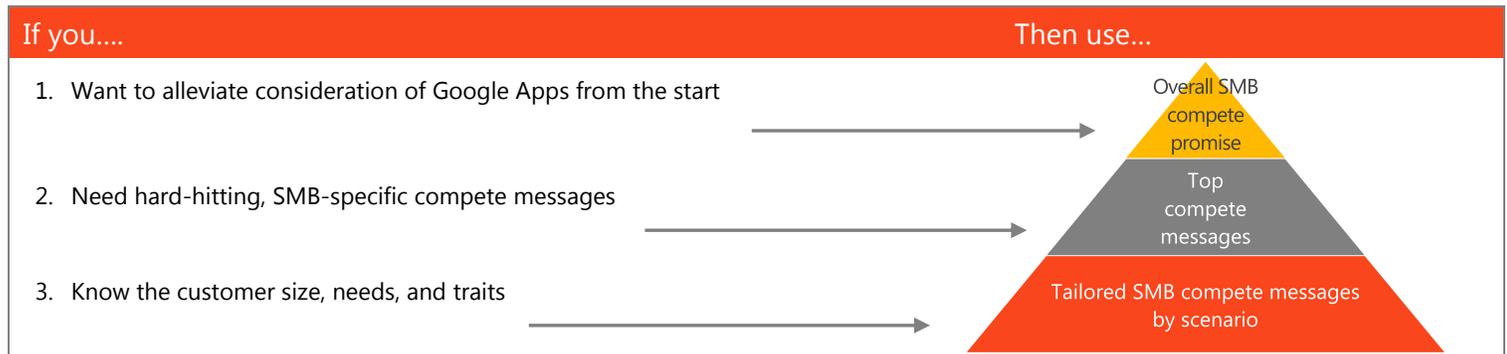


Competing Against Google Apps in SMB

Introduction and context

This guide describes an effective messaging approach to compete and win against Google Apps with SMB customers. Use it for head-to-head compete scenarios versus Google Apps in SMB.

How to use these compete messages



Overall SMB compete promise	
Comparative (two options)	Microsoft sells professional tools. Google sells you. Microsoft builds professional tools for businesses. Google uses your business data to sell advertising.
Non-comparative*	Microsoft Office 365 is the right choice for your business because it gives you the familiar and rich Office applications to use online or offline across your desktop, smartphone, and tablet.

Benefit	Top SMB compete messages
Efficient	Save time and effort by avoiding unnecessary formatting errors that may occur when editing Office content in Google Docs.
Familiar	Office 365 offers functionality that users expect and need that are not natively available in Google Apps.
Predictable costs	Google Apps may cost more than advertised because of potential add-ons and hidden costs.
Privacy	Google's core business is in advertising; don't trust an advertising company with your company's or your customers' private data.
Trusted	Microsoft has strong credibility and reliability when it comes to providing businesses with productivity tools. Google's business is selling search advertising.

Tailored SMB compete messages by scenario	
If the customer....	Then say...
Is a professional services provider or values employee time	<ol style="list-style-type: none"> 1. Your employees' time is valuable. Office 365 offers functionality that users expect and need that is not natively available in Google Apps—helping save time and effort. 2. Microsoft Outlook offers robust email and calendaring capabilities for your employees to get their work done quickly and easily manage connections. 3. Office documents can lose the intended formatting when viewed or edited with Google Docs. 4. Your employees may not always have an Internet connection, making it harder for them to get things done with the limited offline** functionality in Google Apps. 5. Microsoft has an expansive partner ecosystem to provide support and services to your business.
Shares documents with customers/ suppliers	<ol style="list-style-type: none"> 6. Emails and documents exchanged with customers are a representation of your company; Google Apps has limited email and formatting functionality, which can make it harder to create a professional impression.
Is focused on cost	<ol style="list-style-type: none"> 7. People are your most valuable asset, so invest in the best tools with Office 365 to get the most out of their time. 8. Google Apps may cost more than advertised because of potential add-ons and hidden costs.
Is focused on IT support and management	<ol style="list-style-type: none"> 9. With Google Apps, you may have to deal with more internal support calls for matters that shouldn't have occurred in the first place; when you ask Google about these issues, there can be long delays before you get a response. 10. It can require a lot of manual labor, add-ons, and third-party applications to migrate email, contacts, tasks, folders, and other data from messaging solutions such as Exchange to Google Apps and to set up single sign-on and shared contacts.
Has security/ privacy requirements	<ol style="list-style-type: none"> 11. Google Apps may violate your privacy or confidentiality requirements by using automated scanning technology to read your email for targeting advertising.
Thinks Google is "cool"	<ol style="list-style-type: none"> 12. Microsoft builds professional tools for business, while Google sells search advertising.

Rebutting Google Apps messaging	
Google says...	You can rebut by saying...
Designed for teams	Office 365 makes it easy for you to share documents with controlled access and work on them with your team at the same time without version confusion.
Productive anywhere, from any platform	Office 365 offers functionality that users expect and need that is not natively available in Google Apps, which has limited email, calendaring, and formatting functionality.
Simple, affordable	<p>Google Apps may cost more than advertised because of potential add-ons and hidden costs.</p> <p>Google Apps may cause more internal support calls for matters that shouldn't have occurred in the first place.</p>
For the web	Your employees may not always have an Internet connection, making it harder for them to get things done with the limited offline** functionality in Google Apps.

Additional resources

- [White Paper: 10 Reasons for SMBs to Choose Office 365](#)
- [Demo: Excel Web App vs. Google Spreadsheets](#)
- [White Paper: Counting the Hidden Costs of Google Apps](#)
- [White Paper: Strategies for Choosing Cloud-Based Solutions](#)

* Non-comparative statement is for countries that have laws that prohibit direct comparison between products.

** Google features and functions are constantly changing with regard to offline functionality.

