SYNNEX | Google Cloud

G Suite Reference Guide

Google Cloud

SYNNEX CORPORATION

The Google Cloud Commitment

No ads, ever

Google does not collect, scan, or use data in G Suite services for advertising purposes, and they do not display ads in G Suite.

Users own their data

The data that companies, schools, and government agencies put into G Suite services does not belong to Google.

Always-accessible apps

G Suite offers a 99.9% service level agreement. Google plans for its applications to always be available, even when they are upgrading their services or maintaining their systems.

Users stay in control and in the know

Users can delete their data or export it at any time.

G Suite Quick Pitch

G Suite is an intelligent, cloud-based productivity suite of secure business tools that enables teams to collaborate, iterate, and innovate together, from anywhere, in real time.

G Suite Go-to-Market Strategy

Make It Fast

Teams can work on documents together to build off each other's contributions to complete work faster thanks to G Suite's real-time collaboration and seamless app integration.

Does your customer need to assign an action item to a co-worker on a presentation? An email will notify them of the task at hand, with a direct link to the comment. Are they looking to collect customer feedback through Google Forms? The data collected will automatically flow into a Google Sheets, making it easier to analyze the responses.
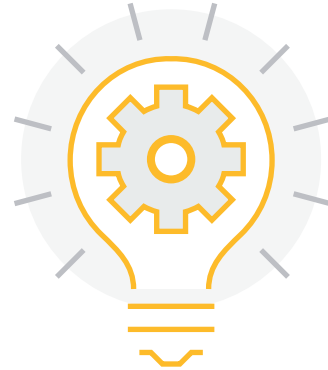
G Suite Go-to-Market Strategy

Make It Smart

Gone are the days of sending "Final-Final Version 6.2" back and forth with colleagues, because all edits are automatically saved to the cloud. Now there is one version of a file for teams to work with.

Your customers can harness the power of Google's search engine with G Suites Cloud Search. Users can find exactly what they need across an entire organization because this application is contextually aware, so it proactively surfaces content most relevant in a moment's notice.

G Suite Go-to-Market Strategy

Make It Together

Hangouts Meet allows your customers to make the world their office! They can have face-to-face meetings with teammates around the globe or finish work they started on their laptop, on the go from their phone.
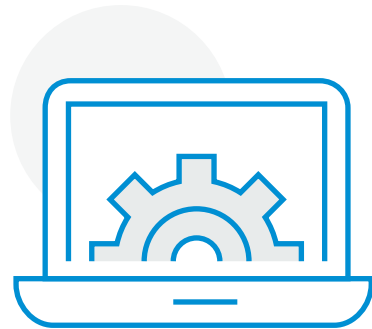
Transformation starts with real change, one that invests in people. Did you know that 74% of all time spent in Docs, Sheets, and Slides is on collaborative work? G Suite enables your customers to experience true teamwork.

What makes G Suite different?

The primary differentiator is transformation!

G Suite transforms the workplace to a more collaborative, efficient, productive environment with one full solution. G Suite is a cultural and technological shift that inspires organizations to become more dynamic and innovative.

Additional G Suite Differentiators

Innovation

G Suite is driving innovation with AI capabilities and security technology. Moving from a legacy system to cloud-based, Google can help businesses be future-ready.

Familiarity

Most employees are already familiar with G Suite from personal use or school. 72 of the top 100 universities use G Suite.

Migration

Google makes migration easy with tools and expertise that help businesses painlessly migrate their apps, work streams, and data to G Suite.

Security

Google started in the cloud and runs on the cloud, and many companies have built their own businesses on Google Cloud. Google's robust global infrastructure and its drive to innovate enables G Suite to stay ahead of the curve and offer a highly secure, reliable, and compliant environment.

Certifications, Audits, and Assessments

- Information Security Management System 27001 Certified
- Information Security Management System 27017 Certified
- Information Security Management System 27018 Certified
- AICPA Service Organization Control Reports
- FedRAMP

Committed to compliance with General Data Protection Regulation (GDPR).

Regulatory Compliance

- Department of Education
- HIPPA
- Federal Trade Commission
- European Commission
- Information Regulator

G Suite Quick Comparison Chart

	Basic	Business	Enterprise
Office Suite			
Email, Calendar, Apps, Docs, Slides	●	●	●
Shared access across drives + offline access	●	●	●
Google Cloud Search across drives within G Suite		●	●
Enterprise Class File Sync + Share			
Drive	●	●	●
Team Drives		●	●
File Audit Report + Alerts		●	●
Storage per user	30GB	Unlimited	Unlimited
Enterprise Class Meetings			
Hangouts + instant access with link	●	●	●
Dial in access to meetings and up to 50 attendees			●
Record meeting + save in Drive			●
Device Management			
Centralized Admin + 24/7 support	●	●	●
1 click setup + security policies for Android and iOS	●	●	●
Monitor and Audit entire fleet + bulk enrollment of company-owned Android devices		●	●
Automate device workflows		●	●
Security			
99.9% uptime guarantee + encryption in transit and at rest	●	●	●
Enterprise certifications and compliance	●	●	●
Vault for eDiscovery, archiving + compliance		●	●
Advanced data loss prevention for Gmail + Drive files and BigQuery data analysis			●
Security Key enforcement + 3rd party email archiving			●

Upsell to G Suite Business and get all the functionality of G Suite Basic, but with extra security controls and unlimited data storage.

Team Drives

Files are stored in collectively owned shared spaces for teams. All team members see the same files, so businesses don't lose information if an employee leaves, and new members automatically see their team's content.

Granular Access and Controls

Admins can customize file syncing and sharing permissions and limit offline access. Users can grant varying permission levels—from view to comment to edit—set expiration dates for shared files, and prevent actions such as print, download, or copy.

eDiscovery and Compliance

G Suite data is archived according to your customer's retention policies. They can easily search through files, emails, chats, and group information, and export results to support compliance and litigation or internal investigations.

Upsell to G Suite Enterprise for a premium office suite with top-of-the-line security and user management.

Allow users the flexibility of joining enterprise-class meetings on the go by dialing into video conference meetings, or joining through the Hangout.

Record meetings and save them to Drive for you or other team members to view later.

Protect data and prevent data leaks with Advanced Data Loss Prevention (DLP) by setting predefined content detectors, custom rules, and optical character recognition.
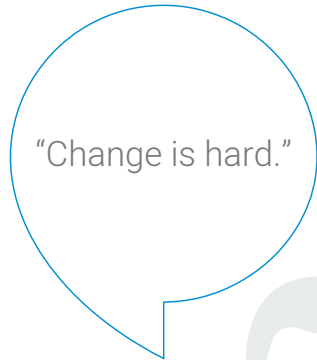
Run sophisticated, high-performing custom queries and deep analysis, or build custom dashboards with BigQuery.

Secure email via industry-standards with S/MIME encryption. Add another layer of protection with security key enforcements to prevent sensitive information from being revealed to those who shouldn't have it.

Receive security analytics, actionable insights and best practice recommendations from Google in a single comprehensive Security Center dashboard.

Common Customer Objections:

"Change is hard."

Response:

This is a transformation tool and it should be hard. Align with the customer's key business goals and then ask, "how do you expect to accomplish those goals working the same way tomorrow as you did yesterday?"

Unblocker:

Show customers how the pain of the same is greater than the pain of change and that there's a process to get there.

Common Customer Objections:

"I like my data close to home."

Response:

Data regions for G Suite let customers choose where to store primary data for select G Suite apps: globally distributed, U.S., or Europe.

Data regions are:

Elastic - Full flexibility.

Intuitive - Dynamically moves data when file ownership changes. Full edit capability during the move.

Enterprise ready - Uninterrupted access to content.

Common Customer Objections:

"G Suite lacks privacy."

Response:

Google does not collect, scan, or use customer data in G Suite services for advertising purposes, and they do not display ads in G Suite. The data customers put into G Suite services does not belong to Google, so they are in control. Google doesn't lock customers in, and they give them the choice to take their data and move it anywhere. Customers can delete their data or export it at any time.

Unblocker:

Stay factual. Ask about specific concerns/perceived threats, and how they address this with other vendors.

Common Customer Objections:

"Excel is better."

Response:

Sheets has most of the same capabilities as Excel. It also leverages Natural Language Processing (NLP) to empower users that aren't spreadsheet gurus.

Unblocker:

The few people who need Excel can keep it. Those .xls files can be safely stored in Drive, and the rest of the organization can collaborate on them there.

Common Customer Objections:

"But will it work with Office?"

Response:

Yes! G Suite works seamlessly with Microsoft tools so customers do not have to worry about coexistence.

There are common scenarios where interoperability and coexistence are key:

External collaboration with partners: End users interact with external stakeholders to enter into a trusted domain relationship.

Scheduling meetings with colleagues: Google Calendar works with Microsoft Exchange.

Collaborating on Office files: Google Drive makes it easy to keep your same workflows.

Face-to-face meetings: Hangouts Meet supports interoperability with Skype for Business.

Working faster, smarter, and more collaboratively with G Suite leads to significant value impact!

Revenue Growth

1.5% increase in revenue driven by G Suite*

Employee Efficiency

171 hours saved per user per year (equal to ~21 days per user per year)*

Risk Mitigation

Reduced the risk of data breach by over 95%*

IT Cost Savings

20% reduction of on-demand tech support*

Profitable

331% ROI driven by G Suite*

*Forrester's model organization used to estimate these results, is a global conglomerate with 20k employees, and $3 billion in annual revenue.

Source: Forrester, "The Total Economic Impact™ of Google G Suite," 2019

The SYNNEX Commitment

Dedicated service

Your designated G Suite business development rep is committed to providing the highest quality of service in an efficient and prompt manner.
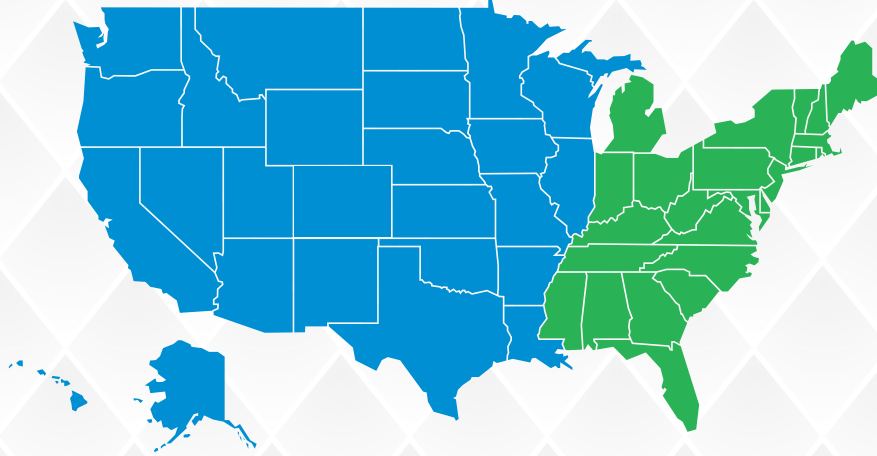
Reseller enablement

From migration services and our ecosystems of apps, to our benefits program SYNNEX GO, we are committed to enabling you to deliver the very best solution to your customers.

Advanced platforms

G Suite orders are placed through our self-serving platform, STELLR. This allows you to get work done at your own convenience. The STELLR platform also allows customer admin console access for every provisioned G Suite contract.

Contact Your SYNNEX Google Team!
Blue States: GoogleWest@synnex.com | 864-349-4961
Green States: GoogleEast@synnex.com | 864-447-5568

Google Cloud

SYNNEX
CORPORATION