

# Why Enterprises Choose Microsoft® Office 365 and Yammer Enterprise over Google Apps for Work

- Executive Summary .....2
- Complete Productivity Solution .....2
- Office Familiarity .....3
- Work like a network with Enterprise Social .....3
- Choice and Flexibility .....4
- Industry leadership .....5
- Change Management Discipline.....5
- Privacy, Security and Compliance.....6
- Conclusion.....9

## EXECUTIVE SUMMARY

---

Enterprises are always seeking to maximize their return on investment and to have more time to focus on core operations. These two objectives lead them to consider cloud-based productivity services to:

- Bolster business agility
- Enhance access to information
- Increase collaborative culture
- Support a mobile workforce

Microsoft Office 365 helps customers achieve these benefits. There are many good reasons to choose Microsoft as your solution provider, but the most important one is trust: with business-critical capabilities such as email, calendars, and collaboration, you want a partner that treats enterprise productivity as core to their business.

Microsoft has provided enterprise-class productivity solutions for more than 25 years, and Office is the most widely-used productivity suite worldwide. We take cloud-based productivity solutions just as seriously. Office 365 is an enterprise-grade service, designed to meet rigorous requirements for security, privacy, reliability, and manageability. Hosted in Microsoft's secured \$9 billion network of state-of-the-art data centers, Office 365 brings together our most trusted productivity solutions—Microsoft Exchange Online, Microsoft SharePoint® Online, and Microsoft Lync™ Online—with Microsoft Office across platforms and devices.

Meanwhile, with more than 90 percent of its business focused on advertising, Google has been selling organizations its consumer services by including minimal admin-specific controls and calling them enterprise-ready.

Here are the other top reasons we've found that large enterprises choose Office 365 and Yammer Enterprise over Google Apps.

## COMPLETE PRODUCTIVITY SOLUTION

---

Office 365 helps customers realize a broad vision of business productivity with its full set of rich productivity services and advanced commercial services in the cloud, along with the desktop version of Office if desired. Customers get email and instant messaging capabilities to help communicate effectively with their co-workers, customers, and partners. They can easily collaborate on projects using online meetings and web conferencing while minimizing travel and meeting costs. Archiving, eDiscovery, and document management capabilities in Office 365 help meet compliance needs for their business. Data-loss prevention capabilities help to enforce policies within email. Powerful business intelligence (BI) tools assist in making sound business decisions. Customers use Microsoft Office tools to get work done every day. They can use Office Online or Office for iPad to work across multiple devices or via browser without losing the rich formatting of documents.

*"Instead of purchasing different products for various business needs that may or may not integrate with one another, Office 365 provides us with a complete solution that works both for today's needs and offers flexibility for addressing tomorrow's," Sammeta said. "By making this investment in technology, our staff will have up-to-date, enterprise-class cloud productivity tools, allowing us to catch up several product generations at once."*

Vijay Sammeta, Chief Information Officer, [City of San Jose, CA](#)

Choosing Google Apps for Work as the primary solution inevitably means supplementing it with additional third-party services to fill the gaps. To get Business Intelligence capabilities, Enterprise Social capabilities, or compliance and control capabilities for Data Loss Prevention, for example, organizations typically have to purchase third-party apps from the Google Apps marketplace or other vendors to get the rich functionality they require. Stitching together multiple technologies inherently introduces infrastructure complexity and solution expense as well as multiple user and administrative experiences. It also increases the overhead required to manage the multiple vendors providing solutions. In addition, these third-party apps and services may not be supported by service level agreements similar to the one for Google Apps. By contrast, customers who purchase Office 365 get the most complete and cohesive solution while eliminating the complexity of multiple vendors.

## OFFICE FAMILIARITY

---

When customers move to the cloud, they want to offer their users a productivity solution that minimizes the time needed to ramp-up on new technology. The consistent Office experience across PC, browsers and devices gives organizations the simplicity and flexibility of the cloud while improving the functionality that users expect and need. The familiarity of Office tools can also reduce training costs for onboarding to a cloud service.

Workers should be able to be productive no matter where they are. Office 365 helps businesses achieve this commitment to employees by delivering a consistent and optimized experience across PCs, mobile devices, and browsers.

And enterprises now have the flexibility to offer the right Office experience to the right users. For user profiles that need lightweight editing capabilities for Office documents, enterprises are choosing Office Online to unify them along with their users in corporate headquarters. The ability to use Office across multiple devices helps enterprises support their mobile workers through a single subscription of Office 365.

Using Office documents alongside Google Docs results in file-fidelity issues. Office documents stored in Google Drive cannot be edited in popular browsers like Internet Explorer, Firefox or Safari. In addition, you cannot share or collaborate on Office documents unless they are converted to native Google format. When converted to native Google format, Office documents lose file fidelity and formatting, resulting in the need to rework them and another significant loss of productivity.

With so many large organizations working in geographically dispersed teams, a lack of support for collaboration on Office documents quickly becomes an impediment to productivity.

## WORK LIKE A NETWORK WITH ENTERPRISE SOCIAL

---

Over the last few years the world has become a giant network, and social media has rewired the way we connect with people and information. By tapping into the human networks that make a business tick, companies can listen and learn from the conversations that matter most, adapt to an increasingly volatile market, and grow in ways never before possible. Today, **more than 400,000 companies worldwide are already using Yammer Enterprise to work in this way.** The cohesive set of Office 365 social, collaboration, and communication technologies enable companies to work like a network—using the technologies that have changed our personal lives to transform the way we work as well.

*"Whether it's in locomotives, detectors along the side of the track, geometry cars or our vast telecommunications infrastructure to support the railroad, we rely on technology to operate our railroad and ensure delivery of our customers' freight," said Olsovsky, "Due to the nature of our business, the majority of our employees are outdoors in the field, so supporting their mobility with access to leading productivity and communications tools is critical to our success. By using tools such as Office 365 and Yammer Enterprise, we will be able to connect our employees to each other and the information they need to be successful."*

Jo-ann Olsovsky, vice president and chief information officer, [BNSF](#)

While Office 365 continues to push the boundaries of working like a network by introducing the social experience across various workloads such as email, document management, and file storage, Google lacks enterprise social capabilities in Google Apps for Work. The [2014 Gartner Magic Quadrant report for Social software in the workplace](#) placed Microsoft as a leader positioned highest in the ability to execute and farthest along in the completeness of its vision for social software.

## CHOICE AND FLEXIBILITY

---

Large enterprises are not usually ready to move all of their workloads to the cloud at once.

With Office 365, customers can choose between a cloud deployment, an on-premises solution, or a hybrid environment that integrates cloud services into an on-premises IT infrastructure. Customers can move some users to the cloud and keep others on-premises for compliance or operational reasons. This enables customers to move to the cloud at a pace that makes sense for their unique business needs. If they choose a hybrid infrastructure, users will probably never know the difference, and customers can use the same management tools across online and on-premises servers.

Large enterprise organizations have a diverse end-user base with different job profiles. Some users are involved in corporate job functions that require access to dedicated devices and rich robust applications. Alongside those are users who constitute a mobile workforce and either share devices or have lightweight technology usage scenarios. Office 365 offers organizations the choice of various SKU plans to meet the needs of such a diverse workforce while continuing to keep their IT costs low.

*"We have a mobile sales force and other global virtual teams, such as Research and Development, who are working on products in India and China. Also our IT people have to work together on a virtual basis. For these new styles of working, we need strong and efficient collaboration systems that support our global teams; it is an essential part of being a global company. This is our most significant business need, and this is what we are getting from Office 365."*

Alfons Wahlers, Group IT Director, [DORMA](#)

Businesses are not all the same and their needs are different. Google Apps for Work, however, assumes one size fits all. Google offers only two SKUs for enterprises: Google Apps for Work and Google Apps for Work with unlimited storage and Vault. Even if customers only want to deploy email, they have no choice but to purchase all of the other services that are part of Google Apps for Work. Similarly, Google only offers customers cloud-based deployment. Customers have to rely on third-party providers and partners to evaluate interoperability scenarios

with line of business (LOB) applications, resulting in additional deployment costs, support costs, and overhead. Customers of all sizes, with varied usage profiles, get the same offering regardless of whether it meets their unique needs.

With complex deployment, training and support requirements, enterprises look for flexibility to ensure a smooth rollout to their end users. They want to decide how they transition to the cloud, including having the flexibility to add one workload at a time. After all, they must continue to use existing LOB applications and be productive in other workloads while rolling out and adopting new solutions.

Office 365 acknowledges this business need and offers customers the choice and flexibility to choose the services and deployment options that meet their specific business needs.

## INDUSTRY LEADERSHIP

---

Leading technology research companies Gartner Inc. and Forrester evaluate technology vendors and their solutions on a regular basis, and then publish research reports for customers. Both research companies have recognized Microsoft Office 365 as a “leader” and rated it “positive” in their research reports.

### Gartner

Magic Quadrant for Unified Communications (Aug 2014)	Leader
Magic Quadrant for Business Intelligence and Analytics Platforms 2014	Leader
Magic Quadrant for Enterprise Content Management (Sep 2013)	Leader
Magic Quadrant for Horizontal Portals (Sep 2013)	Leader
Magic Quadrant for Social Software in the Workplace (Sep 2014)	Leader

### Forrester

The Forrester Wave™: Agile Business Intelligence Platforms, July, 2014	Leader
The Forrester Wave: Enterprise Social Platforms, Q2 2014	Leader

No other technology vendor appears across so many industry evaluations in the area of business productivity. Google appears to lack the required vision and execution in several of these evaluations.

## CHANGE MANAGEMENT DISCIPLINE

---

When implementing new solutions, enterprises rely on change-management processes and workflow to minimize the impact on their organizations. Enterprises cannot be hampered by unpredictable changes, inconsistent delivery, or the sudden disappearance of features. The power of cloud-based services is that they are always up-to-date and offer an experience that gradually improves over time. We realize that change can be daunting, and IT administrators need tools and information to manage ongoing change.

Microsoft customers will receive advance notice of significant changes to Office 365 so they can plan effectively. We provide visibility for planned updates that are in development and in the process of being rolled out to the service, as well as items that have been launched and are now generally available for all eligible customers. We contractually commit to maintain core Office 365 features for the term of the customer’s subscription, so customers can be assured that they will not lose the critical functionalities that they depend on each day.

With Office 365, customers can expect the change-management discipline that enterprises need to run their businesses smoothly.

*"We aren't fire-fighting anymore, because we have optimized incident management processes reflected in Service Manager and other System Center tools," says Zeineldin, "Now we are more proactive than reactive."*

Bashar Zeineldin IT Support Manager, [Mohammad Al-Mojil Group](#)

[Office 365 for business public roadmap](#) provides customers a centralized place to learn more about pending updates before those changes come to the service. It provides a forward-looking view of new features, enhancements, and major updates, which in some cases may extend farther than just a few months, as evidenced by our long-term communications around Delve and Office Graph.

With Google Apps for Work, customers get a two-week notice on the availability of new features. The release calendar does not usually provide insights beyond one month. For enterprise organizations that follow IT change-management processes to minimize disruption to their core business, this is clearly insufficient.

Providing greater transparency of new features and capabilities helps organizations plan their change-management strategy related to cloud services. Enterprise organizations are looking to train their IT helpdesk and super users before rolling out capabilities broadly to their end users. This disciplined approach to change management is of paramount importance to large organizations.

## PRIVACY, SECURITY AND COMPLIANCE

---

Enterprises today are focusing more than ever on how to give employees access to information, provide collaboration tools for internal and external use, and do it all across a multitude of devices. While end-user expectations and demand for the latest tools is high, IT has to balance this pressure to meet users' needs with the requirement to adhere to corporate policies, industry regulations, and applicable laws. Historically, security and compliance technologies and mandates were perceived as disruptive to productivity, driving down employee satisfaction while driving up IT costs. If users feel impeded by the technology they're given, they often look for ways around it, which in turn can create new corporate non-compliance issues and bring the problem full circle.

Yet it's difficult to run a competitive business with information and access totally locked down--the trade-offs on agility and decision making are too great. This is why we believe that the most well-run organizations are those in which people are empowered to do their best work, on any device, while IT is able to responsibly manage security and compliance requirements.

Office 365 includes two equally important capabilities:

1. **Service-level capabilities** that include technical features, operational procedures, and policies that are enabled by default for customers using the service
2. **Customer controls** that include features that enable businesses to customize the Office 365 environment based on the specific needs of their organization

*"Intellectual property is one of Aston Martin's most valuable assets, and we trust Microsoft technologies to keep it safe," says Roach-Rooke. "We are very comfortable that Microsoft will be able to maintain a secure service."*

Daniel Roach-Rooke, IT Infrastructure Manager, [Aston Martin](#)

Trustworthy Computing is one of the core business values at Microsoft. We strive not only to meet but also to exceed legal, regulatory, and ethical responsibilities worldwide.

While designing and delivering Office 365 services, here are some ways that we have worked hard to earn and maintain your trust:

## Privacy by Design

With Office 365, we don't mine or access customer data for advertising purposes or similar commercial purposes.

When customers entrust their data to Office 365, they remain the sole owner of that data. It's our policy to only use customer data for purposes compatible with providing them cloud-based productivity services. We regularly disclose the number of law-enforcement requests we receive through our [transparency reports](#). If a government approaches us for access to customer data, we redirect the inquiry to the customer whenever possible, and have challenged in court legal demands that prohibit disclosure of a government request for customer data.

Privacy controls allow customers to configure who in the organization has access to their cloud data, and what they can access. Design elements prevent the mingling of your data with that of other organizations using Office 365, and extensive auditing and supervision help ensure that admins do not get unauthorized access to customer data. We contractually commit to the promises made with our Online Services Terms (OST). In particular, Microsoft provides a firm contractual commitment to remain certified under both the EU and Swiss Safe Harbor programs as long as they are maintained by the US government. Microsoft also agrees to the EU model clauses by default. With the OST, Microsoft makes its most customer-friendly contract terms available by default and not something privacy-conscious consumers need to opt-in for. For more information about privacy, security, and compliance in Office 365, visit [the Office 365 Trust Center](#).

By contrast, Google continues to leave wiggle room in their contracts in matters related to data use and does not offer the best data privacy terms by default to all enterprise users. Unless enterprises put in the effort to opt-in to Google's Data Processing Amendment (DPA), Google will continue to have the right to process customer data for purposes other than providing the services. Furthermore, while Google claims in its online policies and principles that it complies with the EU and Swiss Safe Harbor programs, this does not appear to be a contractual guarantee in its DPA. Indeed, in its DPA, Google states that it will either remain enrolled in the Safe Harbor program or adopt an alternative compliance program. Moreover, Google does not appear to offer the EU model clauses by default, choosing instead to say that it "may enter into" the EU model clauses with the customer.

## Security

Office 365 is a security-hardened service that is designed according to the Microsoft Security Development Lifecycle. It consists of the best practices from two decades of building enterprise software and managing online services to give customers an integrated software-as-a-service solution.

At the service level, Office 365 uses a defense-in-depth approach to provide physical, logical, and data layers of security features and operational best practices. We restrict physical data center access to authorized personnel and have implemented multiple layers of physical security, such as biometric readers, motion sensors, 24-hour secured access, video-camera surveillance, and security-breach alarms. We enable encryption of data, both at rest

and over the network as information is transmitted between a data center and a user, and we enforce "hard" passwords to increase the security of your data.

Office 365 also offers customers granular controls to further secure their environment for policy and governance reasons. Rights Management Services prevents access to files without the correct user credentials. Multi-factor authentication protects access to the service with a second factor such as a phone. S/MIME provides secured certificate-based email access. Office 365 Message Encryption allows you to send encrypted email to anyone. Data-loss prevention (DLP) capabilities help prevent sensitive data from leaking, either inside or outside the organization. To learn more about the capabilities enabled for Office 365 security, [read this whitepaper](#).

Google offers administrators limited capabilities within Google Apps for Work for scenarios, such as policy setting for DLP and email-forward prevention for Information Rights Management, which are critical for enterprise customers. Customers who rely on third-party apps in their marketplace to fill these gaps incur additional time and cost to find and setup these solutions (potentially separate ones for Gmail, Google Drive and Google Sites). They might also face additional risks if they permit multiple parties to access some or all of their data.

## Leadership in Compliance

Office 365 is a global service, and we are committed to evolving the Office 365 controls and staying up to date with standards and regulations that apply to your industry and geography. Because regulations often share the same or similar controls, this makes it easier for Microsoft to meet the requirements of new regulations or those specific to your organization and industry. In addition, Office 365 provides admin and user controls, including eDiscovery, legal hold, and data-loss prevention, to help you meet internal compliance requirements. These controls require no additional on-premises infrastructure.

Office 365 is verified to meet requirements specified in ISO 27001 and FISMA, and is willing to sign the EU model clauses and a HIPAA business associate agreement with all customers. The OST details our privacy and security commitments related to the handling of customer data, which helps you comply with local regulations.

We have built more than 900 controls in the Office 365 compliance framework that enable us to stay up to date with ever-evolving industry standards. A specialist compliance team continuously tracks standards and regulations, and develops common control sets for our product team to build into the service. Built-in legal hold and eDiscovery help you find, preserve, analyze, and package electronic content (often referred to as electronically stored information or ESI) for a legal request or investigation. Data-loss prevention in Office 365 helps identify, monitor, and protect sensitive information in organizations through deep content analysis.

While Google Apps for Work might appear to also meet some of the same standards as Office 365, it is important to note key differences in the scope of compliance. Here are a few examples that show how we strive to exceed, and not just meet, compliance standards:

1. For several years, Office 365 has offered HIPAA Business Associate Agreements that apply to customers that are covered entities as well as business associates. Google started offering [Business Associate Agreements](#) in 2013 to help customers who need to comply with HIPAA; however, the Google BAA only applies to Gmail, Calendar, Drive, and Vault services and requires you to disable other services.
2. We agree to be audited every 12 months by third-party security professionals, according to ISO 27001 standards. The Google DPA suggests that it is audited less frequently, with at least 18 months between audits.
3. We commit to store your core data at rest in the European Union or the United States if you provision tenants in these locations. In contrast, Google does not indicate a primary jurisdiction for data-storage location. This means that Google may store your core customer data in any country and give customers no control or transparency into the process.

## CONCLUSION

---

Productivity is core to what we do at Microsoft. End users are getting their work done outside the confines of the office by using social and mobile communication trends and technology that transcend platforms and devices. With Office365, we continue to reimagine business productivity by innovating on capabilities that transform how people work today and how they will work in the future.