

7 Keys to Comparing Google Apps Premier Edition with Microsoft Exchange Server 2003/2007

Partner Guide



Introduction

Google Apps Premier Edition is Google's Software as a Service (SaaS) solution for business messaging, collaboration, and security. It includes Gmail, with integrated voice and video chat, Google Calendar, Google Docs, Google Sites, and Google Video. Google Apps is a reliable, cost-effective solution for keeping employees connected and improving their productivity.

Microsoft® Exchange Server is Microsoft's on-premise solution for enterprise messaging. It includes support for email, calendar, contacts, and tasks. It requires client software, typically Microsoft Outlook®, to connect to these services. Microsoft Exchange is a mature product with a large installed base across businesses of all sizes. The current version is 2007, but the previous version (2003) is still in use.

Remember 7 key differentiators when helping your customers compare Google Apps Premier Edition and Microsoft Exchange Server 2003/2007: (1) initial investment, (2) maintenance, (3) uptime, (4) collaboration, (5) security, (6) mobile access, and (7) total cost of ownership.

Feature Comparison

Feature	Google Apps Premier Edition	Exchange Server 2003	Exchange Server 2007
Email Included	Yes	Yes	Yes
Email Storage	25 GB	Varies by deployment (average ~100 MB)	Varies by deployment (average ~1 GB)
Calendar	Yes	Yes	Yes
Contacts	Yes	Yes	Yes
Tasks	Yes (in Gmail Labs)	Yes	Yes
Instant Messaging	Yes	Yes	Yes
Voice and Video Chat	Yes	No	No
Productivity and Collaboration apps	Yes	No	No
Client software required	No (web browser only)	Yes	Yes
On-premise hardware	No	Yes	Yes

1 Initial Investment and Scaling

Google Apps Premier Edition

- Google Apps uses a SaaS model – users access all applications through a web browser. The online list price is \$50 per user per year. Resellers receive a discount on this price and set their own rates for charging customers.
- Google manages the infrastructure for delivering applications and all user information is stored in Google's data centers.
- Customers don't need to purchase or configure new hardware to use Google Apps.

- Customers pay only an annual per user licensing fee so businesses can easily add new users as their organization grows or remove users when downsizing.
- Google manages user data so businesses don't need to invest in complex backup systems or add storage capacity as email volume increases.

Microsoft Exchange Server 2003–07

- Before even starting with Exchange Server, customers need to make an upfront investment of at least several thousand dollars in hardware and software. Pricing is complex and depends on the volume of licenses and bundle of products – reseller prices may vary from list prices.
- First, customers must purchase one or more on-premise servers to run the software.
- Next, customers need to buy and install Windows Server® on each machine (list price of \$1,000 for Standard Edition and \$4,000 for Enterprise Edition plus a client access license fee (CAL) of about \$40/user).
- Customers must then buy an Exchange Server license for each server (list price of \$700 for Standard Edition and \$4,000 for Enterprise Edition), and Exchange CALs for each user (list price of \$67/user for Standard and \$92/user for Enterprise).
- Finally, customers need to purchase and configure client software like Microsoft Office for each user to connect to the Exchange Server.
- As their users grow, customers need to invest in additional servers, backup systems, other hardware, and software. If their number of users ever shrinks, customer can be left with unused equipment.

2 Maintenance and Upgrades

Google Apps Premier Edition

- Google Apps customers pay a flat licensing fee per user per year – there are no additional maintenance fees.
- New features are continually being added to Google Apps and users can benefit from them as soon as they are available without updating or re-configuring software.
- In 2008, Google added 68 new features including new applications (Google Sites and Google Video) without additional charges.

Microsoft Exchange Server 2003–07

- Customers must make upgrades to on-premise servers to benefit from bug fixes and new features, which requires downtime and IT resources.
- Customers may also need to upgrade client software on user machines to maintain compatibility, which decreases worker productivity and adds cost.
- A 1,000 person company can expect to spend on average \$26/user per year on infrastructure maintenance (from Google Apps Savings Calculator – www.google.com/apps/intl/en/business/messaging_value.html)

3 Uptime

Google Apps Premier Edition

- Google provides a 99.9% uptime service level agreement (SLA) for Gmail, Google Calendar, Google Docs, Google Sites, and Google Talk services.

- User data is stored securely in multiple, geographically-dispersed data centers – so even if a server crashes or an entire data center goes offline, users can still access their email and other data.

Microsoft Exchange Server 2003–07

- Customers are responsible for keeping their Exchange Server running so downtime depends on their ability to resolve issues.
- Data backup and disaster recovery solutions require additional hardware purchases and additional IT resources to setup and maintain.
- Exchange customers experience an average of 1.5 hours per month of planned downtime and an additional hour of unplanned downtime (compared to no scheduled downtime and average unscheduled downtime of only 10–15 minutes per month for Google Apps users). For details see: googleblog.blogspot.com/2008/10/what-we-learned-from-1-million.html

4 Productivity and Collaboration

Google Apps Premier Edition

- In addition to Gmail and Google Calendar, Google Apps Premier Edition includes Google Docs, Google Sites, and Google Video.
- Google Docs lets users view and collaborate on documents, spreadsheets, and presentations in the browser – without the hassle of attachments or version tracking.
- Google Sites lets users build web sites for sharing knowledge, managing projects, and other things without needing any programming skills.
- Google Video gives businesses secure and private video sharing over the web – without the need to share large files or complex infrastructure.

Microsoft Exchange Server 2003–07

- Microsoft Exchange Server does not include productivity and collaboration applications. Customers must purchase additional software like Microsoft Office, which lacks the collaboration features in Google Apps.
- To get instant messaging, presence, and unified communication with voice, customers need to license and run Microsoft Office Communications Server (these features are already included in Gmail).

5 Information Security

Google Apps Premier Edition

- Google operates one of the largest networks of distributed data centers in the world, and goes to great lengths to protect the data and intellectual property on these servers.
- Google’s facilities are protected around the clock by a dedicated security operations team.
- Each Google application is built from the ground up with security in mind, and external security audits are regularly conducted to provide additional assurance.

- Google Apps data is fractured and obfuscated across multiple servers and disks, making it human-unreadable. The controls, processes, and policies that protect the data have successfully completed a SAS 70 Type II audit.
- Google relies on Google Apps for all its corporate email, meetings, and confidential information like product design specs. Google trusts its data to the same products available to its customers.

Microsoft Exchange Server 2003–07

- Each customer is responsible for maintaining their own security – although every organization takes security extremely seriously, it's unlikely that each company will have the resources to invest as heavily in security as Google has, since Google can pool its resources across many customers.
- Administrators must frequently install new security patches to keep servers up-to-date, and server misconfiguration or lack of hardening can create vulnerabilities.
- Data is stored on local machines so users often need to send files in an email or put them on a USB key or CD to work on a home computer. This exposes the company to leaks beyond the administrator's control. With Google Apps, all data is available anywhere through a browser so this problem goes away.

6 Mobile Access

Google Apps Premier Edition

- Google Apps supports mobile access for email, calendar, and other data.
- Google provides a free application for accessing email on most Java-enabled phones and smartphones, and Gmail's support for IMAP also allows integration with native mail clients on many phones. Partner solutions are available for full push access to email.
- Google Sync (Beta) for Mobile keeps the calendar and contacts on a user's phone and on the web synchronized (available for free on the iPhone, Blackberry phones, Android phones, and other devices).
- Web interfaces optimized for mobile browsers are also available for Gmail, Google Calendar, and Google Docs.

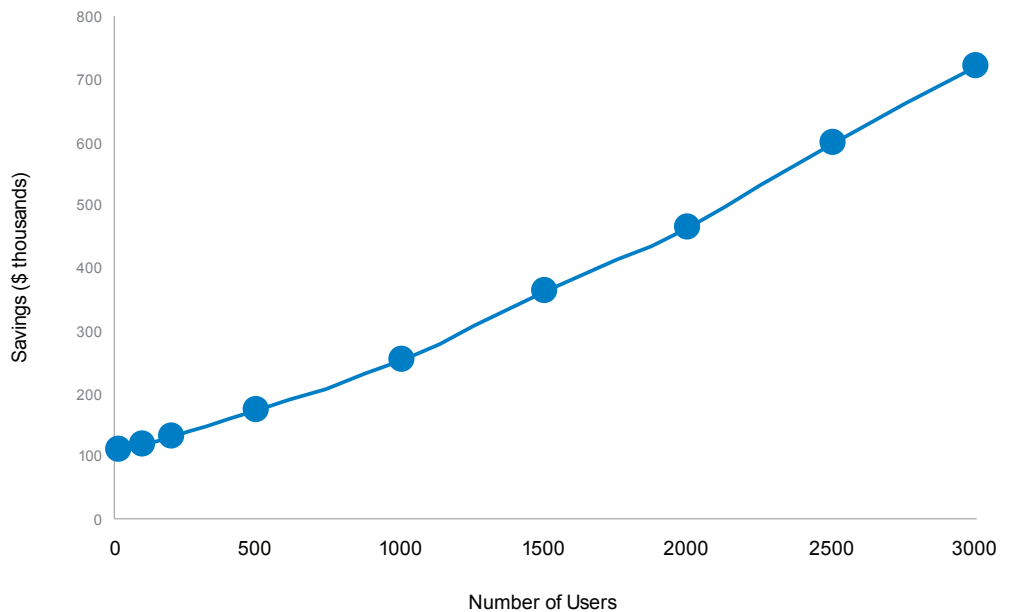
Microsoft Exchange Server 2003–07

- Microsoft Exchange Server supports push-based mobile access for email, calendar, contacts, and other data on Exchange ActiveSync®-enabled devices. Support for Exchange ActiveSync is built into Windows Mobile®-based devices and phones from manufacturers including Apple, Palm, and Nokia.
- The Exchange ActiveSync protocol also lets administrators enforce security policies and commands over the air including remote wipe if a device is lost or stolen.
- Integration with Blackberry Enterprise Server (BES) allows push-based access to user data through the native interface on Blackberry devices, but this always requires purchasing and running a BES. With Google Apps, customers don't need to do this to get email on Blackberry devices, which reduces costs.

7 Total Cost of Ownership

With no upfront hardware investments and no infrastructure maintenance costs, companies of all sizes can save money by switching to Google Apps Premier Edition from Microsoft Exchange Server.

This chart shows estimated savings over three years from using Google Apps instead of Microsoft Exchange Server 2007:



Savings estimates are based on sample customers, and may not reflect your actual experience with Google Apps or Microsoft Exchange 2007. See the Google Apps savings calculator to learn more and produce your own savings estimates: www.google.com/apps/intl/en/business/messaging_value.html

Questions to Ask Customers

The following are a set of questions that you can ask your customers to help determine if Google Apps is a good fit for their business.

- Does your company have the internal IT resources to monitor and maintain on-premise servers? Or would you need to hire contractors to do repair and maintenance work?
- Does your company have the security expertise and manpower to keep on-premise data safe from malicious attacks?
- Are you planning to add new users who will need additional hardware and software as your company grows?
- Do you want to give email and calendar access to some of your existing employees but haven't been able to due to prohibitive costs?
- Do your users need a better way to share and collaborate than emailing large files back and forth?

- Do your users need to access email, calendar, and files from multiple computers or when they're away from the office and can't connect to your corporate network?

Answers to Commonly Asked Questions

Who owns the data stored in Google Apps?

To put it simply, Google does not own user data. We do not take a position on whether the data belongs to the institution signing up for Apps, or the individual user (that's between them), but we know it doesn't belong to us.

The data which customers put into our systems is theirs, and we believe it should stay that way. We think that means three key things. We won't share your data with others except as noted in our Privacy Policy (www.google.com/privacypolicy.html). We keep customers' data as long as they require us to keep it. Finally, users should be able to take your data with them if they choose to use external services in conjunction with Google Apps or stop using our services altogether.

Can I use Google Apps if my users are not always connected to the internet?

Yes. Most Google Apps can be used without an internet connection through the Google Gears browser plugin. Offline Gmail can be enabled through Gmail labs. Once enabled, users can read and write emails in Gmail offline just like they would online. When the user re-connects to the internet, all changes are synchronized with Google servers.

An offline version of Google Docs lets users edit documents and view spreadsheets in a read-only mode. Google Calendar can also be viewed in a read-only mode offline.

Can email and calendar events be migrated from Microsoft Exchange to Google Apps?

Yes. Google Apps Premier Edition has a set of migration utilities and APIs to pull data from your existing systems and migrate that data to Google Apps. In addition, Google has a growing number of partners who specialize in Google Apps roll out, system migration, implementation, and co-existence.

Can I use Google Apps with Microsoft Active Directory®?

Yes, you can automatically provision users and groups based on the user data in Microsoft Active Directory and other LDAP servers like Lotus Domino. Google provides a free tool for doing this – Google Apps Directory Sync, which connects to a Google Apps account and adds/deletes user accounts to match existing organizational schema. You can learn more about the Google Apps Directory Sync on the Google Apps Help Center (www.google.com/support/a/).

There are also many vendors who offer complementary products for managing accounts and authenticating users. You can learn more about these offerings on the Solutions Marketplace (www.google.com/enterprise/marketplace).

Is Google Apps compatible with Microsoft Office?

Yes, businesses that would like to continue to use Microsoft Office alongside Google Apps can do so – although most customers do not find this necessary.

Google Docs allows import from and export to Microsoft Office file formats as well as many other standards such as PDF and OpenOffice. Gmail allows you to read your Microsoft Word, Microsoft Powerpoint®, and PDF documents directly from your inbox without additional software.

ADDITIONAL RESOURCES

Google Apps Overview
www.google.com/a

Google Apps Savings Calculator
www.google.com/apps/intl/en/business/messaging_value.html

Google Apps Solution Provider Portal
apps.gepportal.com

Google Solutions Marketplace
www.google.com/enterprise/marketplace

Google Apps users can access email in Microsoft Outlook using the IMAP Protocol, and the Google Calendar sync tool lets users keep their primary Google Calendar synchronized with their Outlook calendar.

My users are already familiar with Microsoft Office. Will I need to retrain them to use Google Apps?

Google Apps provides a simple, intuitive interface, and many users may already be familiar with Gmail, Google Calendar, and the other apps from personal use. Most users are able to get started with little or no basic training, and partners are available to provide advanced training related to specific use cases like building a corporate intranet with Google Sites.

Watch Genentech's VP of Information Technology describe how many of his company's users made the transition to Google Apps without needing basic training: www.youtube.com/watch?v=3A18YqU8gZg

When will Google Apps support all the features of Microsoft Office/Exchange?

It's not our intention to try to match those products feature for feature. Google's goal is to create a better overall experience and to enable new capabilities based on the unique nature of the Web. While there will always be some level of user uncertainty in moving from last-generation products, we believe that the user experience will be exceptionally strong overall.

Pockets of users within an organization such as Finance or Legal may choose to keep Microsoft Office but most of our customers find that Google Apps provides the functionality that they need for the majority of their users. You can hear testimonials from businesses of all sizes using Google Apps on our YouTube channel (www.youtube.com/googleapps).



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