

Google



Session: **1**

Introducing Google Applications

Objectives



- ◆ Explain Google Apps
- ◆ Describe the different services provided by Google Apps
- ◆ Describe the steps to customize Google Apps for domains
- ◆ Describe the benefits of using Google Apps
- ◆ Explain the options related to security and privacy provided by Google Apps

Introduction 1-2



Google Apps

- ◆ Is a set of Web-based applications such as Gmail, Calendar, Drive, Docs, Sites, and Groups.
- ◆ Are integrated into a single suite.
- ◆ Are designed by Google to meet the requirements of:
 - ◆ Businesses
 - ◆ Educational groups
 - ◆ Government agencies
 - ◆ Non-profit organizations
- ◆ Are accessible from any device having Internet connection.



Introduction 2-2



- ◆ Google provides the following services for Google Apps:
 - ◆ Administration tools
 - ◆ Customer support
 - ◆ Application Programming Interfaces (APIs) that can be integrated with other IT systems
- ◆ The main advantage of using Google Apps is that documents are always available **online for quick access and update.**

Working of Google Apps 1-2

Apps

Google Apps works using a new technology, called cloud computing.

Cloud computing is a computing model in which applications are hosted as services.

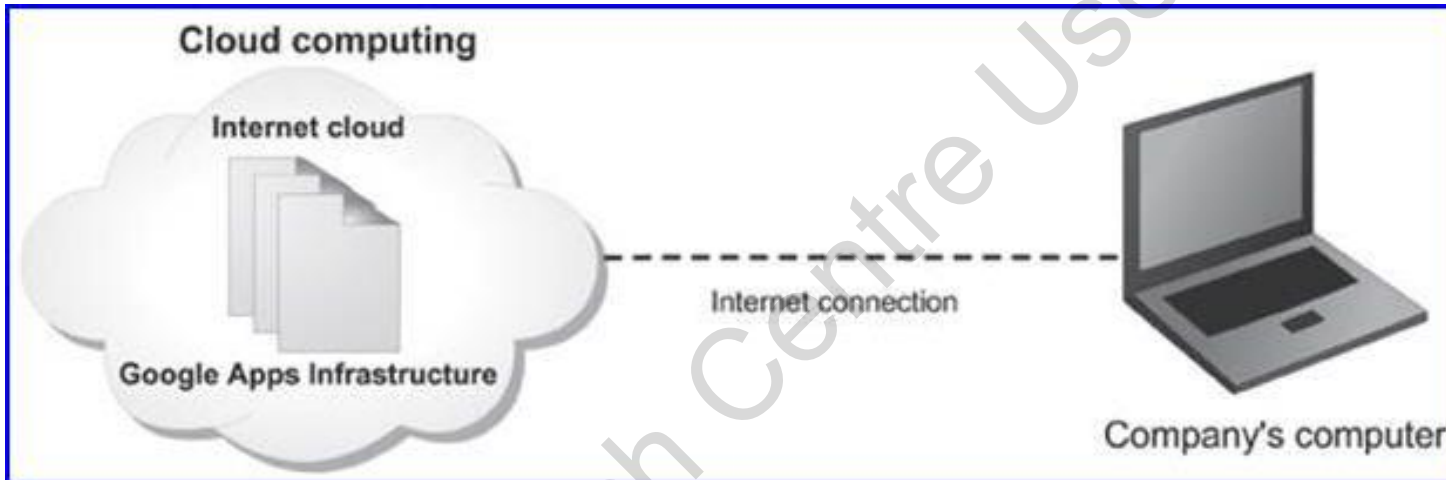


The hosted services are accessed by users on a network such as the Internet.

Working of Google Apps 2-2

Apps

- ◆ Following figure shows the architecture of cloud computing for managing services for an organization:



- ◆ Cloud computing provides:
 - ◆ Highly secured, scalable, and reliable data servers to manage the data and applications required by Google Apps.
 - ◆ Helps to reduce the cost and efforts required to maintain the servers and software for business tools on the organization level.

Google Apps Applications 1-2



Similar to Microsoft's Office suite of applications, Google provides Google Apps office applications to its users.

- ◆ Some of the difference of **Google Apps** as compared to **Microsoft Office** applications are:
 - ◆ Web-based applications
 - ◆ Reside on Google servers
 - ◆ Accessed by the users over the Internet and work with them online

Google Apps Applications 2-2

Apps

- ◆ Following figure shows various core applications provided by Google Apps:



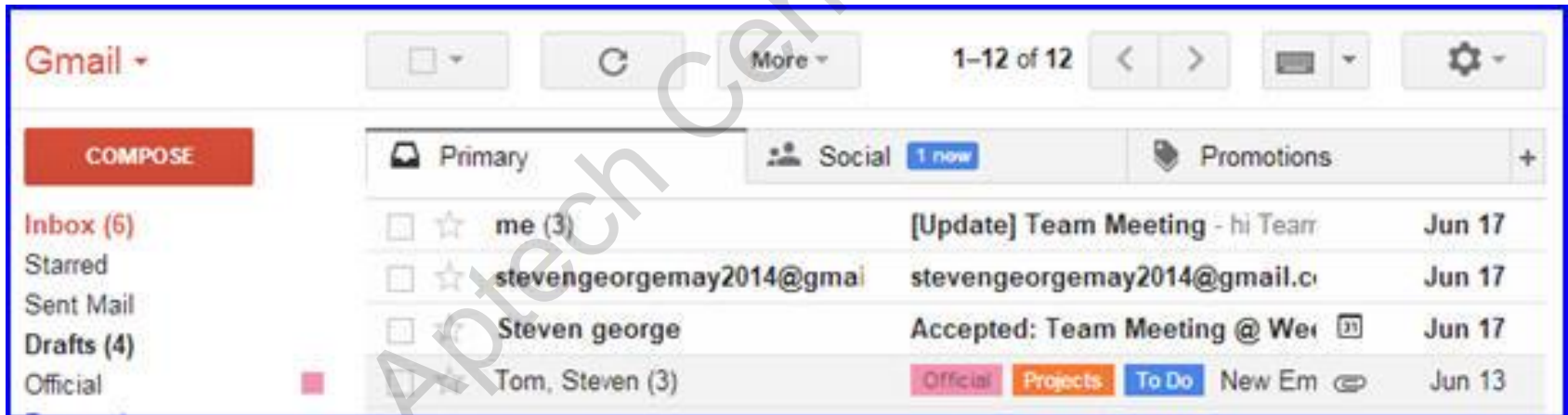
Google Apps Email (Gmail)

Apps

- ◆ **Google Apps Email (Gmail):**

- ◆ Is a messaging solution.
- ◆ Helps users to access their messages from anywhere and anytime once connected over the Internet.

- ◆ Following figure displays the Gmail page accessed by the user:



- ◆ **Gmail Google Apps** - Is an improved version of Google's Gmail application, which is freely available to all the users.



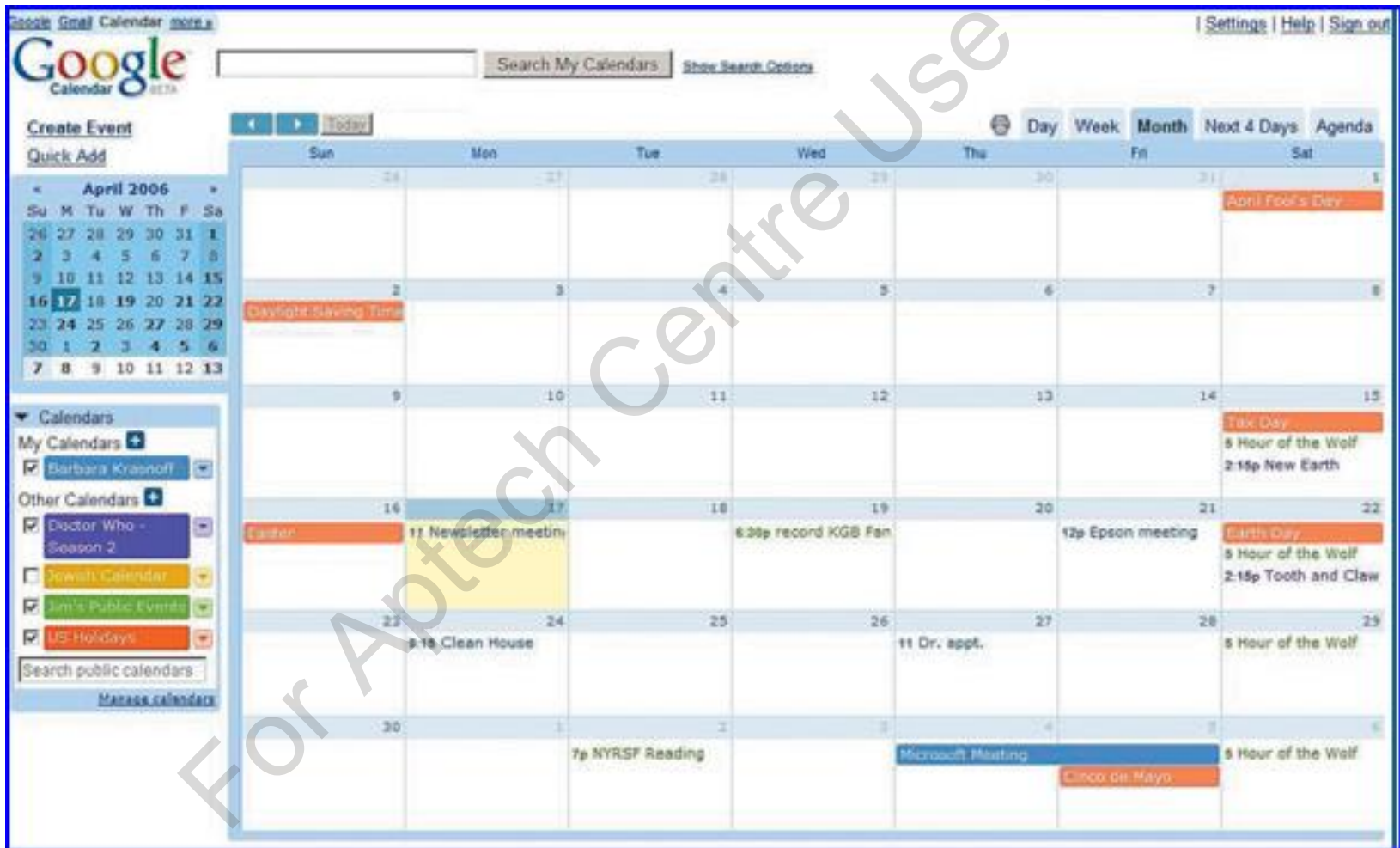
◆ Google Calendar:

- ◆ Is an online event-managed program.
- ◆ Provides the calendaring and scheduling solution.
- ◆ Helps to create and manage meeting invitations, schedule meetings, and publish/share the schedules.
- ◆ Helps the other users to edit the schedules and events.

Google Calendar 2-2

Apps

- ◆ Following figure displays the calendar page for the user:



◆ Google Drive:

- ◆ Is the cloud storage for files.
- ◆ Helps to store and share files as well as folders from your computer on the Google cloud.
- ◆ Provides access to popular Google service named **Google Docs**.
- ◆ Following figure displays the home page of Google Drive:



- ◆ **Google Drive client application** can be installed on the machines to synchronize the files between the user's computers.



◆ Google Docs:

- ◆ Is a 'software as a service' version of an office suite.
- ◆ Is a Web-based office suite.
- ◆ Helps users to create and collaboratively edit the documents from anywhere in the world.
- ◆ Are automatically saved on Google Drive.
- ◆ Helps to prevent data loss and versioning of the documents.
- ◆ Allows users to view and access the documents in a Web browser.

- ◆ Types of documents that can be created using Google Docs are:

Document

- Helps the users to create letters, text-based content, professional documents, and so on.

Presentation

- Helps the users to create presentation slides.

Spreadsheet

- Helps the users to create workbooks to store and organize information.

Form

- Helps to collect data from the users.

Drawing

- Helps the users to create simple graphics or drawings.

◆ Google Sites:

- ◆ Provide services for hosting a Website.
- ◆ Provide online solution that allows users to create and manage customized sites without having to program them.
- ◆ Allows users to insert items from:
 - ◆ Google Videos
 - ◆ YouTube
 - ◆ Google Docs documents
 - ◆ Google Calendar
 - ◆ Google Maps
- ◆ Helps users to ensure effective administration by restricting access rights to different users accessing the sites.

Google Sites 2-2

Apps

- ◆ Following figure displays Google Sites page for the users:



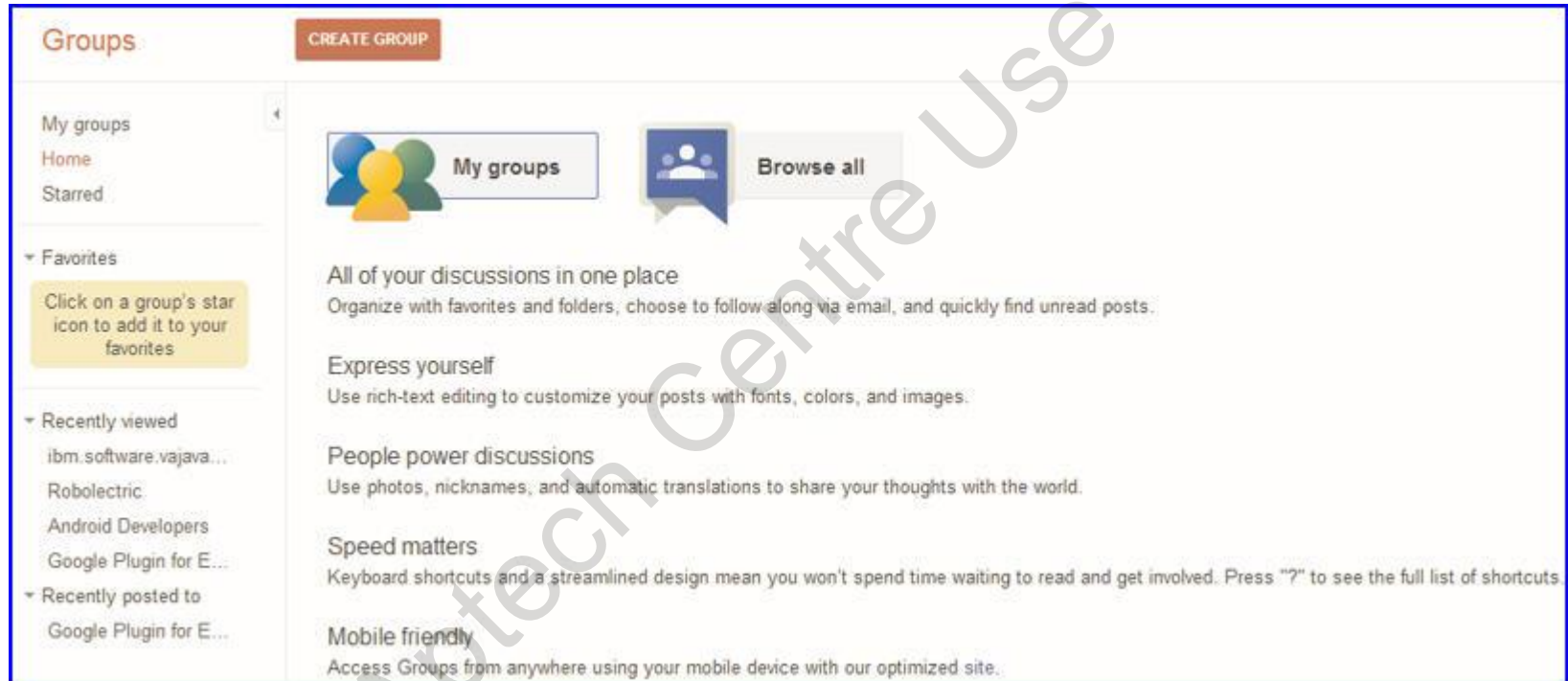
◆ Google Groups:

- ◆ Helps people to work in groups and communicate over common topics.
 - ◆ Provide an online forum to join and express their views on technology, products, ideas, and so on.
-
- ◆ Some of the situations where online Google Groups can be used are as follows:
 - ◆ Discussing on a specific subject or topic.
 - ◆ Answering questions and providing rating to the products.
 - ◆ Organizing conferences, meetings, or events.
 - ◆ Reading and replying to group posts.

Google Groups 2-2

Apps

- ◆ Following figure displays the Groups page for the users:



Google Apps Editions

Apps

- ◆ The different editions of Google Apps are as follows:
 - ◆ **Google Apps for Business:** This edition is chargeable to the business customers for a value of \$50/user for a year or \$5/user for a month.
 - ◆ **Google Apps for Education:** This edition is free of charge for schools and non-profit organizations.
 - ◆ **Google Apps for Non-profits:** This edition is certified and accredited under the Federal Information Security Management Act (FISMA) and provides similar features as Google Apps for Business.

Customizing Google Apps for the Domain 1-3

Apps

How a user can have access to their account?

- User has to sign in for Google Apps account.

How can an administrator manage the account of other users?

- By using control panel, they can manage the account of other users or adjust the settings within a company's domain.

What is a domain?

- A domain is referred to as a group of computers, accessed and administered using a common set of rules.








When can a user can view the available services?

- When the user logs in as an administrator, he/she can view the dashboard that lists all the services available to other users.

Customizing Google Apps for the Domain 2-3

Apps

- ◆ Following figure displays the dashboard view for the administrator:

SERVICES		STATUS
	Calendar Organize your schedule and share events with friends	Off
	Contacts Manage your contacts	Off
	Drive With Google Drive, you can create, share and keep all your stuff in one place. Share files with others, and edit them together in real time.	Off
	Gmail Get a fresh start with email that has less spam	Off
	Mobile Google Sync for Mobile	Always on
	Sites Create, share and publish websites	Off
	Talk/Hangouts Talk, IM, and share files with your friends for free	Off

Customizing Google Apps for the Domain 3-3

Apps

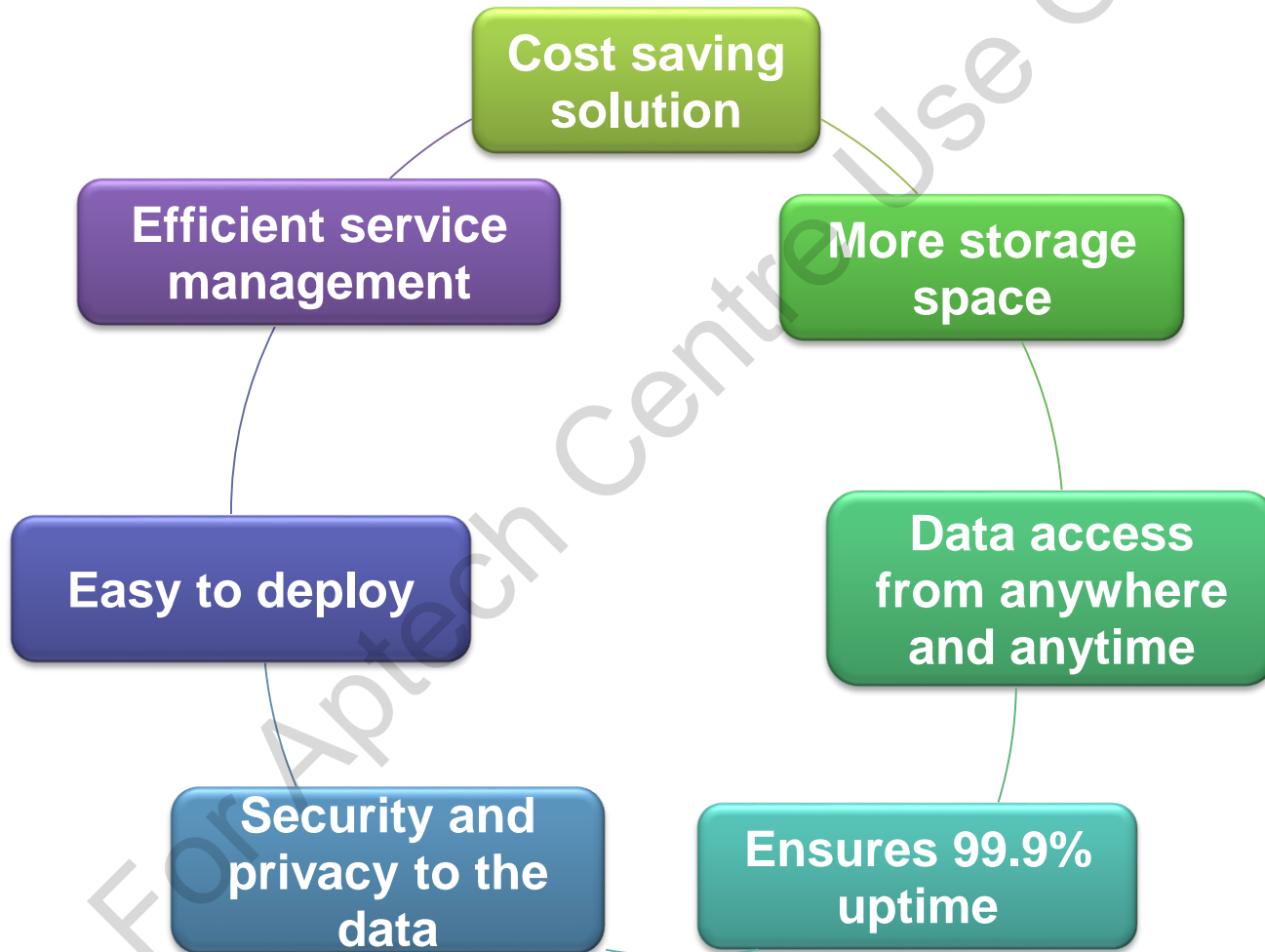
- ◆ Following table lists the services that can be customized for individual Google application:

Google Applications	Customized Services
Google Mail	<ul style="list-style-type: none">• Can customize the format of the name• Can turn on Labs and Voice/Video chat in Gmail• Can extend the Outlook/Blackberry support• Can turn on Post Office Protocol/Internet Message Access Protocol (POP/IMAP)
Google Drive	<ul style="list-style-type: none">• Can customize the sharing options• Can turn on templates for Docs
Google Calendar	<ul style="list-style-type: none">• Can customize the sharing options• Can also select what level of calendar visibility allowed for other users
Google Sites	<ul style="list-style-type: none">• Can customize the sharing options to set whether users can share sites only within the domain or also share outside the domain• Select whether Sites created by users can be made public

Benefits of Using Google Apps



- ◆ Google Apps provides various advantages to the users.



Security and Privacy Options 1-2

Apps

- ◆ Google Apps has worked on the aspects of security and privacy.
- ◆ Some of the most commonly asked security and privacy questions are as follows:
 - ◆ Who is the owner of the data that is saved by the users into Google Apps?
The data is owned by the users themselves.
 - ◆ Where is the data stored?
The data is stored in the Google's network of data centers.
 - ◆ Considering that my data is saved on the same server as any other customer, is my data safe?
Yes, the data is virtually secured.

Security and Privacy Options 2-2

Apps

- ◆ To ensure the security of the data, Google Apps has the following controls and protocols:
 - ◆ **Logical security:** Assures that the Google Apps system and the data is restricted to the authorized individuals.
 - ◆ **Privacy:** Ensures that the Google has implemented policies and procedures ensuring the privacy of the user's data saved into Google Apps.
 - ◆ **Physical security of the data center:** Ensures that the data centers that house Google Apps are protected.
 - ◆ **Managing availability:** Ensures that the incidents are reported immediately to the concerned team and appropriate actions are taken.

Summary



Apps

- ◆ Google Apps is a set of Web-based applications.
- ◆ The various applications provided as services by Google Apps are Gmail, Calendar, Drive, Docs, Sites, and Groups.
- ◆ Google Apps works using a new technology called as cloud computing in which applications are hosted as services.
- ◆ Users can customize Google Apps for their businesses using the Administrative rights.
- ◆ As an administrator, the user can access the control panel and activate or adjust the settings as required.
- ◆ Google Apps has worked on the aspects of security and privacy.
- ◆ The data saved in the Google Apps database is not shared or used by others.