Google

Google Apps for Business
Work Better Together from Anywhere

More than four million businesses have made the move to Google Apps for Business to help employees work better together and be more productive, wherever and whenever they work. Google's solution is 100% web-based, which means software updates are as easy as refreshing your web browser. With Google Apps, there are no servers to purchase and maintain, reducing IT cost and complexity.

Google Apps includes secure, reliable workplace tools for email, chat, calendar, document creation, video sharing and project websites, and allows for easy extensibility with hundreds of applications in the Google Apps Marketplace.
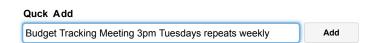
Switching to Google Apps is easy for IT and for end-users. With data migration capabilities for all common legacy systems included at no extra cost, companies can transition quickly and with minimal disruption. Google Apps offers users the familiar experiences of Gmail, Google Calendar, Google Docs and other tools already used by hundreds of millions of people in their personal lives, so minimal training and support is required.

What you get

Gmail provides 25GB of storage per user (50x the industry average), advanced spam filtering, lightning-fast message search, integrated text, voice, and video chat, and other productivity innovations such as Priority Inbox. Gmail is accessible securely from almost any mobile device with a data connection, including Android, Apple iPhone®, BlackBerry®, and Windows Phone®. Users familiar with Microsoft Outlook® can continue using it via Gmail; up to ten years of centralized email retention is available with the addition of Google Message Discovery (GMD), powered by Postini.

☐ ☆ ▸	**Adam Smith**	**Quick conversation next week**	- Hey, can we...
☐ ☆	Important mainly because of the words in the message. *Click to teach Gmail this conversation is not important*		...ook a look at the document you...

Google Calendar helps employees organize their schedules and create and manage shared calendars with colleagues. Multiple calendars can be overlaid to view free and busy times at a glance, and the "Quick Add" feature understands natural language so you can easily create appointments by typing event information into a simple box. Google Calendar is available from any web browser and all major mobile platforms, and can be accessed from Microsoft Outlook.

Quck Add

Budget Tracking Meeting 3pm Tuesdays repeats weekly	**Add**

Google Docs enables multi-person, real-time collaboration for documents, spreadsheets, presentations and drawings, so groups can work more efficiently and avoid the hassles of attachments and version-control issues. Google Docs supports import and export from all common file formats, and provides granular file permissions so it's easy to control who can view or edit important information. Google Docs can be accessed from any web browser and on a wide range of mobile devices.

Switching to Google Apps is easy for IT and for users.

Google Sites lets users create and share their own project websites or intranet pages without programming skills or technical support. Sites helps keep everyone on the same page – literally – by making it easy to centralize and collaborate on documents, calendars, videos, and more. Google Sites is available from anywhere, on any web browser.

CREATE

Site location
https://sites.google.com/a/altostrat.com/ project-everest-site

Google Groups supports administrator- and user-managed distribution email lists and discussion groups. Each group has a browsable, searchable archive for easy, secure access to important information in past discussions and threads. Google Groups also simplifies sharing within Google Docs and other applications, and access permissions for items shared with a group always stay in sync with the group's membership.

Sharing settings

Add people: Choose from contats

"Project Everest   Team" <project-everest@altostrat.com>,   Can edit ▾

More Google applications, including Google Voice, Blogger, Google Reader, and Google+ are also accessible through Google Apps accounts.* Administrators can enable the right apps for different groups of users, while employees get the simplicity of having a single account with a unified contact list that works across all Google applications.

Archiving and eDiscovery tools, powered by Postini, are optionally available to Google Apps customers and can help with legal discovery, regulatory, and compliance audits as well as with internal investigations.

Hundreds of third-party applications available from the Google Apps Marketplace extend Google Apps with capabilities such as CRM, project management, accounting and finance, and sales and marketing tools that work seamlessly with Google Apps, including the ease of single sign-on (SSO) access.

How companies benefit

Proven productivity gains and cost-savings

Not only can Google Apps save customers the cost and complexity of legacy solutions; our web-based applications also drive proven productivity gains. In fact, with productivity-boosting features like multi-person, real-time collaboration in Google Docs and fast message search in Gmail, the total business value of Google Apps is 2.5 times greater than the cost savings alone. According to Forrester Consulting, the ROI of Google Apps is over 300 percent, and Google Apps can pay for itself in less than seven months.[1]

Continuous innovation without upgrade hassles

Google continuously adds functionality to Google Apps, making employees more productive – without the need for system updates, patches, or downtime. Google Apps delivered over 165 improvements in 2011, at no additional charge and without the complexity associated with traditional software upgrades.

State-of-the-art security and reliability

Google's network of data centers is engineered for security, reliability, and redundancy, and backed by the world's foremost experts in information security. Google Apps includes 2-step verification, a two-factor authentication system that significantly increases protection from unauthorized access to user accounts. With 2-step verification, in addition to their passwords, users are prompted to sign in with a second verification code that is sent to them via their mobile phones. Millions of organizations (including Google Inc.) trust Google's infrastructure to keep their most important corporate data safe, and Google Apps has completed a thorough SSAE 16/ISAE 3402 Type II audit. Google's service level agreement (SLA) guarantees 99.9 percent uptime, but our historical uptime rate has been significantly higher than this threshold.

Extensibility

Google Apps makes it easy to run your entire business on the web. With the Google Apps Marketplace, you can access a fast-growing collection of over 250 applications that integrate your business processes. For example, you can manage your entire sales cycle anywhere you have access to a browser through Marketplace apps: Send marketing and lead-generation emails through MailChimp, manage and track responses with Zoho CRM, and even close the sale with an e-signature from EchoSign.

1. Forrester Consulting, *Total Economic Impact of Google Apps,* November 2010

Google Apps details

Feature	Details
Core Google Apps suite	Gmail, Google Calendar, Google Talk, Google Groups, Google Docs, and Google Sites. All optimized for the Google Chrome for Business web browser.
More Google applications	Google Voice, Google Reader, Blogger, AdWords, Google Checkout, Google+, and over 60 other applications.
Marketplace applications	The Google Apps Marketplace offers a full spectrum of over 250 business apps that integrate seamlessly with Google Apps.
eDiscovery tools	Archiving and discovery capabilities, powered by Postini, are available for Google Apps customers.
Mobile access	Support for all major mobile platforms including Android, iPhone, BlackBerry, Windows Phone, Chrome OS, and Nokia S60.
Microsoft Outlook access	IMAP and POP integrate Gmail with popular client software, and Google Apps Sync for Microsoft Outlook provides two-way sync for email, contacts, and calendar data.
Authentication	Native 2-factor verification. Support for SAML-based single sign-on (SSO), which allows you to integrate your own authentication system with Google Apps.
APIs	Manage user accounts and synchronize your existing user directory with the Provisioning API, the Profiles API, and the Shared Contacts API. View and generate usage reports with the Reporting API.
Reliability	99.9% uptime service level agreement (SLA) guarantee, with historical performance far greater than this threshold.
Security	SSAE 16/ISAE 3402 Type II audited, plus security features including 2-factor verification, remote mobile device management, custom password strength requirements, SSL connections and more.
24/7 support	24x7 phone support for all issues affecting the core services. Additional support through web-based support portal, user-to-user forum for administrators, and self-service online knowledge base for administrators and users.