

## Background

### **What is Google Workspace?**

Google Workspace is an integrated workspace that unites all your productivity tools in one easy-to-use solution to help people, teams, and companies do their best work — together. Full details at

[workspace.google.com](https://workspace.google.com)

### **Who's the target audience for this pitch?**

Digital Natives: A digital native company (formed by a digital native audience) is a startup or enterprise company created after the year 2000.

Value prop by persona:

- CxO: Simplicity, consumer scale, remote collab that actually works
- LOB DM: Simplicity, consumer scale, coexistence
- ITDM: Compliance, Security, Cloud-first, enabling rapid WFH

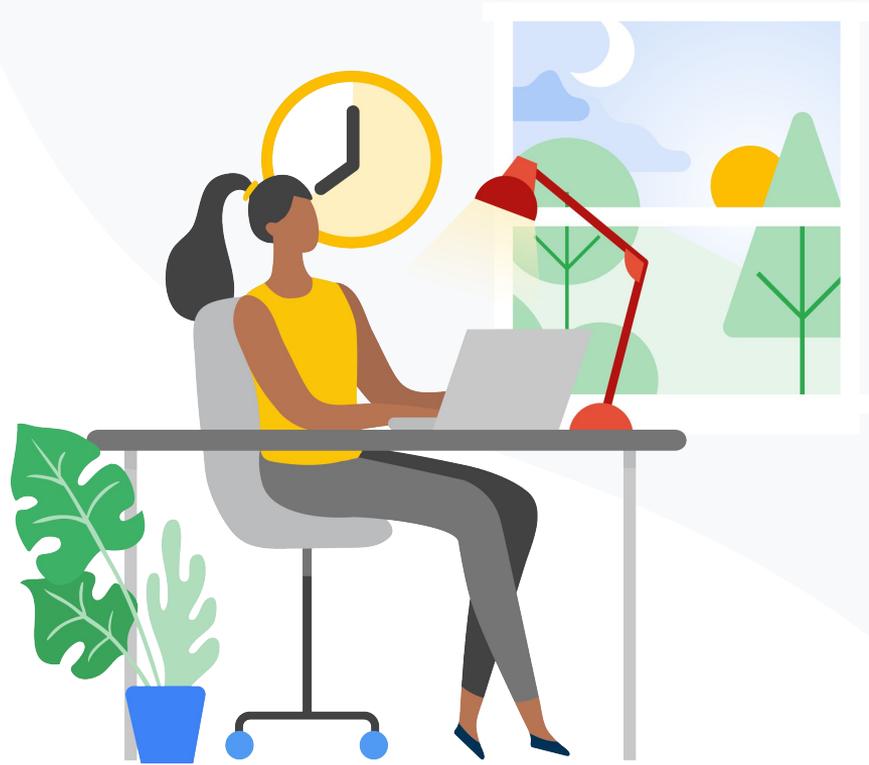
Key concerns:

- They want the most innovative products for their end users, even if that means adopting many point solutions
- They may not be aware of our full stack, including recent new “home for work in Gmail”
- They want a clear, consistent, and innovative roadmap

Accomplish more  
together with  
Google Workspace

35% of office workers  
spend less than 15 minutes  
outside each day<sup>1</sup>

(excluding commute time)



# Work is transforming in unprecedented ways, and employees are more overwhelmed than ever



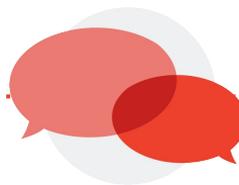
## Work is no longer a place

An estimated 48% of workers will continue to work remotely post-COVID<sup>1</sup>



## Time is more precious

1 in 4 working parents is also a primary caregiver right now<sup>2</sup>



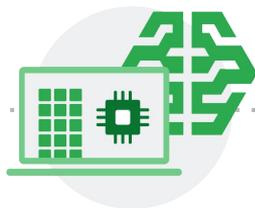
## Human connection is crucial

1 in 3 workers feels disconnected from company culture and colleagues<sup>3</sup>

# Imagine a world where...



**Flexible** solutions  
make work from  
anywhere a reality



**Helpful** tools let  
people maximize  
their time



**Simple**, human-centered  
design deepens  
connection

So that you can deliver the **best possible outcomes** to your customers

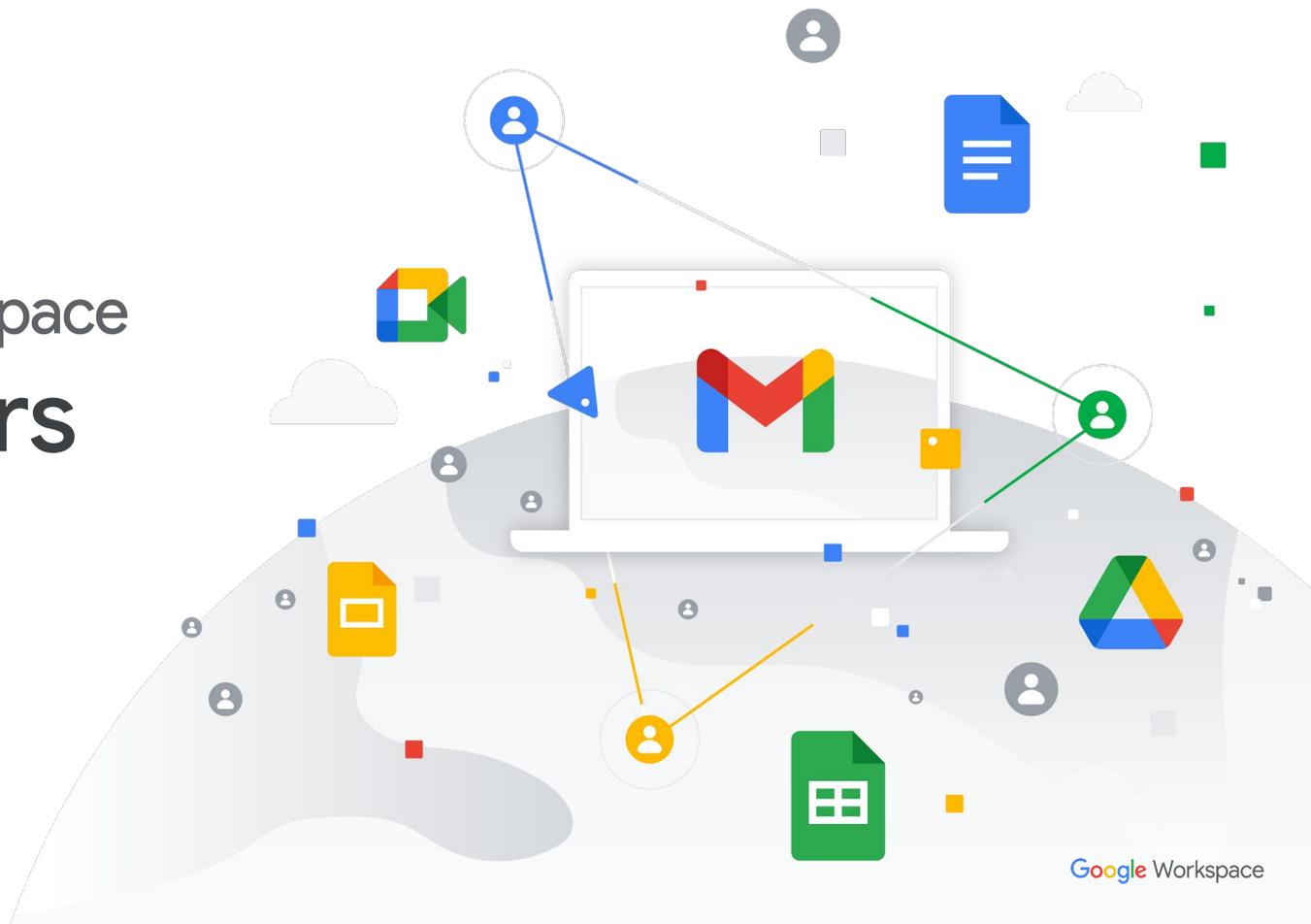
# Introducing

# Google Workspace

Everything you need  
to get work done,  
now in one place



Google Workspace  
2.6B users



# We're helping more than 6 million businesses move into the future



**AIRBUS**

The New York Times



Whirlpool  
CORPORATION



**FINISH LINE**



nielsen

verizon✓

**NETFLIX**

ATB Financial



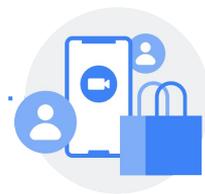
# Google Workspace helps businesses succeed in a highly distributed and increasingly digitized world



Internal teams that  
need to power remote  
collaboration



Frontline workforces  
that rely on mobile



Customer experiences  
that need to be reimagined  
digitally

**KÄRCHER**

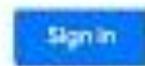


*Schnucks*<sup>®</sup>





# Google Workspace



# Google Workspace

It's the best way to communicate,  
collaborate, and create with



Mail



Chat



Meetings



Documents



Tasks



and more...

All together in a single place

What can we do for  
your business?

# People who use Google Workspace are happier at work, more innovative, and future generations expect to use it



Companies with engaged employees have **higher retention**<sup>1</sup>

## 68%

of Google Workspace users in large companies say they **enjoy their work** more since adopting it versus 30% of Microsoft 365 users<sup>2</sup>



Innovative companies have stronger **profit growth**<sup>1</sup>

## 75%

of Google Workspace users say it has made their team **more innovative**, versus 55% of Microsoft 365 users<sup>2</sup>



The **workforce of tomorrow** uses Google Workspace

## 140M+

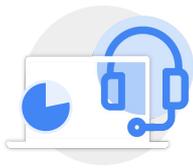
Students and teachers use Google Workspace for education<sup>1</sup>

# Which translates directly to business impact



**171**

hours saved per user per year  
Equal to ~21 days per user per year



**20%↓**

reduction of on-demand  
tech support\*



**331%**

ROI driven by G Suite

\*Forrester's model organization used to estimate these results, is a global conglomerate with 20k employees, and \$3Bn in annual revenue

What makes us different

# How we're different

This ...

**Flexible** workspace that “just works,” no matter what device/browser you're using and scales with your organization

**Helpful** technology, powered by Google AI, makes smart suggestions and gets out of the way so you can get stuff done

**Simple** cloud-based products are chosen and loved by billions of people because they're easy to learn and use together

Not that ...

**Rigid** tools that only work one way, lock you into a specific stack, and best serve the vendor, not the user

**Patchwork** products create redundancy and a fragmented user experience that slows teams down

**Retrofitted** hybrid cloud/desktop environment replicates old work habits and prevents meaningful change

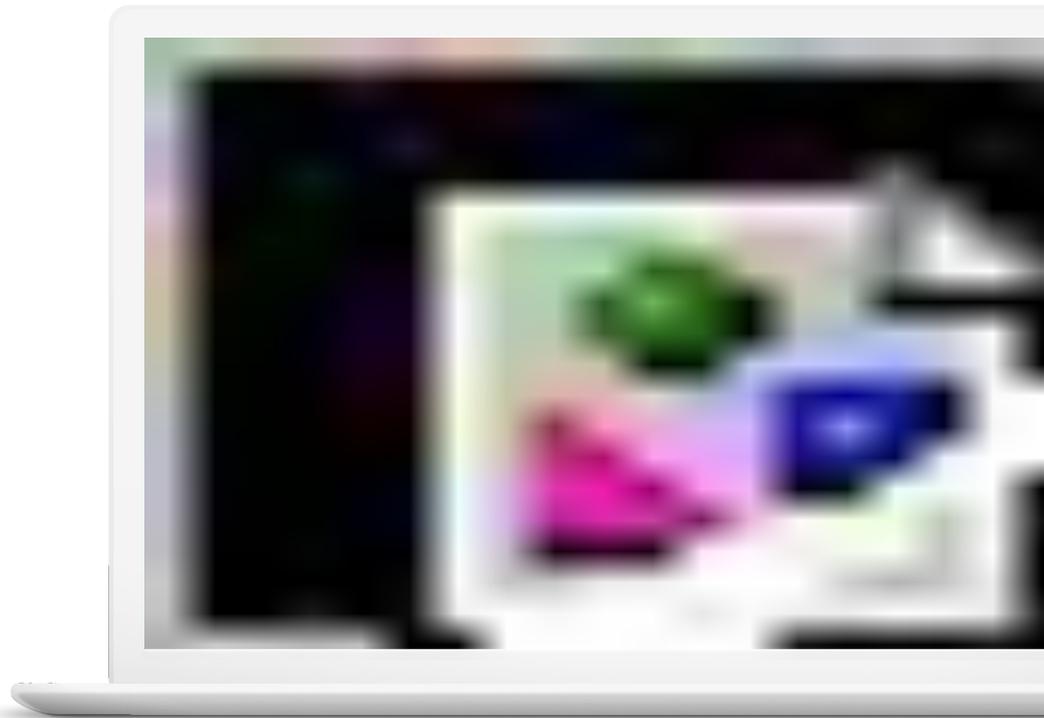
## Flexible

# Flexible solutions make it easy to work securely from anywhere

Create and share documents right from Gmail to collaborate with anyone, anywhere

See your upcoming schedule and jump into meetings—or start a direct call without leaving Gmail

Pull up any file, anytime, from anywhere using any browser, desktop or mobile device



Flexible

# Hardware that works where you work

Meet from any room in your house with Google Meet on Chromecast and Nest Hub Max

Design and configure flexible workspaces with Series One meeting room kits that use the best of Google AI to create immersive and inclusive meetings

Keep hands and work surfaces cleaner by using your voice to begin a meeting, mute/unmute and more.

 works with **Hey Google**



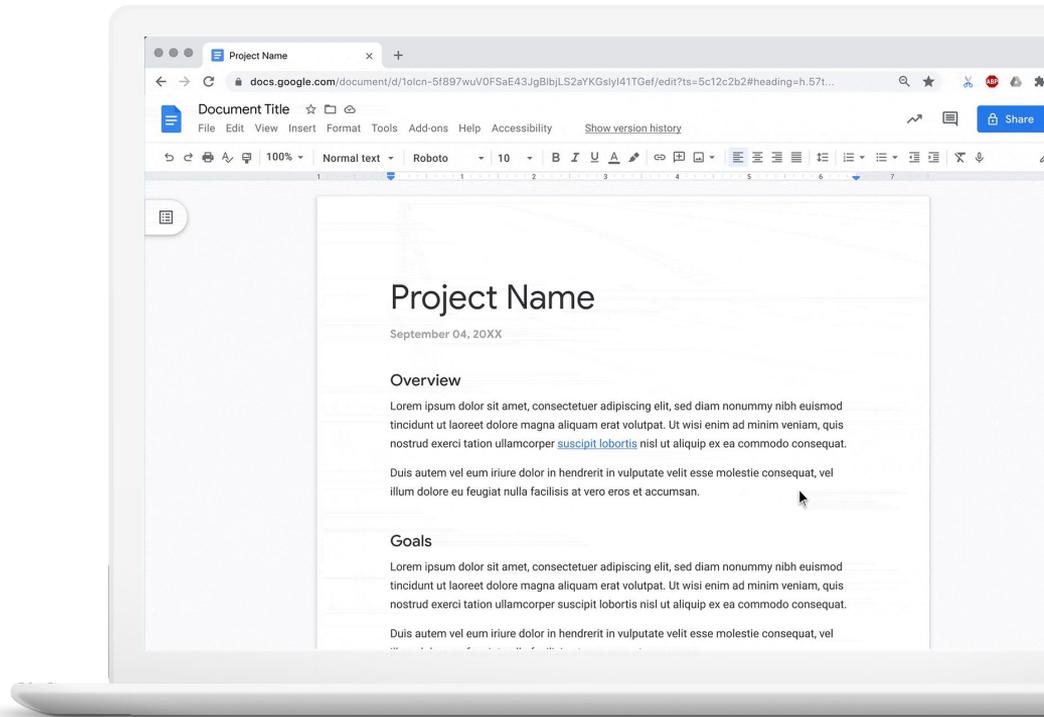
Helpful

# Helpful tools let you maximize your time

Linked content and interactive previews let you do more without switching apps

AI-powered data tools help you analyze and optimize processes

Smart writing suggestions help your teams create high-quality content faster



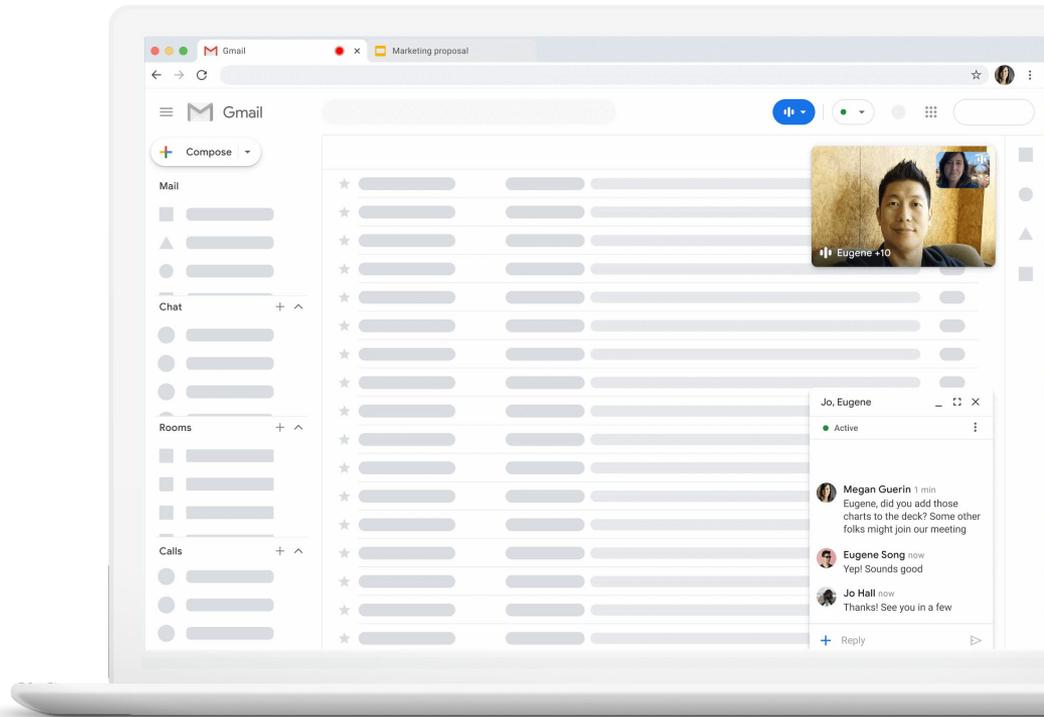
Simple

# Simple, human-centered design keeps people connected

Immersive experiences like Meet picture-in-picture improve collaboration by helping people build meaningful connections

Enhancements like live captions, in-meeting translation, adaptive layouts, low-light mode, and noise cancellation connect workers, from the frontline to the back office

Chosen by billions of users for their simplicity and ease of use — not mandated by IT

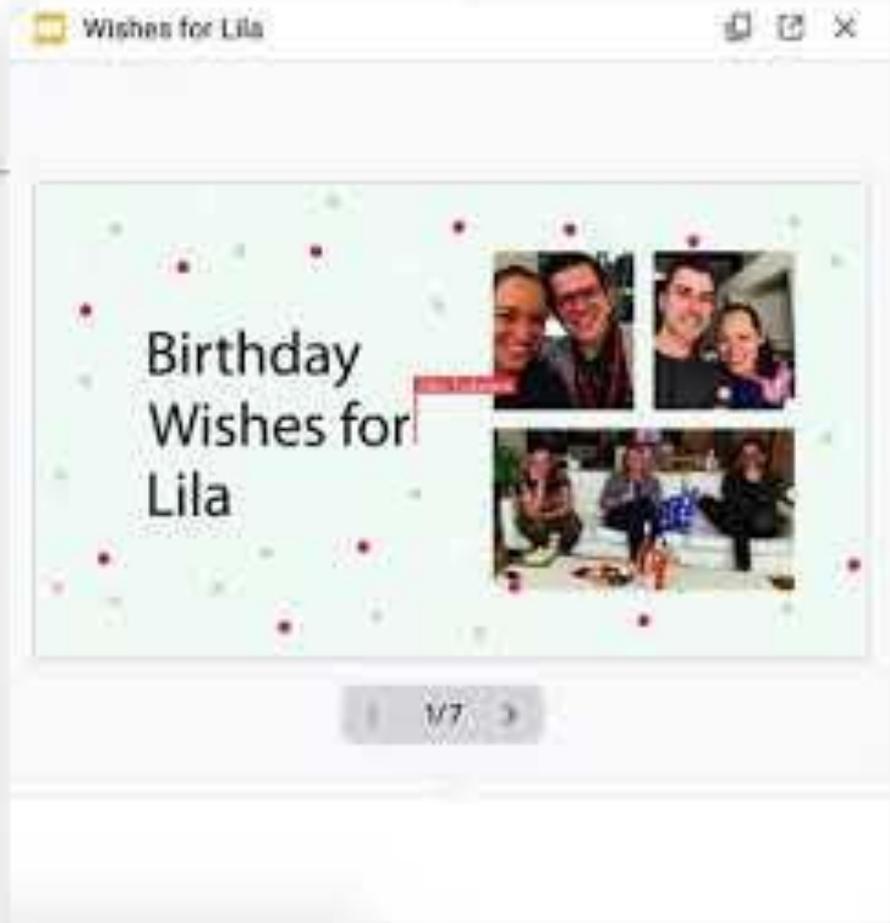


# Lila's Bday

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## GIFT IDEAS

- Choc chip cookies
- Tulips (her fav!)
- Birthday wishes  
[SLIDES HERE](#)



# What you get from working with Google

# The same secure infrastructure and built-in protection that Google uses

Intelligent tools let security teams focus on the most important challenges instead of tactical fire fighting

Machine learning across 2B+ billion users<sup>3</sup> automatically identifies and protects against emerging threats

One single admin console gives a simpler way to manage users, control devices, ensure compliance, and keep data secure



**99.9%+**

accuracy in blocking  
spam and business email  
compromise scams<sup>1</sup>

<sup>1</sup>Google Internal Data, June, 2020

<sup>2</sup>Google Internal Data, March, 2020

<sup>3</sup>Google Internal Data, December, 2019

**Zero**

phished accounts for users  
enrolled in Google's Advanced  
Protection Program (APP)<sup>2</sup>

# All on the cleanest cloud in the industry



## Less energy

Take advantage of AI-optimized, efficient data centers and better utilization.

Google data centers **are twice as energy efficient** than average and compared to 5 years ago we deliver 7x the compute power for the same amount of electricity.



## Zero net emissions

Meet your public sustainability commitments and reduce the environmental impact of IT operations.

Google has eliminated all legacy emissions since 1998 and **matched 100% of electricity use** with renewable energy since 2017, including the electricity that powers your workloads.



## Carbon-free energy by 2030

First company to set the goal to completely decarbonize electricity

By 2030, we aim to **run on 24/7 carbon-free energy at all our data centers, around the clock.**

How we support you  
through the process

# Google Workspace commercial offerings support the needs of your business



## Flexibility for frontline workers

Empower your frontline teams to collaborate with the rest of your organization with our productivity tools from any device



## Modern collaboration with your existing email and calendar solution

Easy way to start with Google Workspace's market-leading collaboration and productivity tools without the hassle of a migration



## Complete collaboration and productivity platform

The full power of Google Workspace with our most advanced security and compliance protection for organizations of all sizes



## Advanced security and compliance

Complete offering of management tools for security, privacy and data protection including compliance certifications, data regions and Vault



Everything teams need to get work done,  
now in one place

Thank You

# Appendix

# Customer stories by region

# What our customer are saying...



Google Workspace allows us to stay connected—it's the single place where we can collaborate, discuss, and share work, in the current situation. It provides enough resilience and security, and the ability to scale at the speed we need to”

**Hilda Clune**

*Technology and transformation leader*  
PwC

## Keeping teams connected and productive

a global professional services organization, enabled over 275,000 people to work from home in response to COVID-19. G Suite enables PwC to not only collaborate and stay connected with each other, but to continue to serve their clients in a timely and efficient manner. As a global organization with most of its people around the world needing to work from home, PwC reached nearly 10 million hours of video conferencing in Google Meet in a single month.



# What our customer are saying...



The safety of our teams is paramount during these disruptive times, and our workforce is already widely distributed across multiple locations internationally. Google Workspace has brought our teams together as we continue to collaborate while we're apart."

**Jacques Erasmus**

*Chief Information Officer  
Activision Blizzard*

## Keeping teams connected and productive

Activision Blizzard moved to Google Workspace in search for an innovative and scalable solution to transform the way their teams work together. As their developers around the world build the future of gaming, they rely on the power of collaboration in Google Workspace to create, connect, and share with each other. Google Workspace helps them successfully meet critical deadlines for game launches and update.



# What our customer are saying...

With Google Workspace, CHA has transformed how our staff and caregivers work, providing collaborative tools to better patient care. We didn't realize how integral Google Workspace had become to our daily work until dealing with a pandemic where consistent communication with our CHA staff was of utmost importance.

**James LaPlante**

*Sr. Director, Technology and  
Biomedical Services, CHA*

## Helping businesses continue to serve their customers

Thanks to Google Workspace, CHA was able to continue serving their patients in a timely manner as COVID-19 hit. Outpatient Psychiatry was an early adopter of video visits, which are more appropriate for behavioral health care than phone consultations. Between March and June 2020, CHA was able to maintain 90% of its expected patient visit volume in Psychiatry.



# What our customer are saying...

“Thanks to Google we were able to think outside the box to keep our business running and employees safe and connected. Google Workspace made it easy to collaborate internally; we are also running our Helpdesk 24/7 on Meet; and our transportation department is able to practice social-distancing with a WFH dispatch platform on Google Workspace”

**Mike Kissel**

*Sr. Manager, End-Point &  
Cloud Security, Schnucks*

## Enabling front-line workers to stay connected and engaged

St. Louis-based Schnucks evolved from a neighborhood grocery chain to essential workers—virtually overnight. They supported both corporate and frontline workers in stores with an information hotline and created a virtual dispatch center for their transportation team, all through Google Workspace.

**Schnucks**<sup>®</sup>

# What our customer are saying...

“With Google Workspace, Kärcher has transformed its global collaboration, allowing for faster business decisions during the COVID-19 crisis,”

**Dr. Daniel Heubach**  
Chief Information Officer  
Kärcher

## Keeping teams connected and productive

Kärcher a global manufacturer of cleaning equipment, accelerated its plans to move its 14,000 workers to G Suite in response to COVID-19. They accomplished the transition in only five days, enabling employees to collaborate effectively without being physically present in a Kärcher office.

**KÄRCHER**

# What our customer are saying...

“Live Stream Showroom demonstrates our continued commitment to tailor the car-buying journey to the demands of our customers with virtual viewings.”

**JT Hong**

*Head of Global Channel & Service*

*KIA Motors*

Helping businesses continue to serve their customers

KIA Motors a multinational automotive manufacturer, is using Google Workspace to provide "virtual viewings" for its customers, enabling them to continue to engage in an immersive and engaging car-buying experience.



# What our customer are saying...

“We’ve calculated that all these improvements to our processes with Google Workspace will save us 13,000 hours a year, which adds up to US\$3 million in OpEx savings.”

**Patricio Melo**

*EVP Operations and Technology*

*Banco Davivienda*

## Keeping teams connected and productive

Banco Davivienda chose Google Workspace to underpin its digital transformation with solid results – changing employee behaviors at speed while supporting sharp sales growth and efficiencies.

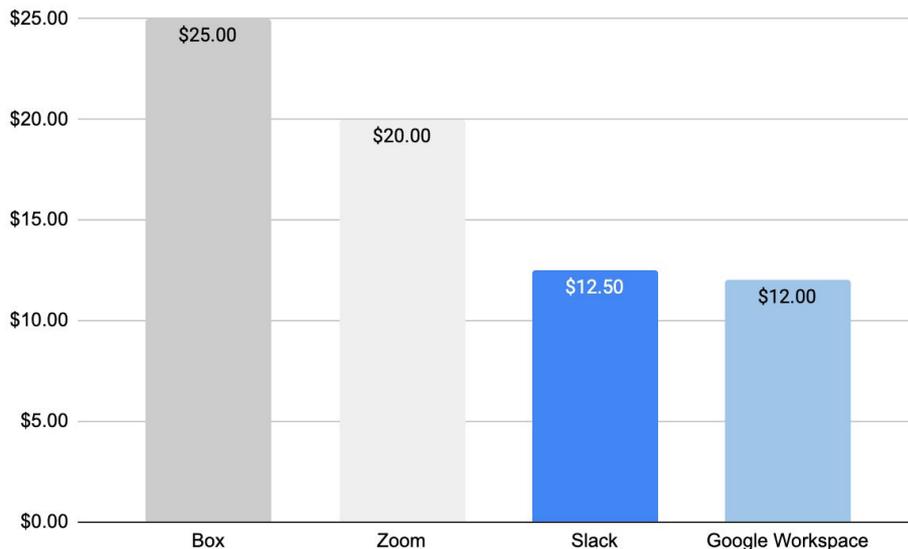


# Cost savings

# Google Workspace provides significant cost savings

Replacing Box, Zoom, and Slack with Google Workspace can save **70%+** in monthly costs

## Monthly per user list price



Assumptions: 1000 users, 10% of which are video meeting hosts, using Google Workspace Business Standard

Sources: [zoom.us/pricing](https://zoom.us/pricing), [box.com/pricing](https://box.com/pricing), [slack.com/pricing](https://slack.com/pricing) (accessed October 2020)

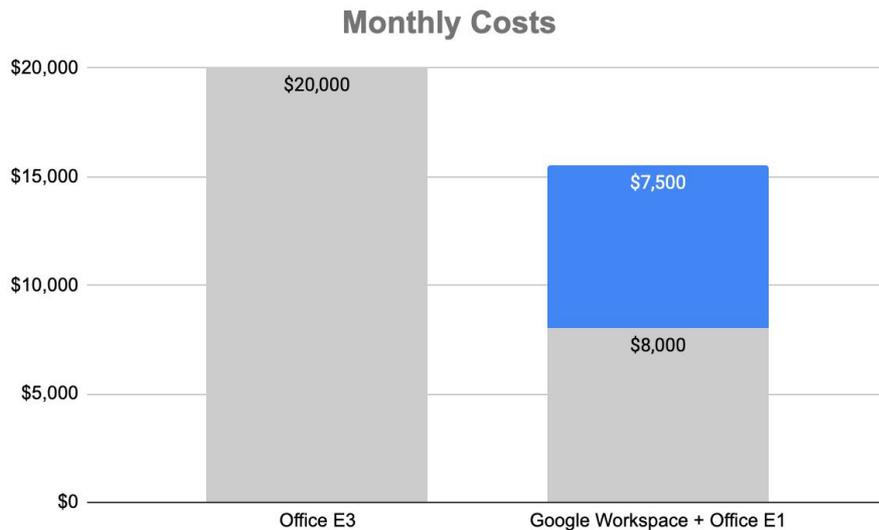
Curious to see how much money you'd save with Google Workspace? Please take a look at our cost savings [calculator](#).

# You can keep Office and save money

Office 365 customers that purchase Google Workspace Business Essentials can:

- **Keep using Outlook** for email and calendar
- Host and join reliable, easy to use, and **secure video conferences** with Meet
- Use Google's **modern collaboration tools with existing Office files**, without the need to convert or migrate files
- Save **>20%** in monthly costs

## Monthly costs



Assumptions: customer purchases Google Workspace Business Standard and downgrades from Office 365 E3 to E1. 1000 users, 75% of which are defined as "active users".

Sources: [Office 365 E3](#); [Office 365 E1](#) (accessed May 2020)

Curious to see how much money you'd save with Google Workspace Essentials?

Please take a look at our cost savings [calculator](#).