

# Office 365 versus Google Apps:

## Why more businesses are choosing Office 365



Microsoft Office 365 brings the familiar Office desktop suite many of us use day-in, day-out into the cloud creating web-based versions of widely used Microsoft software applications like Word, Excel, Outlook and PowerPoint. Everything from documents, spreadsheets, slideshows, emails, websites, conferencing tools, and storage space reside off-premises in the cloud rather than on an employee's computer or on-site server. This allows for anytime, anywhere remote access, easier file sharing and more collaborative working.

In this guide, we will discuss eight benefits of moving your productivity applications to the cloud and address the most common concerns SMB owners or executives have about migrating. The goal of this guide is to help SMBs better understand the basic fundamentals of Microsoft Office 365 so they can make a more informed decision as to whether or not this solution best accommodates their current needs and circumstances.

## Introduction

Small-to-medium sized businesses (SMBs) and entrepreneurs are accustomed to having to do more with less. Budgets are tighter and available resources are limited at best. Thankfully there is a scalable new technology available to help today's SMBs remain competitive against businesses with deeper pockets and a more robust technology infrastructure.

Microsoft Office 365—a cloud based service—is one solution being leveraged by SMBs today to reduce costs, streamline operations, and bolster collaborative efforts among employees.

Many SMBs are fearful of the cloud, but the term itself is basically industry jargon for off-site hosting services. Nowhere near as ominous as it sounds or complex as it is made out to be.

## A history of Microsoft Office 365 and Google Apps

Prior to Office 365's introduction, many businesses were migrating to Google Apps for Business, which is also a cloud based service. Microsoft was starting to be perceived as the old stalwart when it came to business email and communications software. Meanwhile, Google was garnering a reputation as the young upstart in the new cloud computing era.

Since Google was fully utilising the cloud, small businesses and organisations were turning to Google Apps to eliminate the need for on-site servers and to facilitate communications and sharing among an increasingly dispersed workforce in the BYOD (Bring-Your-Own-Device) era.

This meant that many businesses were bypassing the

**TO DISCUSS YOUR IT REQUIREMENTS CONTACT US TODAY ON: 0121 784 0077**

Microtrading Ltd, System House, 158 Church Road, Birmingham, West Midlands, B25 8UT

Telephone: 0121 784 0077

Fax: 0121 786 2194

Email: [info@microtrading.co.uk](mailto:info@microtrading.co.uk)

Web: [www.microtrading.co.uk](http://www.microtrading.co.uk)

expensive licenses of the Office desktop suite for the more mobile and affordable Google Apps for Business. "Send us a Word attachment" suddenly became "Put that in a Google Doc and share it with us on Google Drive."

Rather than lose their share of the marketplace to a competitor, Microsoft opted to introduce their own cloud-based suite of productivity applications targeted specifically at enterprise, SMBs, non-profits and education customers who were being priced out of the traditional desktop Office software.

After various incarnations, Office 365 was introduced. Here are the five key components that make up Office 365's cloud-based services.

### 1. Microsoft Exchange Online

Exchange Online is a business grade hosted email platform that allows a company to get rid of their on-site email server. Users can access and share emails, contact lists and calendars from any desktop, laptop, tablet or mobile device. Microsoft provide a 99.9% uptime financially backed guarantee with this service, something that is high-on impossible or very expensive to achieve with an on-site email system.

### 2. Microsoft Office and Office Web Apps

An always up-to-date version of the most commonly used Office applications including Word, Excel, Outlook, PowerPoint, Publisher, OneNote, Access which can be run on multiple devices from any location with a single subscription. Office Web Apps provides browser based versions of Excel, Word, Outlook and PowerPoint making it even easier for staff to work remotely and on the move.

### 3. Microsoft SharePoint Online

Microsoft SharePoint was once the domain of large multi-national enterprises who had the resources and budget to implement the required IT infrastructure. SharePoint Online delivered through Office 365 brings this powerful solution to SMBs and allows their staff to share and collaborate on documents and track project milestones from virtually anywhere.

### 4. Microsoft Skype for Business

Many of us will be familiar with the personal version of Skype that allows you to make and receive audio and video calls over the Internet. Skype for Business provides

further capabilities such as Instant Messaging and Presence, screen sharing and polls all of which allow your staff to effectively communicate with colleagues, customers and suppliers all from the comfort of their own desk.

### 5. Microsoft OneDrive for Business

OneDrive for Business is an integral part of Office 365 and provides storage space in the cloud where you can store, share and synchronise your work files. You can update and share your files from any device and even work on Office documents with others at the same time.

## The distinction between Office 365 and Google Apps

You'll note different names, yet very similar capabilities, during a quick side-by-side comparison of Microsoft Office 365 and Google Apps for Business. This is because Google basically attempted to develop their software to be cloud-based replicas of the already established business-grade Microsoft Office products. The following table is a breakdown of each comparable function between Office 365 and Google Apps.

Function	Microsoft	Google
Spreadsheets	Excel	Sheets
Word Processing	Word	Docs
Presentations	PowerPoint	Slides
Web Pages	SharePoint Online	Sites
Emails	Outlook	Gmail
Storage	OneDrive for Business	Drive
Conferencing	Skype for Business	Hangout
Instant Messaging	Skype for Business	Talk
Social Networks	Yammer	Plus
Notes	OneNote	Keep

**TO DISCUSS YOUR IT REQUIREMENTS CONTACT US TODAY ON: 0121 784 0077**

Microtrading Ltd, System House, 158 Church Road, Birmingham, West Midlands, B25 8UT

Telephone: 0121 784 0077

Fax: 0121 786 2194

Email: [info@microtrading.co.uk](mailto:info@microtrading.co.uk)

Web: [www.microtrading.co.uk](http://www.microtrading.co.uk)

Despite the old adage of "imitation is the sincerest form of flattery", the Microsoft products have been around for some time and are therefore are much more refined than Google's offerings.

For instance, while many appreciate the simplicity of Gmail for personal use, a much larger percentage of workers are likely to be more familiar with Outlook for business email and the way it handles messages, replies and attachments.

When it comes to note taking, OneNote has advanced capabilities and integration with other programs, which Google Keep simply doesn't offer.

Anyone who has ever used Google Docs has likely experienced formatting nuisances and understands that the software's format and layout options are always WYSIWYG (What You See Is What You Get).

## Eight simple reasons SMBs are choosing Microsoft Office 365

### 1. Privacy and better security

Whenever cloud migration is suggested, security is one of the first subjects to come up, as many SMBs fear their data is less secure in the cloud. However, only a very small number of security breaches have been linked to data stored in the cloud. In fact, the cloud offers SMBs a level of consistently updated security that many otherwise simply can't afford. Here are a few ways Office 365 keeps your business information private and secure:

- Not only does the data reside in ultra-secured, state-of-the-art, geo-redundant data centres, but data encryption and frequently updated anti-virus and spam protection are provided by default.
- Microsoft's privacy policy states that your data WILL NOT be scanned and given or sold to third parties. In contrast, Google's privacy policy states that any data they collect CAN BE used for advertising purposes. Make no mistake about it; Google's cash cow is Google Ads. Google crawls your data in search of specific keywords to trigger ads from paying advertisers. It's important to read all fine print as many businesses, particularly those that must adhere to HIPAA regulations, may run into a compliance conflict with Google Apps. Office

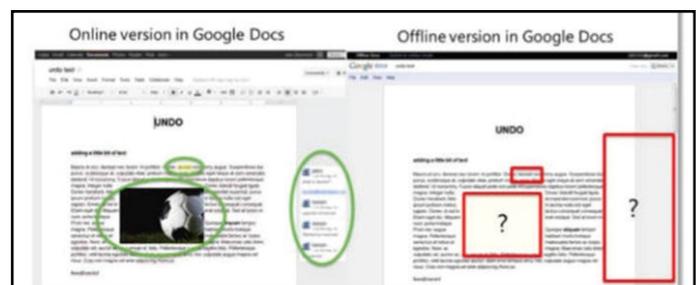
365 protects against data crawling and adheres to its privacy standards at no additional cost beyond its base price.

- Microsoft provides detailed documentation on their privacy and security measures
- Microsoft has long been regarded as one of the most cooperative cloud service providers when it comes to signing a liability agreement committing to HIPAA compliance.

### 2. Work from anywhere at anytime

Although Google has enhanced its capabilities offline, there are still limitations to its offline app. Meanwhile, Office 365 allows users to access documents, spreadsheets, Outlook etc. from virtually any device with a WiFi connection and a web browser. Here are just a couple of reasons why Office 365 is strengthening an SMBs productivity.

- In addition to the web-browser based Office suite, most Office 365 plans include desktop installations of Office for up to 5 PCs/Macs, 5 Laptops/Tablets and 5 Mobile devices per user. Anyone who needs to create, review or edit documents, spreadsheets and presentations without a WiFi connection can still get work finished using software installed on their device.
- Office 365 delivers a consistent experience across online and offline platforms regardless of the device used.



**TO DISCUSS YOUR IT REQUIREMENTS CONTACT US TODAY ON: 0121 784 0077**

Microtrading Ltd, System House, 158 Church Road, Birmingham, West Midlands, B25 8UT

Telephone: 0121 784 0077

Fax: 0121 786 2194

Email: [info@microtrading.co.uk](mailto:info@microtrading.co.uk)

Web: [www.microtrading.co.uk](http://www.microtrading.co.uk)

### 3. Ease of use both online and offline

Office 365 users can get started immediately with a minimal learning curve because they are already familiar with Microsoft products and have been used by many of us for decades. The same tailored experience is applied across all platforms—mobile, online and desktop applications.

Anyone that has already used Microsoft Outlook and Office has an instant familiarity with the products that should help them smoothly transition to the cloud.

### 4. Best-in-class integration

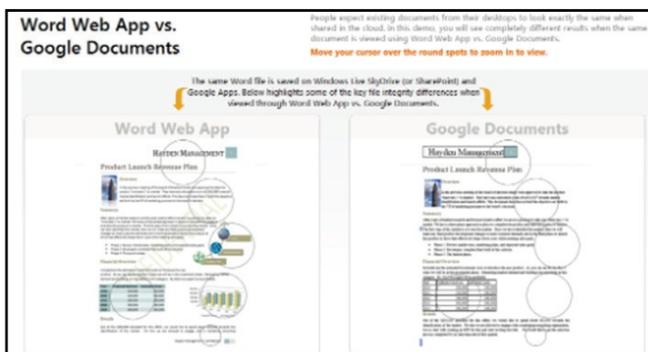
Familiarity goes a long way to ensuring high levels of productivity and more people are proficient at using Microsoft software than competitor products. The cloud enhances the Microsoft Office desktop experience because it facilitates greater collaboration. Office 365 allows SMBs to:

- See real-time presence and calendar availability
- Initiate a web conference within Office applications or Outlook, SharePoint or Skype for Business

Google on the other hand relies on third parties for features like video conferencing and many of its core services.

### 5. A uniform look regardless of device

Have you ever opened a Word document in Google Apps only to see dishevelled formatting or a missing table of contents, headers, footers, watermarks, page numbers and tables?



It's pretty common. Office 365 preserves formatting whether documents are edited using a desktop version of Microsoft Office or a mobile device in the cloud.

This gives you the confidence of knowing that the documents you're sending to customers, clients or prospects look just the way you intended.

### 6. True flexibility

Office 365 offers a hybrid environment allowing you to easily do business both inside and outside of the cloud. If certain parts of your business operations aren't necessarily "cloud ready", they can stay out of it. Users of Google Apps can't experience this kind of hybrid deployment.

Additionally, Google also has very limited management and administrative capabilities in comparison to Office 365. With Office 365, you will know exactly who has access to your data and control their conditions and privileges.

### 7. Financially backed service level agreements

The most successful SMBs are confident that their business critical operations are optimally running at all times. Not only does Office 365 provide a Service Health Dashboard that lets you see the current status of their online service, but they are also one of the few cloud service providers to offer a financially backed service level agreement (SLA) any time their service availability drops below 99.9%.

Meanwhile, Google offers a less transparent approach to system availability. They only begin to count downtime when at least 5% of their users are affected. This doesn't work very well for any business relying on meaningful performance metrics to assess productivity.

### 7. No surprises

SMBs get exactly what they pay for with Microsoft—ready-to-go features that are fully supported with predictable pricing and no hidden fees or gotchas. Office 365 is also flexible enough that it allows SMBs to change or remove services based on their needs. Office 365's technology roadmap means no surprise updates. Advance notice accompanies any significant update.

**TO DISCUSS YOUR IT REQUIREMENTS CONTACT US TODAY ON: 0121 784 0077**

Microtrading Ltd, System House, 158 Church Road, Birmingham, West Midlands, B25 8UT

Telephone: 0121 784 0077

Fax: 0121 786 2194

Email: [info@microtrading.co.uk](mailto:info@microtrading.co.uk)

Web: [www.microtrading.co.uk](http://www.microtrading.co.uk)

## Summary

Office 365 offers SMBS a tried and tested business standard in a new technology environment. Although it may seem to be priced slightly higher than Google Apps, the enhanced security, superior productivity, and better flexibility actually make it a more cost effective solution. Since Office 365 allows for a hybrid deployment of both cloud and on-premise services, SMBs can gradually move to the cloud with less anxiety.

For even more support transitioning to an Office 365 environment, an expert Managed Services Provider (MSP) that has successfully deployed all the components of Office 365 including Exchange Online, SharePoint Online, Office Web Apps, Skype for Business and OneDrive for Business can help ensure a successful migration and minimise the administrative burden; helping you achieve a greater ROI on your technology investment.

## For more information and advice please contact:

**Andrew Penlington**

Director

0121 784 0077

[ap@microtrading.co.uk](mailto:ap@microtrading.co.uk)

**TO DISCUSS YOUR IT REQUIREMENTS CONTACT US TODAY ON: 0121 784 0077**

Microtrading Ltd, System House, 158 Church Road, Birmingham, West Midlands, B25 8UT

Telephone: 0121 784 0077

Fax: 0121 786 2194

Email: [info@microtrading.co.uk](mailto:info@microtrading.co.uk)

Web: [www.microtrading.co.uk](http://www.microtrading.co.uk)