



# Look Before You Leap Into Google Apps

Before you bet your business on Google Apps, make sure you understand what they really cost.

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## Summary

As an IT professional these days, you probably have to do more with less than ever. You may have to struggle to find the right balance between reducing costs, maintaining operational efficiency, and providing all the capabilities your workforce needs. You also may be struggling to define your strategy for cloud computing.

You may be considering adopting Google Apps to balance the requirements of your messaging and collaboration infrastructure. On the surface, Google Apps may seem like acceptable replacements for enterprise-grade products such as Microsoft Exchange Server or Microsoft Office. The \$50 annual license fee for Google Apps for Business (GAFB) may seem low enough to justify ripping out your current office-productivity, messaging, and collaboration infrastructure and starting anew with solutions in the cloud.

But many IT organizations have found that Google Apps cause them extra, hidden costs. Organizations that have evaluated Google Apps have found that the **projected versus actual costs of switching to Google Apps greatly increase their total cost of ownership (TCO)**. In particular, these IT organizations have found that:

- **Google Apps are not enterprise-ready and are inadequate without costly add-on applications**, even for most small- and medium-sized organizations.
- **Google Apps cost far more than their claimed \$50/user annual fee** because making them work acceptably for most organizations requires paying for add-on applications, extra support measures, and more IT workers.

In this paper, we discuss three major hidden-cost areas associated with Google Apps:

<b>Deployment Costs</b>	<ul style="list-style-type: none"> <li>• Migrating data such as e-mail messages, contacts, and documents</li> <li>• Supporting directory integration and password synchronization</li> <li>• Providing offline access</li> <li>• Supporting Microsoft Office Outlook as a client</li> <li>• Supporting mobile users</li> </ul>
<b>IT Support Costs</b>	<ul style="list-style-type: none"> <li>• Understanding Google’s Service Level Agreement (SLA)</li> <li>• Providing 24x7 phone support</li> <li>• Delegating more than one level of administrator access</li> <li>• Supporting email-preservation compliance and archiving</li> <li>• Providing enhanced security</li> </ul>
<b>User Training &amp; File Fidelity Costs</b>	<ul style="list-style-type: none"> <li>• Training and supporting users who switch email and office-productivity suites</li> <li>• Maintaining file fidelity when users convert and exchange documents</li> </ul>

In the [Appendix](#), we provide a checklist to help you identify the potential hidden costs if your organization switches to Google Apps. After evaluating your requirements against these hidden costs, we believe you will conclude that these costs are too high.

We also believe that you will conclude that Microsoft offers your organization better office productivity, messaging, and collaboration solutions than Google does. Microsoft has worked with software users for more than 25 years and fully understands the needs of users in every setting from the home office to the enterprise. Microsoft developed and supports one of the world’s most familiar productivity products—Microsoft Office—to help users everywhere work productively. With Microsoft Office 365, Microsoft offers organizations the familiar usability of both on-premises and cloud-based Microsoft Office applications.

## Deployment Costs

### Migrating Email Data

Customers who deploy Google Apps burden their IT teams to migrate email messages, contacts, tasks, folders, distribution lists, and other data from messaging solutions such as Microsoft Exchange Server to Google Apps.

#### Data-migration problems with Google Apps:

<b>Contacts</b>	You must install and run Google Apps Sync for Outlook to migrate contacts from Microsoft Outlook. Also, there is no easy way to universally manage organization-wide contacts without using a third-party product.
<b>Tasks</b>	You cannot migrate Tasks from Outlook to Google Apps, so you must recreate them.
<b>Distribution Lists</b>	Google Apps Sync won't migrate distribution lists and groups, so users have to maintain them locally in Outlook. If you remove Outlook, lists and groups are gone permanently.
<b>Public folders</b>	If your organization used Exchange public folders to share documents, you must manually upload all documents and mark them as shared in Google Apps, or purchase a third-party application to allow access to these documents on the network.
<b>Folders with unusual names</b>	Outlook folders with names that include unusual characters won't migrate to Gmail.
<b>Hidden Costs</b>	The time that IT people and users spend to migrate data and the cost of third-party applications to migrate data. For example, Google Marketplace lists an <a href="#">Exchange to Google Apps Migrator</a> that costs \$20 per user. The cost increases greatly if you want to migrate data other than email.

*"Migrating to Google Apps would have been extremely disruptive, with long outage periods and a significant risk of losing data during the transfer process...At first, Google Apps seemed cheaper than other solutions, but upon closer examination, these risks were simply too high" –Jeremy Burrows, IT head, [New Zealand Rugby Union](#)*

**Country:** New Zealand

**Size:** 80 employees

**Industry:** Sports

**Read the case study:**

[www.microsoft.com/casestudies/Case\\_Study\\_Detail.aspx?CaseStudyID=4000002644](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000002644)

**Did you know?** In a cloud-based email infrastructure with Microsoft Exchange Online and Microsoft Outlook, you don't have to worry about data migration problems. Microsoft Exchange Online was architected to work flawlessly with Microsoft Outlook as an email client. And if you're on the go, Microsoft offers [Outlook Web App](#), which allows you to access your Outlook information from any browser.

### Directory and Address Book Integration and Synchronization

Because Google Apps offer limited directory services and synchronization, the burden shifts to IT departments and end users, who often have to deploy third-party applications to synchronize data and contacts. Also, Google Apps do not provide a single-sign-on service, so employees have to remember extra user IDs and passwords.

**Directory, address-book integration, and synchronization problems with Google Apps:**

<b>Active Directory Integration</b>	You must download a separate utility in Google Apps to integrate Active Directory.
<b>One-Way Directory Synchronization</b>	You can only sync Google Apps down to your on-premises LDAP directory. You must also download an open-source tool to complete the synchronization.
<b>Global Address Book Synchronization</b>	You must set up a server to synchronize your LDAP server with Google Apps. Once more, once you've synchronized the directory, you still have no way to view that complete directory in Google Apps. It simply allows you to discover someone (search).
<b>Permanent Password Synchronization</b>	Employees have a separate user name and password for network access and Google Apps. To enable single sign-on, you must use a third-party application or enlist a developer to customize.
<b>Outlook Free/Busy Synchronization</b>	If employees use Outlook to interface with Gmail, the calendar is not instantaneously synchronized to show employees' free/busy time.
<b>Hidden Costs</b>	The time IT or employees spend to synchronize directories and other information, and the cost to buy extra applications to synchronize directories and manage users. For example, <a href="#">MyOneLogin</a> provides single sign-on service for Google Apps, and costs up to \$36 per user per year. <a href="#">PromoPanel</a> provides shared contacts management and costs \$8 per domain account per year.
<p><i>"Google Apps didn't allow for single-sign-on service or user migration and couldn't help us centrally manage our multiple domains. In addition, downloading via IMAP or POP was proving to be too slow and unreliable for our large amounts of email."</i> –Jonathan Piszarczyk, Information Systems Group Manager, <a href="#">Phaeton Automotive Group</a></p> <p><b>Country:</b> Canada  <b>Size:</b> 500 employees  <b>Industry:</b> Automotive, Farm, and Recreational Vehicles  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000006831">www.microsoft.com/casestudies/Case Study Detail.aspx?casestudyid=4000006831</a></p>	
<p><b>Did you know?</b> Office 365 supports single sign-on, so no separate passwords are required when you log onto your on-premises systems or Office 365.</p>	

**Integrating Microsoft Outlook with Gmail, Google Talk, and Google videoconferencing**

Customers who integrate Google Apps with Microsoft Outlook have to manage several add-ins. Even with those add-ons, employees who want to continue to use Outlook's rich, familiar features typically find themselves struggling to get their calendars and email folders to work properly, leading to lost productivity.

**Problems caused by integrating Microsoft Outlook with Gmail, Google Talk, and Google videoconferencing:**

<b>Google Apps Sync for Outlook*</b>	This add-in allows Outlook to work with Google Apps, but it only provides partial synchronization and may require employees to manage two different inboxes. The Google Apps SLA does not support this add-in.
<b>Google Talk</b>	Google IM/Chat is not integrated with Outlook and requires employees to install and deploy the Google Talk rich client to receive email notifications locally.

<b>Google Gears</b>	This application supported offline synchronization of Gmail and Google Docs. However, Google has suspended Google Gears offline support for Google Docs as of May 3, 2010. (For more information, see <a href="#">this link</a> .)
<b>Google Talk Video-Conferencing Add-In</b>	This client-side connector provides video conferencing with special add-in software for Google Talk. Employees must manually install the add-in to achieve functional parity with some other video conferencing experiences.
<b>Hidden Costs</b>	Additional management costs and business disruption. IT teams must install, test, deploy, manage, and support these Google Apps client-side add-ins, or employees must install them themselves. These add-ins don't always work as well as Google claims. According to <i>PCWorld</i> , in an article titled <a href="#">Google Apps Sync for Outlook Gets Mixed Reviews</a> , "IDG News Service, over the course of several weeks and even after enlisting the help of Google's public relations department, couldn't find one Apps administrator whose employer isn't a Google Apps reseller or integrator [who was] willing to speak favorably about the Outlook sync tool."
<p><i>"The Outlook Connector for Google Apps was dreadfully broken. As an IT Director, it was a nightmare for me. There were periods when not a day went by when somebody wasn't reporting an issue with it. When we switched to Microsoft, my phone stopped ringing. Now I can focus on other things."</i> –Jake Harris, Director of IT, <a href="#">Aisle7</a></p> <p><b>Country:</b> United States  <b>Size:</b> 30 employees  <b>Industry:</b> Media and Entertainment—Advertising  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000008299">www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000008299</a></p>	
<p><b>Did you know?</b> Users can synchronize files with Microsoft SharePoint® Online in Office 365, to work offline. When reconnected, SharePoint transmits only delta changes in documents. And with Microsoft Exchange Online and Microsoft Outlook, users can work offline without worrying about what will work and what won't.</p>	

## Supporting mobile users

Many workers today use their mobile phones to manage their email, calendars, and contacts when they are out of the office. With Google Apps, IT may have to install additional applications to make sure that data synchronizes with servers back at the office so their employees have the latest information.

### Mobile-support problems with Google Apps:

<b>BlackBerry Synchronization</b>	Google Apps has a synchronization problem with recurring meetings. Also, if your organization is using a Blackberry Enterprise Server (BES), you must still maintain this server if you deploy Google Apps. A BES cloud solution can reduce the complexity of having to maintain this server on premises, but costs extra.
<b>iPhone and Other Smartphone Synchronization</b>	Google has developed Google Sync software that you can install on some mobile devices. As of October 2010, this application was still in beta and had many limitations such as lack of full-search capability of Gmail on iPhones. (For more information, see <a href="#">this link</a> .)

<b>Hidden Costs</b>	<p>Third-party products and additional servers to support mobile synchronization:</p> <ul style="list-style-type: none"> <li>• <a href="#">CompanionLink for Google</a>: Syncs Outlook contacts, calendars, and tasks with a Google account., but doesn't work with BlackBerry phones: \$39.95/user</li> <li>• <a href="#">ExchangeMyMail</a>: To host more than 500 BlackBerry phones: \$120/user annually</li> </ul>
<p><i>"Microsoft Exchange Online is a much cleaner solution than Google Apps because everything is from one provider—Microsoft—so I don't need a lot of third-party applications to link computers, cell phones, and laptops."</i>          –JW Keller, President, <a href="#">Datatune</a></p> <p><b>Country:</b> United States  <b>Size:</b> 10 employees  <b>Industry:</b> IT Services  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/CaseStudyDetail.aspx?casestudyid=4000003809">www.microsoft.com/casestudies/CaseStudyDetail.aspx?casestudyid=4000003809</a></p>	
<p><b>Did you know?</b> Microsoft Office 365 works natively with Microsoft Outlook, so no connector is needed. In addition, Microsoft provides full BES hosting and will maintain service and support with RIM on your behalf.</p>	

## IT Support Costs

### Gaps in the Google Apps for Business Service Level Agreement

Understanding what is covered by Google's SLA is sometimes difficult, but vitally important in light of Google's high-profile service outages and security breaches. Many Google customers and industry experts have complained about Google's downtime problems. (See online examples such as "[Google Outage! Users Report Widespread Problems Using Google Apps](#)" and "[Extended Gmail Outage Hits Apps Admins.](#)")

#### Gaps in the GAFB SLA:

<b>Not financially backed</b>	Google's remedies for service downtime consist of service credits that extend the service period rather than refunds during the service period.
<b>5% downtime rule</b>	For downtime to count in GAFB, it must impact more than 5% of your users. For example, if you have 2000 users and 99 of them are down for many hours, you have no remedy.
<b>Limited remedies</b>	Google strictly limits its liabilities. You receive a maximum remedy up to 15 days of credit even if your services are down for up to 36 hours in a month. (See the table below.)
<b>Limited features</b>	The GAFB SLA does not cover features released through Google Labs or those released as experimental features.
<b>Limited applications</b>	Not all applications are included in the GAFB SLA. <b>Included:</b> Gmail, Google Calendar, Google Talk, Google Docs, Google Groups, Google Sites <b>Excluded:</b> Google Voice, Video chat, Gears (offline email), Contacts, Google App Engine, marketplace applications, all "new" applications including Picasa and others
<b>Limited support</b>	Google does not offer 24x7x365 support. For instance, on weekends and holidays, you only get phone support for "P1" ( <a href="#">Critical Impact – Service Unusable in Production</a> ) requests, and <a href="#">only if more than half of your users are affected</a> . Google does not respond on weekends or

holidays for "P2" ([High Impact – Service Use Severely Impaired](#)) and lower-priority requests.

### How Downtime is Calculated

Microsoft Office 365		Google Apps for Business	
Any non-scheduled downtime counts		Only downtime for more than 5% of users counts	
Monthly Uptime Percentage	Service Credit (dollars refunded)	Monthly Uptime Percentage	Service Credit (days added to contract)
<99.9%	25%	<99.9% to 99.0%	3
<99%	50%	<99.0% to 95.0%	7
<95%	100%	<95.0%	15

#### Hidden Costs

The cost of having all your employees idle for hours at a time, which has happened repeatedly with the Google Apps service. The GAFB SLA puts the burden on you and your organization when its service is disrupted.

*"Service with Google was just poor. I spent countless hours on the phone with them, issues went unresolved, and I had to spend too much time manually creating blacklists of domains that their service was clearly missing."*

–Dave Booher, lead Windows administrator, [Sunbelt Rentals](#)

**Country:** United States

**Size:** 5,000 employees

**Industry:** Industrial Equipment and Machinery

**Read the case study:**

[www.microsoft.com/casestudies/Case\\_Study\\_Detail.aspx?CaseStudyID=4000007851](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000007851)

**Did you know?** Microsoft Office 365 provides 24x7x365 multi-lingual phone support and provides a 99.9% availability SLA that is financially backed. The Microsoft SLA does not restrict downtime. Microsoft Office 365 does not release experimental features into mission-critical environments.

## IT Administration

IT teams generally find they have to spend additional time maintaining Google Apps, mainly because of lacking support from Google. IT teams are often unable to find answers because of this limited support. IT teams also has to spend more time supporting third-party products and client-side connectors for new and existing users.

### IT administration problems with Google Apps:

<b>Unannounced Feature Rollout/Pullback</b>	Google often releases new features that require additional support, and often ends support for features such as Google Gears with little or no warning.
<b>Fragmented Administration</b>	You can control some features and functions through Google Apps, but others require Postini or another third-party application for you to manage them. What's more, Google lacks macros and scripts for common administrative tasks such as forcing a password reset or updating IMAP and POP settings for all users.



<b>No Delegating Administrator Privileges</b>	Administrators have full control or no control over accounts. You cannot delegate tasks or provide detailed control for common tasks such as password resets. Anyone who has administrator access can decommission an entire email service.
<b>Faulty Reporting and Logging</b>	Administrators and auditors have to depend on other products to see acceptable reports. For example, Google does not provide logs that let you see who and when a user was deleted. Google also provides API access for reporting and logging but no reports out of the box.
<b>Lack of Universal Management</b>	IT cannot manage enterprise-wide contacts such as customers, partners, and vendors.
<b>Inefficient Issue Resolution</b>	When users experience a problem in GAFB, they usually have to visit a forum to resolve it. Because GAFB is new, support information is often incomplete on Google forums.
<b>Hidden Costs</b>	Extra time to maintain Google Apps and its third-party products beyond resolving typical Help Desk issues. Other costs include lost productivity and the cost and support for third-party products needed to fill gaps. For example, you can use <a href="#">Power Panel for Google Apps</a> for advanced IT management to delegate administrative tasks, run macros and scripts for common tasks, and import and manage shared contacts at a cost of \$8 per user per year.
<p><i>"We asked [Google] basic questions about things like network administration rights...and we found we were logging a lot of calls. The information just isn't out there on the Internet yet."</i> –Tina Parfitt, head of IT, <a href="#">VINCI PLC</a></p> <p><b>Country:</b> England  <b>Size:</b> Nearly 4,000 employees  <b>Industry:</b> Construction Supervision and Management Services</p> <p><b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=400006478">www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=400006478</a></p>	
<p><b>Did you know?</b> Microsoft Office 365 includes robust IT administration features such as PowerShell as well as a roadmap to notify you of upcoming product enhancements. Even better, Microsoft lets you defer or schedule feature upgrades so you can plan more effectively.</p>	

## Help Desk Support

While a browser-based application should relieve burdens for IT teams, many customers who deploy Google Apps find that Help Desk employees are overwhelmed with questions about how to complete even simple tasks with Google Apps. Its menus are unfamiliar, and often the features that employees need most simply do not exist. The *CNN Money* article "[The Hidden Cost of Google Apps](#)" says, "When you're running a business, you're paying your people while they struggle through this cultural shift to Web-based applications—and that can be very costly...It requires more direct handholding and ongoing maintenance."

### Help Desk support problems with Google Apps:

<b>Missing features:</b> Google Apps features often do not work like the familiar features in the Microsoft Office suite, so Help Desk personnel have to support users as they relearn how to do simple tasks. For example:	
<b>Using Cut, Copy, and Paste commands</b>	Though about 20% of user clicks in office productivity applications are Cut/Copy/Paste commands, you cannot easily Cut/Copy/Paste among Google Docs, Spreadsheets, and

<b>across applications</b>	Presentations, even though Google added this feature recently.
<b>Working offline</b>	Google Apps offers an offline experience for email, a view-only offline calendar, limited access to contacts, and no offline experience for documents, spreadsheets, drawings, and presentations. Using Google Apps offline requires software that Google no longer supports: <a href="#">Google Gears</a> .
<b>Receiving attachments</b>	Gmail users cannot receive attachments in calendar invitations created by Microsoft Outlook users.
<b>Uploading password-protected documents</b>	Gmail does not allow users to upload documents with password protection.
<b>Ad hoc and disappearing features:</b> Google adds features to Google Apps haphazardly and without warning, so Help Desk personnel are often unprepared to support those features. And Google sometimes abandons features after introducing them. For example:	
<b>Google Gears</b>	Google abandoned support for this browser add-in on May 4, 2010. IT teams must deploy this unsupported add-in for every user who wants to work offline, and Help Desk personnel must support it.
<b>Hidden Costs</b>	The time that Help Desk employees spend to answer employees' questions about Google Apps, or the cost of providing third-party support. For example, <a href="#">Google Apps Help Desk Support Services</a> provide live help and remote desktop support for \$360/user annually, plus \$30/user setup fee.
<p><i>"I wasn't pleased that new [Google Apps] functionality could pop up tomorrow, and our Help Desk wouldn't be prepared to help with problems."</i> –Alison Ross, Head of Service Support, <a href="#">Trader Media Group</a></p> <p><b>Country:</b> England  <b>Size:</b> 2000 employees  <b>Industry:</b> Publishing  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000007764">www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000007764</a></p>	
<b>Did you know?</b> Microsoft Office 365 is familiar and easy to use, which translates into fewer Help Desk calls. In addition, Microsoft support is available 24x7 to handle your needs, and it gives you your own service-ticket dashboard on which you can open, track and close any support items.	

## Security and Archiving

Google Apps came from Google's consumer division and weren't architected to have enterprise-grade security and archiving capabilities. Security and archiving are not available for Google Apps unless you pay for extra services to secure email and meet legal requirements for email and document retention.

### Security and archiving problems with Google Apps:

<b>Encryption</b>	Employees cannot encrypt messages containing sensitive information.
<b>Privacy</b>	Employees cannot mark messages as personal or confidential.

<b>Information Rights Management</b>	Email message recipients can easily edit, forward, or print sensitive information. Productivity documents cannot be secured with Information Rights Management
<b>“Off the Record” Chat</b>	Employees can conduct instant messaging sessions where portions of conversations can be conducted without any IT record.
<b>Data Retention Policies</b>	Your organization’s data retention policies are trumped by Google’s terms of service. For example, Google retains the rights to maintain all copies of information for as long as they require.
<b>Data Recovery</b>	Google does not guarantee backup of email for data recovery.
<b>Hidden Costs</b>	The cost of hosted email security and archiving services. <a href="#">Postini</a> , which Google acquired in 2007, and which provides some level of email security and 10 years of email retention for Gmail, costs \$33/user annually. <a href="#">Sendmail Sentrion Email Security Appliance for Google Apps</a> , priced from \$22,500, can add a higher level of security for Gmail. <a href="#">EchoSign Electronic Signature for Google Apps</a> begins at \$359/user annually.
<p><i>“The security of our communications is paramount. Google couldn’t guarantee that security...[They] weren’t ready to handle the state’s business.”—Mike Binkley, Director of Office Automation Services, <a href="#">Michigan Department of IT</a></i></p> <p><b>Country:</b> United States  <b>Size:</b> 56,000 employees  <b>Industry:</b> Government  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000004879">www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000004879</a></p>	
<p><b>Did you know?</b> Microsoft Exchange with Outlook lets users mark e-mails with Digital Signatures, enforce Digital Rights Management, and flag messages by type. Microsoft Exchange, whether deployed on premises or in the cloud, fully supports security for mobile phone users so your IT team can take advantage of layered security defenses. Microsoft Office and SharePoint support Information Rights Management that allows IT and users to lock down documents with specific permissions, from stopping Copy/Paste to preventing printing.</p>	

## User Training and File Fidelity Costs

### User Training

Google Apps offer very basic functionality that lacks consistent document conversion and import/export capabilities and limited flexibility, and exhibits frequent feature gaps and bugs. Because Google Apps are entirely HTML-based, users can experience substantial formatting problems and potential data loss during data and document migrations and conversions. Many Google Apps users find that even routine tasks take more time than necessary because of the unfamiliar interface and meager online help.

#### Anomalies on which Google Apps users often need training:

<b>Multiple open windows</b>	Whenever users switch between Mail, Calendar, Documents, and other applications in Google Apps, they open a new Web browser window. This quickly becomes confusing for users who accidentally open multiple Mail and Calendar windows at the same time.
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<b>Outlook/Gmail incompatibilities</b>	<p>Because Gmail does not fully support Microsoft Outlook, users experience unusual problems when using Outlook as a Gmail client. For example:</p> <ul style="list-style-type: none"> <li>• Because email messages are automatically combined into threads based on their subject line, users see a new folder for every email thread and have to scroll through dozens or scores of folders to return to that thread.</li> <li>• Executable attachments (including self-extracting .zip files) are not copied to Gmail.</li> <li>• Rules and Signatures do not migrate to Gmail.</li> <li>• Gmail does not support Outlook categories.</li> <li>• Gmail does not support "Out of Office" status in Outlook.</li> <li>• Outlook flags become stars in Gmail, and follow-up reminders are lost.</li> </ul>
<b>Fidelity problems</b>	<p>Unlike Microsoft Office applications, Google Apps provide no support or warnings when a user's actions impact content and file fidelity.</p>
<b>Missing features</b>	<p>Missing features</p>
<b>Hidden Costs</b>	<p>Training fees for both users and IT staff. Third-party companies offer training solutions that range in price from \$125/hour per user (<a href="#">Suite-Apps</a>) to packaged solutions starting at \$2,499 (<a href="#">Dito</a>). In addition, you need to train your IT staff, which given Google's lack of flexibility may require training on how not to disable services or functionality in Google Apps. Google only allows <i>two</i> security groups (Administrators and Users) and your Help Desk most likely needs more rights and more detailed control than users. What happens when a user with too many rights takes down your entire implementation with an accidental click?</p>
<p><i>"In my judgment, Google Apps is not an enterprise-class solution. It's a consumer solution, and we did not want to risk our business on it."</i> –<a href="#">Laurent Debes, Director of IT Production &amp; Integration, Credit Immobilier de France</a></p> <p><b>Country:</b> France  <b>Size:</b> 3,500 employees  <b>Industry:</b> Financial Services  <b>Read the case study:</b>  <a href="http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000005041">www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000005041</a></p>	
<p><b>Did you know?</b> Microsoft Office 365 applications have the familiar, intuitive look and feel of the Microsoft Office Fluent User interface, and they offer essential editing capabilities with no loss of formatting or data.</p>	

## File Fidelity Problems

Employees who use Google Docs to open a document created in Microsoft Office often find that the format looks different in Google Docs. Because Google limits file sizes and converts documents to HTML, Google Apps documents can be unreadable. When switching to Google Apps, employees waste time figuring out how to perform simple tasks such as printing and copying and pasting.

### File fidelity problems with Google Apps:

<b>Gmail</b>	<ul style="list-style-type: none"> <li>• Users can't see a presence icon to respond quickly with an IM instead of an email.</li> <li>• Users can't use "Out of Office" status label in Gmail, and can't share folders.</li> <li>• Users must forward separate message threads to send or forward Gmail messages.</li> </ul>
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<b>Google Docs</b>	<ul style="list-style-type: none"> <li>• No automated spell checking, grammar checking, or thesaurus exists.</li> <li>• No document version control exists.</li> <li>• You can only open in four formats and save in six formats.</li> <li>• You cannot insert charts, columns, or page breaks.</li> <li>• You cannot compare documents.</li> </ul>
<b>Importing documents</b>	<ul style="list-style-type: none"> <li>• Tab stops, paragraph spacing, page margins, and images move unexpectedly.</li> <li>• Google Apps can't import documents larger than 500KB</li> <li>• Revisions made by using the Track Changes and Comments features are jumbled together as plain text.</li> <li>• Page headers and footers are converted to inline text at the top of the document</li> <li>• Watermarks such as CONFIDENTIAL, DO NOT COPY, DRAFT, PERSONAL, TOP SECRET, and URGENT disappear.</li> </ul>
<b>Google Spreadsheets</b>	<ul style="list-style-type: none"> <li>• You cannot copy charts and paste them into Google docs.</li> <li>• No spell checking, conditional formatting, page layout and print area tools, page break preview exist.</li> <li>• You can only open in three formats and save in six formats.</li> <li>• No support exists for features like trend lines.</li> <li>• Formatting options are rudimentary.</li> <li>• You cannot create and run macros without adding a third-party application.</li> <li>• You can only protect worksheets, not cells or workbooks.</li> </ul>
<b>Importing other spreadsheets</b>	<ul style="list-style-type: none"> <li>• Images and formatting beyond simple cell sizing and shading are discarded.</li> <li>• Google Apps can't import spreadsheets larger than 1MB</li> <li>• Charts disappear, or appear only as white boxes.</li> </ul>
<b>Google Presentations</b>	<ul style="list-style-type: none"> <li>• You cannot copy and paste images, charts, and tables from Google Docs and Google Spreadsheets.</li> <li>• No spell checking, rehearsal timing, and slide numbering exist.</li> <li>• No sound, picture editing, and variable text-direction tools exist.</li> <li>• You can only open in four formats and save in six formats.</li> </ul>
<b>Importing other presentations</b>	<ul style="list-style-type: none"> <li>• Graphics look blurry and re-sampled.</li> <li>• Google Apps can't import presentations larger than 10MB</li> <li>• Text moves without warning.</li> <li>• Animations and transitions are eliminated.</li> </ul>
<b>Hidden costs</b>	<p>Many hours or days of lost productivity per user, and potentially lost business. Employees who use Gmail spend extra time tracking down email messages that have not synchronized correctly. If they use Outlook as a front-end to Gmail, they have to scroll through seemingly endless duplicated folders to find messages. Employees can lose time resolving document fidelity issues—a significant cost even when only minor corrections are needed. Organizations can lose business when it takes longer to complete documents that don't look professional.</p>
<p><i>"You want the interaction with the tools you need to do your work to feel frictionless—and when we had a dozen tools and passwords and user interfaces it was not frictionless at all." – Emiliano Duch, CEO, <a href="#">Competitiveness</a></i></p> <p><b>Country:</b> Spain  <b>Size:</b> 25 employees</p>	

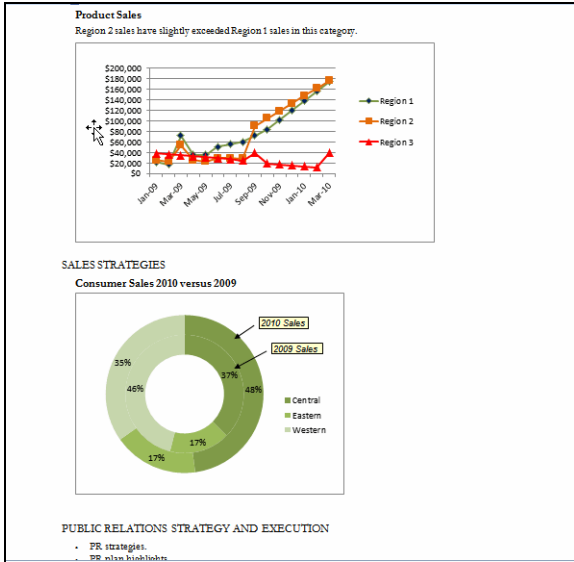
**Industry:** Consulting

**Read the case study:**

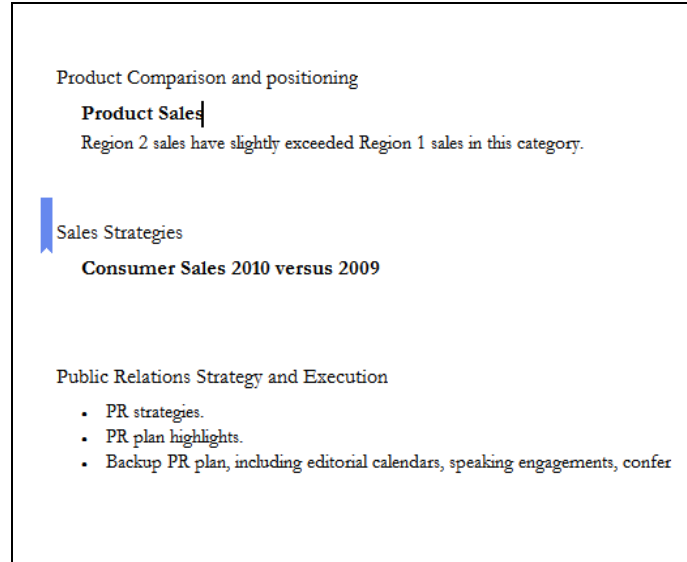
[www.microsoft.com/casestudies/Case\\_Study\\_Detail.aspx?CaseStudyID=4000003809](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000003809)

**Did you know?** Microsoft Office, whether through the rich client or the Office Web Apps in the browser in Office 365, can preserve a document's layout, graphics, and complex watermark so user content remains intact.

**Document compatibility problem after uploading a Microsoft Word file in Google Docs**



**Word document**



**Uploaded into Google Docs**

## Conclusion

What might the following cost your organization?

- Retraining users to complete simple, common computing tasks
- Losing employee productivity until they're fully retrained
- Buying new add-ons for compatibility, security, and compliance
- Training or hiring IT people to support new add-on applications

If the total cost of those items is more than \$50/user per year, then Google Apps might not be the best choice for your organization. For example, based just on the necessary add-ins and connectors that we mentioned in this paper, in a scenario where you need to migrate a mobile user from Microsoft Exchange to Google Apps in an organization that has more than 500 mobile users, it would cost, at a minimum:

## Total Cost of Ownership

One-time cost per user with Google Apps		Annual cost per user with Google Apps	
<a href="#">Exchange to Google Apps Migrator</a>	\$20	Google Apps	\$50
<a href="#">Google Apps Help Desk Support Services</a>	\$30	<a href="#">MyOneLogin</a>	\$36
End-user training	Varies	<a href="#">Promevo gPanel</a>	\$8
IT staff training	Varies	<a href="#">Power Panel for Google Apps</a>	\$8
Lost user productivity	Varies	<a href="#">Google Apps Help Desk Support Services</a>	\$360
		<a href="#">Postini</a>	\$33
Total:	\$50.00	Total:	\$495.00

Microsoft provides customers like you with enterprise-class solutions that integrate with each other based on the requirements of your organization. Microsoft understands the needs of the enterprise-class user with stringent compliance requirements as well as the needs of the small business that needs an easier way for employees to communicate. Microsoft developed and supports one of the world's most familiar software products—Microsoft Office—to help employees everywhere work productively. In a *ComputerWorld* [blog article](#), Dave Giroud, the head of the Google division that develops Google Apps said, "We wouldn't ask people to get rid of Microsoft Office and use Google Docs because it is not mature yet." **If one of Google's top executives admits that, why would you want to use Google Apps?**

*"Yes, we might have saved one or two dollars per month going with Google Apps, but it wasn't worth it. Selecting software that makes it more difficult to work is the wrong way to save money."* –Anders Trolle-Schultz, Principal, [SaaS-it Consult](#)

**Country:** Denmark

**Size:** 25 employees

**Industry:** IT Services

**Read the case study:**

[www.microsoft.com/casestudies/Case\\_Study\\_Detail.aspx?casestudyid=4000004063](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000004063)

**Did you know?** Microsoft Office 365 is available for as little as \$2/user per month? To find out more, visit: <http://office365.microsoft.com>

## Google Apps Migration Checklist

As you evaluate Google Apps, determine if you have any of the requirements listed below. If you answer 'Yes' to any of these, the annual cost for GAFB will be more than Google's claimed \$50 per user annually.

Requirement	Need?	Possible Costs
Migrating data such as email messages, contacts, calendar, and documents		<ul style="list-style-type: none"> <li>IT time spent migrating data and resolving discrepancies</li> <li>Third-party tools like <a href="#">Exchange to Google Apps Migrator</a></li> </ul> See <a href="#">Migrating Email Data</a>
Directory integration and password synchronization		<ul style="list-style-type: none"> <li>IT time spent synchronizing directories and other servers</li> <li>Third-party tools <a href="#">MyOneLogin</a> that provides Single Sign On</li> </ul> See <a href="#">Directory and Address Book Integration and Synchronization</a>
Offline access		<ul style="list-style-type: none"> <li>Not available as it is with Microsoft Outlook.</li> </ul> See <a href="#">Integrating Microsoft Outlook with Gmail, Google Talk, and Google videoconferencing</a>
Outlook client		<ul style="list-style-type: none"> <li>IT time to install and support add-in Google Apps Sync for Outlook</li> <li>Since it only provides partial synchronization, employees may have to spend time managing two different inboxes.</li> </ul> See <a href="#">Integrating Microsoft Outlook with Gmail, Google Talk, and Google videoconferencing</a>
Mobile users		<ul style="list-style-type: none"> <li>IT time supporting mobile synchronization</li> <li>Third-party tools such as <a href="#">CompanionLink</a> which helps integrate calendars</li> </ul> See <a href="#">Supporting mobile users</a>
24x7 Phone Support		<ul style="list-style-type: none"> <li>IT time maintaining Google Apps</li> <li>Third-party Help Desk support to help resolve typical user issues</li> </ul> See <a href="#">IT Administration</a>
Delegating Administrator Privileges		<ul style="list-style-type: none"> <li>Third-party tool such as <a href="#">Power Panel for Google Apps</a> for role-based delegation of administrator privileges</li> <li>Downtime caused by administrator error</li> </ul> See <a href="#">IT Administration</a>
Document compliance and Archiving		<ul style="list-style-type: none"> <li>Third-party tools like <a href="#">Postini</a> for hosted security and archiving services</li> </ul> See <a href="#">Security and Archiving</a>
Enhanced Security		<ul style="list-style-type: none"> <li>Third-party tools like <a href="#">SendMail</a> or <a href="#">EchoSign Electronic Signature for Google Apps</a> that can provide added level of security for Gmail</li> </ul>



		See <a href="#">Security and Archiving</a>
<b>Exchanging documents with customers, partners, and internally</b>		<ul style="list-style-type: none"> <li>• Employees will likely lose time resolving document fidelity issues, leading to costly delays and unprofessional documents</li> </ul> See <a href="#">File Fidelity</a>
<b>Training users when switching email and office productivity suite</b>		<ul style="list-style-type: none"> <li>• Employee time spent in training</li> <li>• IT time developing and delivering training</li> <li>• Third-party costs for training delivery such as <a href="#">Suite-Apps</a> or <a href="#">Dito</a></li> </ul> See <a href="#">Training Costs</a> and <a href="#">IT Administration</a>

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