



The Radicati Group, Inc.
www.radicati.com

Google Apps vs. Microsoft Office 365

A Radicati Group Webconference

9:30 am, PT
August 25, 2011

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Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ Shan Sinha, *Group Product Manager for Business Messaging, Google*
- ▶ Elisa Graceffo, *Group Product Manager Microsoft Office 365, Microsoft*

Agenda:

- ▶ *Presentations from Google and Microsoft*
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



Google Apps for Business

Designed for teams, built for the web

Shan Sinha
Google Apps Product Manager

Unique value for our customers



Pure & Proven Cloud

100% browser based
Rapid innovation
Enviably secure & reliable



Designed for Teams

Real-time collaboration
Socially aware
Across organisation borders



Simple & Affordable

Simple licensing
Supported for everyone
Low TCO



Productive Anywhere

Device agnostic
Viewing AND editing
Interchangeable experience

Pure & Proven Cloud

100% Web

All applications accessed via the browser
No thick-client software to install and maintain
100s of integrated partner apps, just a click away

Rapid Innovation

Over 125 new features in 2010 released directly to the user
Unique new capabilities like automatic translation in Gmail & Talk
'Scheduled release' or 'rapid release' to suit your needs

Enviably Reliable, Scale & Security

99.984% uptime in 2010, 99.9% uptime SLA
>3M businesses, >30M users, hundreds of millions of consumers
SAS70 Type II, FISMA (US), 24/7 threat identification



Designed for Teams



Real-Time Collaboration

True real-time editing with no conflicts to resolve
Intuitive UI with 2-click sharing

Everyone can be Involved

Colleagues, customers and partners can all collaborate
No additional costs or software required

Socially Aware

See others editing alongside you
Comments that bring people into your documents

Productive Anywhere



View AND Edit

Not just access to information, but collaboration on the go
Adaptable to your situation with features like voice input

Device Agnostic

Gmail, Calendar and Docs on any web-enabled device
Seamless experience with BlackBerry, iPhone, Symbian
and Android

Interchangeable Experience

Consistent user experience across all devices and form factors
Start on your phone, move to your tablet, finish on your phone

Simple & Affordable



Simple licensing

Single price meeting the needs of all users
No additional costs to consider

Low TCO

\$50/user/year, that's what you pay
Proven deployment tools and training

Open & Consistent

Phone and email support for all businesses
Transparent availability dashboard available to everyone
No lock-in with initiatives like the Data Liberation Front

Tools for today's workers



Gmail *Huge inbox with search. Keep and find everything.*



Talk *Business class IM and VC as easy as email.*



Groups *Let users easily create and work in teams.*



Calendar *Make sharing calendars and schedules easy.*



Docs *Makes collaborating as easy as creating.*



Google Cloud Connect *Co-authoring in Microsoft Office.*



Sites *Allow users to manage their own sites.*



Video *Unlock the power of video within your business.*



Postini *Security and compliance solutions.*

3M businesses have gone Google – 3,000 more each day



The image shows a world map with various company logos placed over different continents, illustrating global reach. The logos are as follows:

- North America:** Virgin America, Motorola, Delta Hotels, City of Los Angeles (Founded 1781), Diversey (for a cleaner, healthier future™), Genentech, Concha y Toro, LAN.
- Europe:** Rentokil Initial, Jaguar, Land Rover, Euromaster, The Guardian, Valeo, Orient-Express.
- Asia:** Fujisoft, Tata, JTB, India Infoline (IT'S ALL ABOUT MONEY. HONEY!), NTT Docomo (DOCOMO interTouch), Flight Centre, Ray White (REAL ESTATE).

Learn more at google.com/apps



Radicati Webinar: Office 365

Elisa Graceffo

Group Product Manager, Office 365

Microsoft Office 365

BRINGING TOGETHER CLOUD VERSIONS OF OUR MOST TRUSTED COMMUNICATIONS AND COLLABORATION PRODUCTS WITH THE LATEST VERSION OF OUR DESKTOP SUITE FOR BUSINESSES OF ALL SIZES.

 Microsoft®
Office Professional Plus

.....

 Microsoft®
Exchange Online

.....

 Microsoft®
SharePoint® Online

.....

 Microsoft®
Lync™ Online

.....

 Microsoft®
Office 365



Microsoft Office 365 Value

DELIVERING THE POWER OF CLOUD PRODUCTIVITY TO BUSINESSES OF ALL SIZES,
HELPING TO SAVE TIME, MONEY AND FREE UP VALUED RESOURCES

BEST PRODUCTIVITY EXPERIENCE

Work together, smarter



ACCESS ANYWHERE*

Solve problems from more places



WORKS WITH WHAT YOU KNOW

No learning curve



ROBUST SECURITY AND RELIABILITY

99.9% uptime.
Guaranteed.



IT CONTROL AND EFFICIENCY

Cloud control



What's New in Office 365



- Flexible service offering with pay-as-you-go, per-user licensing
- The complete Office experience with services integration in Office 365
- Always the latest version of the Office apps, including Office Web Apps
- Familiar Office user experience to access services



- Voicemail with unified messaging
- Integrated personal archiving
- Retention policies and legal hold
- Exchange Control Panel
- Free/busy coexistence
- Cross-premises management



- My Sites to manage and share documents
- Access documents offline
- Improved Team & Project Sites
- Document-level permissions to protect sensitive content
- Cross site collection search



- IM & Presence across firewalls
- GAL/Skill search in SharePoint
- Online meeting with desktop sharing
- Activity feeds
- Contact photos
- Click to communicate from Office contact cards

Platform Capabilities

- New user interface
- Role based access
- Identity federation
- Multi-factor authentication support

Why Microsoft ?

Enterprise credibility

- 40 million+ paying customers of Microsoft Online Services including 50% of Fortune 500 companies
- 20+ years experience in building enterprise software
- 16,000 partners committed to BPOS
- Global reach: Microsoft Office 365 available in 40 countries and localized into 20 languages

Rich and familiar capabilities

- Same best-in-class features found in Exchange, SharePoint, Lync, and Office apps
- Seamless transition and experience for users
- Anywhere access across phones, browsers, and PCs

Most compelling vision

- Right offers for the right users
- Power of choice: on-premises, online, or hybrid
- Continuous innovations every 90 days
- Major and minor update policy respectful to IT pro need for control
- Service delivery platform approach enabling new services across Microsoft and partners

Customer Examples



"Coca-Cola Enterprises needed to simplify its communication and collaboration technologies to provide better business value to our employees. Microsoft Online gave us the technology to do so and exceeded our expectations."

John Key,
Assistant Director of
Communication and Collaboration
Technologies,
Coca-Cola Enterprises



"With the successful rollout of Microsoft Online Services to our North American stores, we have demonstrated that we can go into the 'cloud' with confidence."

John Shepard
Director, Global IT Infrastructure
Services, Starbucks



"User response has been overwhelmingly positive. Our employees are thrilled to have a modern, familiar email program, which makes them more efficient and productive."

Mike Strause
IT Architect, Global Shared
Services, Godiva Chocolatier

Customers are Embracing Cloud Productivity with Microsoft



| Microsoft Confidential





Thank You!

Elisa Graceffo: elisagra@microsoft.com

For more information: office365.microsoft.com

Your Speaker Panel



The Radicati Group, Inc.
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- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **Shan Sinha**
Group Product Manager for Business Messaging, Google
- ▶ **Elisa Graceffo**
Group Product Manager Microsoft Office 365, Microsoft

Thank You!



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New Reports published by The Radicati Group:

- ▶ Hosted Email Market, 2011–2015
- ▶ Email Archiving Market, 2011–2015
- ▶ Email Statistics Report, 2011–2015
- ▶ IBM Lotus Notes and Domino Market Analysis, 2011–2015
- ▶ Google Email and Collaboration Market Analysis, 2011–2015
- ▶ Microsoft SharePoint Market Analysis, 2011–2015
- ▶ Microsoft Exchange and Outlook Market Analysis, 2011–2015

You can view all our published and upcoming reports at www.radicati.com