



Innovation at the Pace of 100% Web

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Trends impacting your business

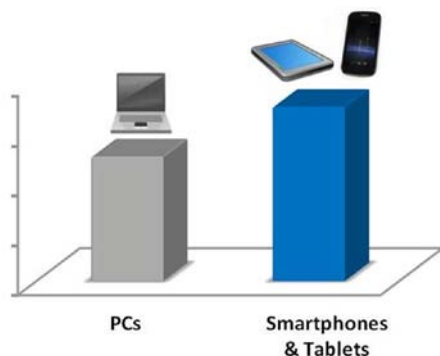
Speed



Local Motors can take a new car from concept to creation **under 18 months**.

(Source: www.local-motors.com c/o Wired magazine)

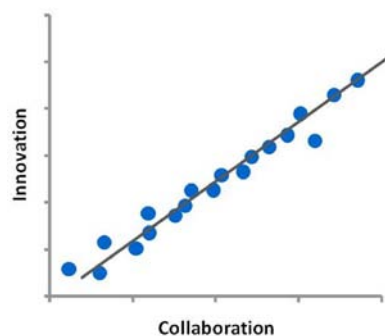
Mobility



Post-PC: **Smartphone and tablet sales** exceed desktop and notebook PCs in 2011.

(Source: Mary Meeker, KPCB, 2011)

Innovation

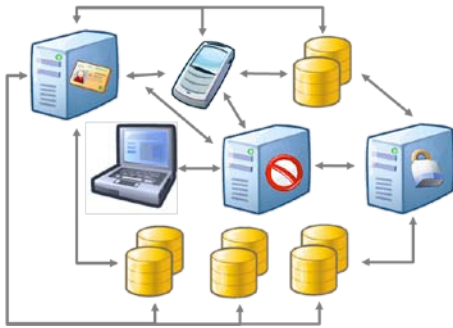


There is an **81% correlation** between collaboration and innovation.

(Source: Future Foundation, 2010)

Inhibitors restricting your ability to adapt

Rigid



"In comparison to SaaS application packages...on-premises application releases move at **glacial speed** and hinder innovation."

(Source: Forrester, 2010)

Complex



Applications are built for a **business process** rather than usability.

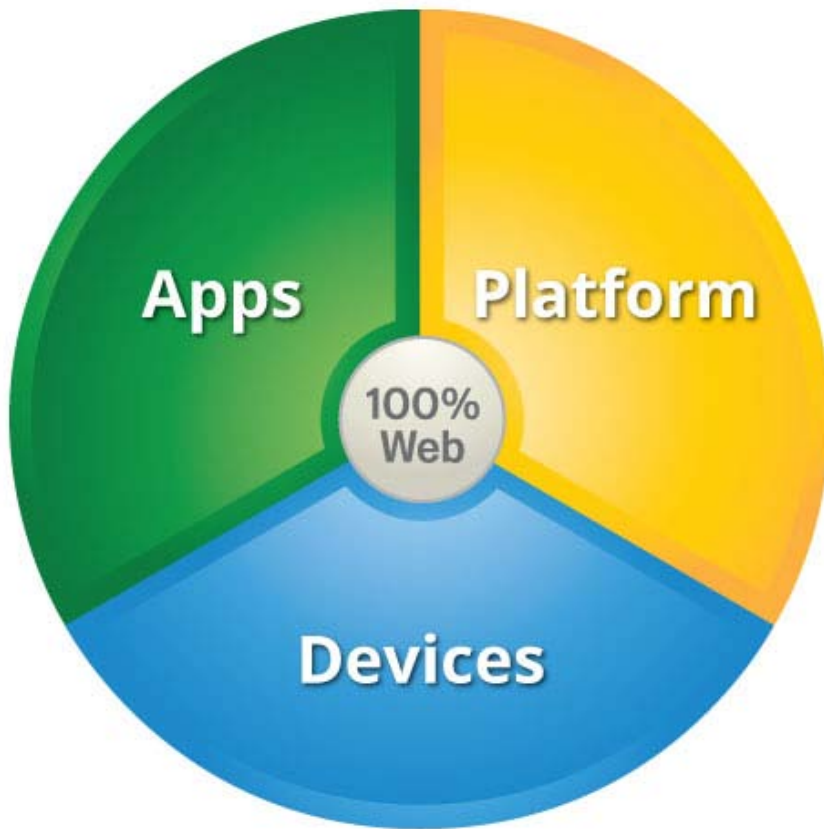
Expensive



"**\$8 out of \$10** spent in IT is '**dead money**'— not contributing to business change and growth."

(Source: Gartner, 2010)

100% Web - a new model for IT



Delivered through the browser

No client software, Internet as a platform

Scalable, secure, global, shared

Leverage massive shared computing capacity

Subscription model

Pay only for what you use

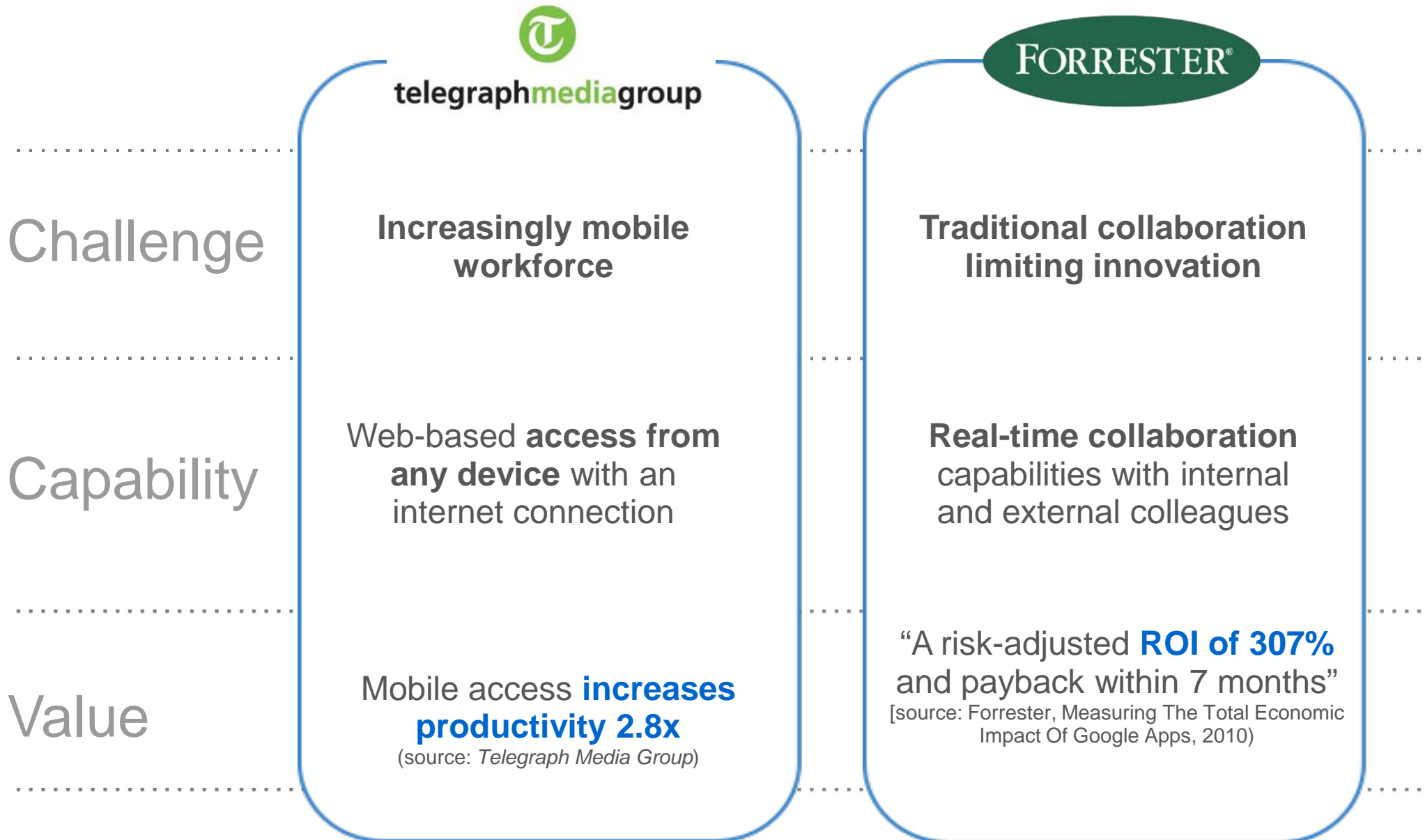
Access from any Internet enabled device

Mobile devices increasing productivity anywhere

No upgrades required

Always on the latest release

Increase collaboration and innovation in your business



Enjoy seamless communication and collaboration



Email

web-based communication hub



Priority Inbox

overcome information overload with automatically prioritized email

Contextual Gadgets

approve POs or update forecasts without leaving Gmail

Voice & Video Chat

multiple communication choices within a single interface

Web-based Docs

real-time collaboration tools



Rich Formatting

images, tables, drawings and bullets

Version history

maintained throughout the editing process so you can easily review multiple versions

Real-Time Collaboration

multiple users edit documents simultaneously

Provide intuitive access to information and analytics



ChemistDirect
EVERYTHING DISCOUNTED ONLINE

Challenge

Poor search experience on e-commerce website

Capability

Powerful **comprehensive search** made easily available to your customers

Value

“34% increase transactions and **42% increase in Revenue**”
(Source: Chemist Direct)



Difficulty visualizing and sharing geospatial data

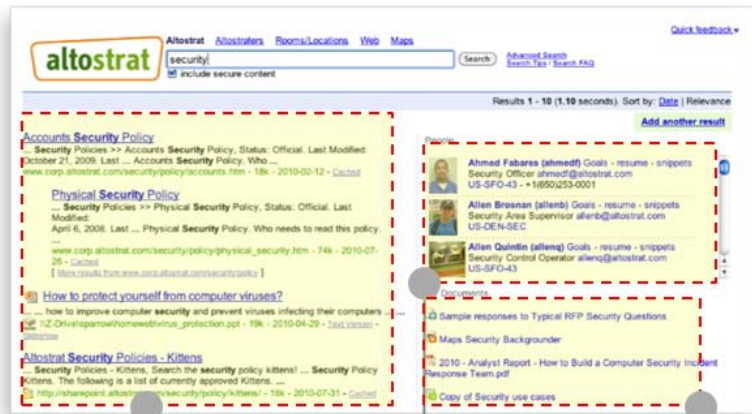
Visualize your own data and imagery in an intuitive user interface

“We **reduced by over 50%** the time it takes to prepare weather briefings for Air Force pilots.”
(Source: Air Force Weather Agency)

Information and analytics for your customers and users



Enterprise Search for intranets and websites



People Search

Search across profile information for people in your organization.

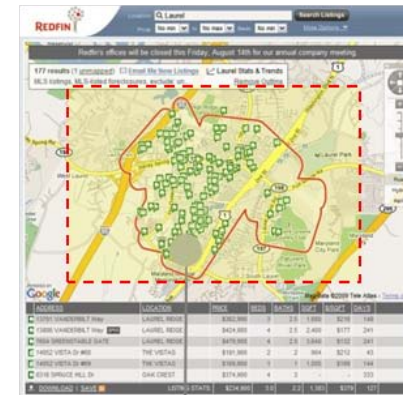
Dynamic Navigation

Filter search results with specific meta data attributes.

Cloud Connect

Search is integrated with Google Apps, Site Search and Twitter.

Enterprise Geo intuitive geospatial visualisation



Intuitive interface

Allow anyone in your business to visualize and understand important data.

Integrate your data

Create customized views of Maps and Earth to share with employees and customers.

Accessible

Access across browsers, devices and locations.

Simplify how you **build, buy and manage** IT solutions



Gartner

Challenge

Service downtime for customer facing product

Significant capital investment required

Capability

Highly scalable to meet spikes in demand at popular times

No up-front investment and immense scalability

Value

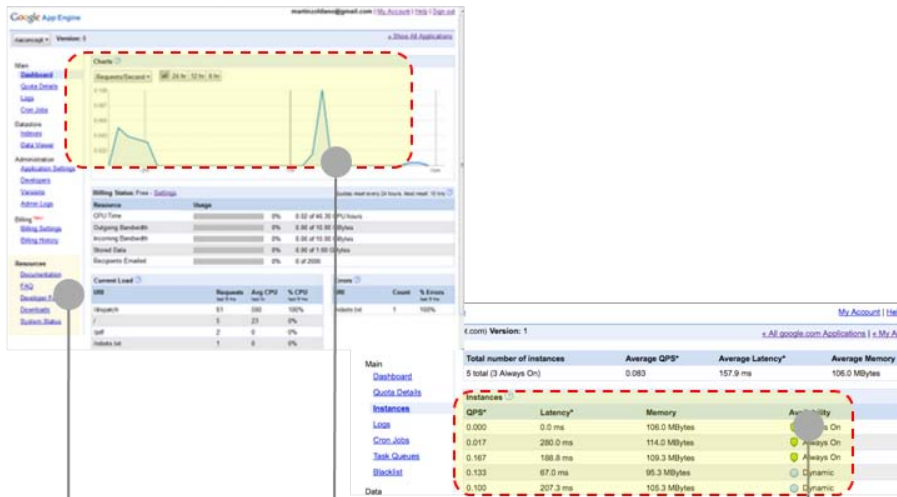
“App Engine provides a solution that delivers **zero downtime for users**”
(source: Giftag, 2011)

“By 2012, 20% of businesses will **own no IT assets**”
(source: Gartner, 2010)

Build, buy and manage applications your way



Platform as a service Build apps, not servers

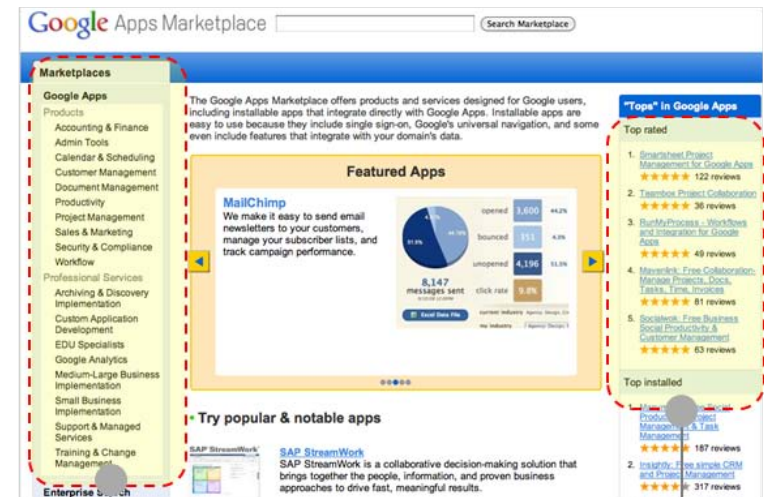


Easy to Scale
Add capacity as usage of an application grows.

Easy to Deploy
Host your applications on Google's infrastructure and provide them to your employees via the web.

Easy to Manage
Easily deploy multiple versions of applications to test new functionality.

Apps Marketplaces integrate 3rd party apps



Comprehensive List
Includes applications such as project management, accounting, CRM and more.

Ratings
Ratings from other customers to help you find the best Apps



Simplify how you manage your desktop fleet



Microsoft®

Challenge

Hard to keep up with patches on client machines

Capability

Auto-updated to make sure that all machines are on the latest release

Value

Microsoft released **124 security patches** in 2010
(source: Microsoft, 2010)

Gartner®

Managing enterprise desktops is expensive

Cloud-based desktop management to configure devices and user policies

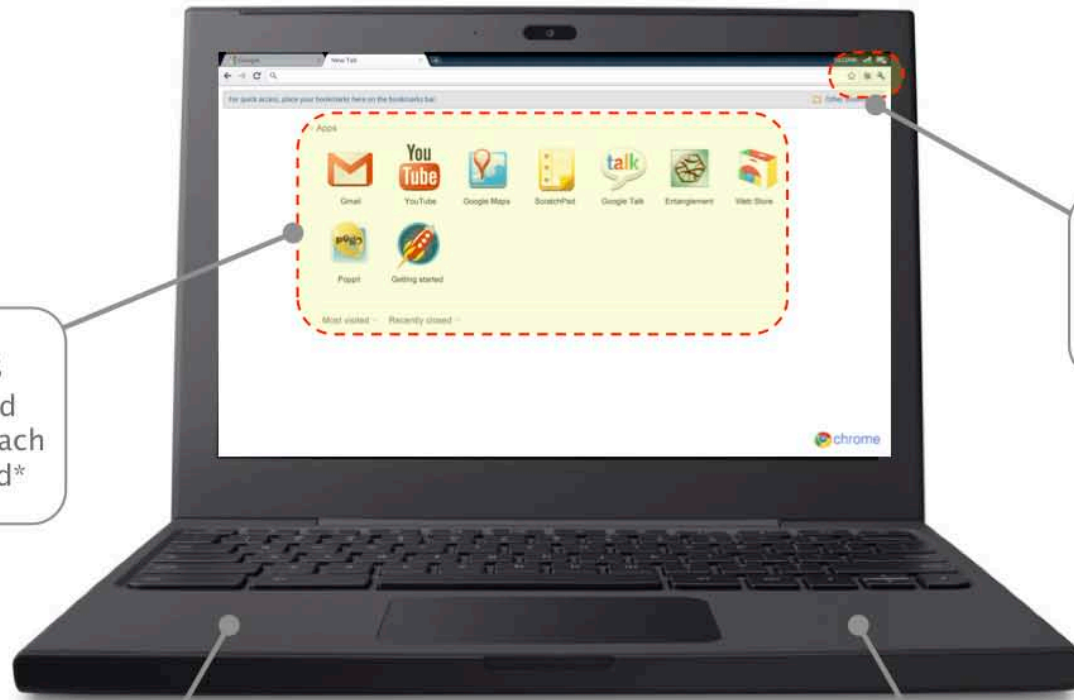
“average TCO of **\$4850 per user per year**”
(source: Gartner, 2010)

Computing devices built for the web



Web-only OSes

cloud-managed desktops



Manage applications

Manage the applications and extensions configured on each user's device from the cloud*

Configure devices

Automatically configure secure Wifi, VPN, printers*

Verified boot

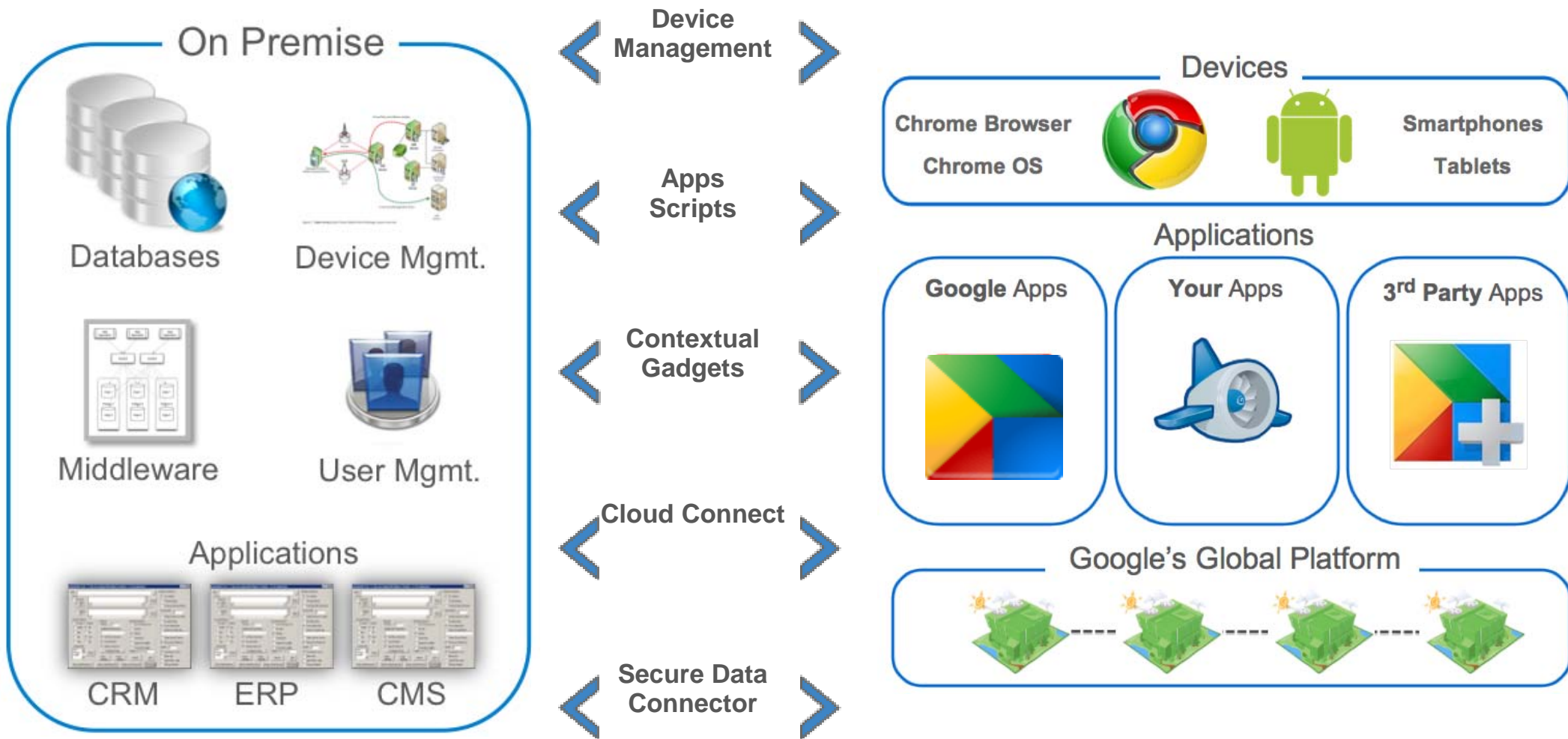
OS is verified to be unmodified at every boot

Auto update

OS auto-updates when new versions are available

* Planned functionality not yet available

Integrate your existing architecture to start your journey



Meaningful Customer Success



“We switched our entire global organisation to Gmail, Calendar and Contacts in one weekend **saving around \$2.8M.**”

Genentech

“Google Apps **saved us millions of dollars** over five years over any of the alternatives that we looked at.”

AVAGO
TECHNOLOGIES

“Google Apps Enterprise has actually **cost us one sixth** of what the previous incumbent Microsoft Exchange environment cost us.”

Where will you start your journey to 100% Web?

