phase 3:** Global Go-Live aka "The Big Day."

During each phase, you'll progressively configure more G Suite features, migrate more data over from your legacy system and progressively move users to G Suite.

“ Motorola Solutions moved its entire workforce of 17,000 employees, and about 5,000 contractors and vendors, to Google Cloud. The company set up drop-in training centers in the cafeteria. IT staff worked the help desk for two days. And 1,000 staffers, trained beforehand to help ease the process for others, wore bright orange shirts and tied orange balloons to their cubicles so they were easy to spot. ”

— [CIO.com How Motorola Solutions \(and its 22,000 workers\) ditched Microsoft for Google](#)



## What about change management?

Kim Wylie, Global Lead, Change Management, Google Cloud, has several tips for making change happen:

- Engage with one of our partner experts who can ensure a smooth transition. Our partners are intimate and adept with Google's transformation methodology and they can maximize the value your organization will get from a switch to the cloud.
- Encourage your leaders to lead by example, making sure they're using the new technology right up front and embracing the power of collaboration that it brings.
- Create an engaging and fun communication plan that will explain the details of the move to G Suite and exactly what benefits the employees are going to see.
- Understand the profile of your employees so you can train them on how they can best use G Suite to collaborate with each other, customers and vendors in new and more efficient ways.



[WATCH KIM WYLIE, GLOBAL LEAD, CHANGE MANAGEMENT, GOOGLE CLOUD, SHARE HER TOP TIPS FOR MAKING CHANGE HAPPEN »](#)

## Conclusion

So there you have it. With Google's cloud collaboration tools, your organization can shuffle yesterday's installations, upgrades and patches out the door. By integrating features that all your users can tap into on their devices, anywhere, collaboration and productivity become the normal everyday experience companywide. G Suite's experienced team and partners will help you make your journey to the cloud a positive one.

Want to continue the discussion? [Learn more](#) about G Suite or call us now at (855) 778-5079.