



Save Money on Cloud Computing and Google Apps

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Agenda



- **Google Apps Overview**
- **Simple Financial Model**
- **Customer Examples**
- **Q&A**

Google Apps Premier Edition – for your domain

Messaging



GMail

- Built-in spam protection
- 25GB storage
- Fast search



Calendar

- Personal, shared, public
- Resource scheduling
- RSVPs and updates



Talk (IM)

- Video, voice, IM
- Presence
- Browser-based access

Collaboration



Sites

- Easy web publishing
- Wikis, team space, blog
- Permission-based sharing



Docs

- Real-time collaboration
- Word processing
- Spreadsheets, presentations



Video

- Web-hosted video
- YouTube for your domain
- Secure, internal sharing

\$50

Disaster recovery, web-based Admin controls for MACs, usage reporting. AV/AS, content monitoring and filtering, policy enforced TLS by Postini

**365/24/7 support — 99.9% Uptime — Mobile options —
Integration APIs — Partner program — Ad-Free**

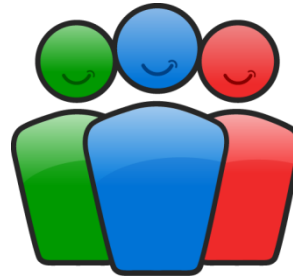
Google Apps Can Transform Your Business



Proven Cost
Savings



Pain-free
IT



Productive
Employees



Quick
Start



Ahead of
the Game

Sample Use Cases of Our Collaboration Apps



Corporate Intranet

HomeCare Assistance
1-866-4-LiveIn

Welcome to our Franchisee Resource Site

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256
days until
2009 HCA Convention

Recent Announcements
[Dear Franchisees \(Important Notice\)](#), Pro Brown - We are pleased to announce that Pro Brown will be joining PROGEN PLC on Monday 8th March 2009 as a Senior Project Engineer reporting to Mark Taylor at.
 Posted Sep 16, 2008 7:50 PM by Michael Hight
[Dragon West Meeting 19th - 19th 2009](#) The ML's 124th annual convention will be held in San Francisco. Most English sessions and the exhibits are in the Hilton San Francisco. Most foreign language and comparative literature...
 Posted Sep 16, 2008 8:50 PM by Michael Hight
 Showing posts 1 - 2 of 2. [View more...](#)

HCA Franchisee events
HCA Calendar
 Today: **Sun** **Mon** **Tue** **Wed** **Thu** **Fri** **Sat**
 31 1 2 3 4 5 6
 7 8 9 10 11 12 13
 14 15 16 17 18 19 20
 21 22 23 24 25 26 27
 28 29 30 1 2 3 4
 Events shown in base zone Pacific Time

Subpages (4): [Association Links](#) [Corporate Announcements](#) [Photos and Graphics](#) [Strategy of the Week Product](#)
[HomeCare Assistance](#) [HomeCare Assistance](#) [HomeCare Assistance](#) [HomeCare Assistance](#)

Public Alerts

Public Health Department
Santa Clara Valley Health & Hospital System

General Information
[News Room](#)
[Physician Alerts](#)
[Resources for Partners](#)
[School Partners](#)
[Previous Updates](#)

Welcome to the Santa Clara County Public Health Department's Medical/Health Emergency Website

At this time, we are dealing with a new flu virus whose symptoms appear to be similar to other common flu strains. While we remain concerned about the new virus, please be assured that the Santa Clara County Public Health Department is investigating probable cases, monitoring the situation and taking all appropriate measures to limit the spread of this disease.

Information on the local situation will be updated as it becomes available.

[Información Actualizada del Nuevo Virus de Influenza \(H1N1\) - 12:30 p.m. del 15 de mayo de 2009](#) (Spanish)
[Cập nhật Thông Tin Mới Virus Cúm Mới \(H1N1\) - 15 Tháng Năm, 2009 lúc 12:30 Inu](#) (Vietnamese)

For more information about New Flu Virus H1N1, please call the California Public Health Department Toll-Free Hotline at 1-888-865-0564.

[Home Care Guide](#) (PDF 5680k)

New Flu Virus (H1N1) Update - May 15, 2009 at 12:30pm

As of Friday, May 15, 2009, the Santa Clara County Public Health Department is reporting an additional probable case of the new flu virus (H1N1). The current total for Santa Clara County is 14 confirmed cases and 17 probable cases for a total of 31 cases in the county.

The Santa Clara County Public Health Department anticipates that there will be more cases, more hospitalizations and more deaths in the United States due to the new virus in the coming weeks and months. This is mainly because people have little to no immunity against it.

Influenza is always a serious disease. Each year in the United States, seasonal influenza causes about 36,000 deaths and more than 200,000 hospitalizations. At this time, health officials do not know how severe this new flu virus (H1N1) outbreak will be in terms of illness and death compared with other influenza viruses. It's too soon to predict what will happen or how the virus might change, but this outbreak has the potential to be at least as serious, and possibly more serious seasonal flu.

Santa Clara County Public Health Department is now reporting a total of 31 confirmed and probable cases. The Public Health Department will report individual cases for as long as possible, and then will use a seasonal surveillance system to track the progress of the H1N1 flu virus outbreak. Routine seasonal surveillance does not count individual cases, but instead monitors activity levels through a local surveillance system based in most of the Emergency Departments of hospitals in our community.

The goals of the Public Health Department during any public health emergency are to reduce illness and death. In the case of this new flu virus (H1N1), reducing illness and deaths is in part achieved by limiting its spread. One example of how this is done is the closing of schools, which was done specifically to reduce the spread of this new flu virus.

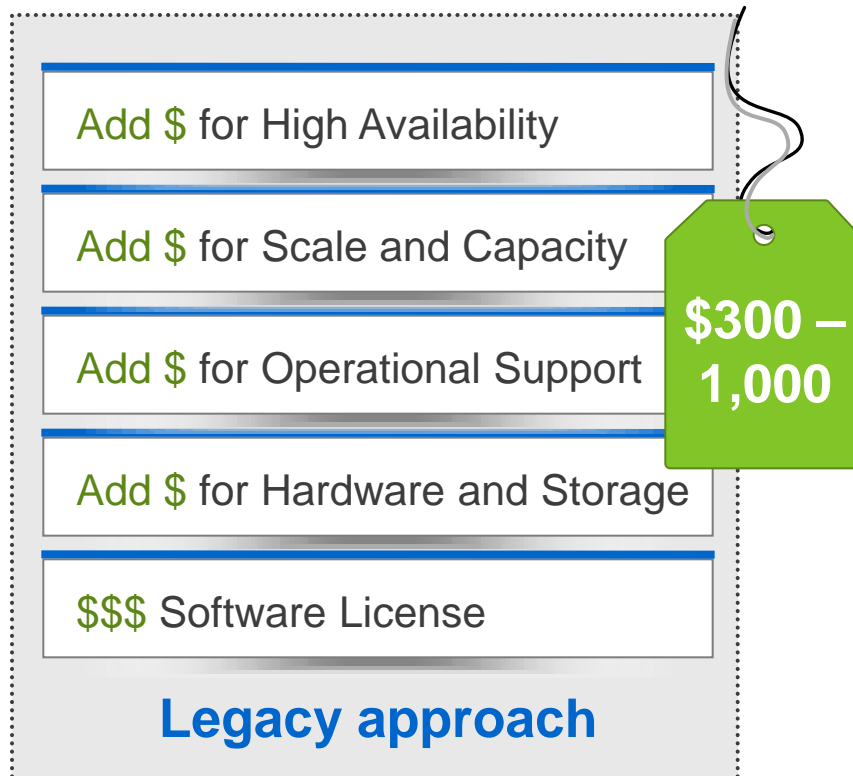
Everyday, we learn more about this virus. The actions and guidance the Public Health Department provides may change in response to what we learn. That is our role, but you too have a role in protecting yourself and your family, so it is important to stay informed. Health officials will provide additional information as it becomes available, but right now you can go to [www.sccphd.org](#) or visit [www.cdc.gov](#) for more information.

Information about the new flu virus, H1N1, is also available on the California Department of Public Health toll-free hotline at 1-888-865-0564 (Monday - Friday from 7 a.m. to 6 p.m. and Saturday/Sunday from 8 a.m. to 4 p.m.).

Other Uses

- Customer extranet
- Internal training
- Media briefing center
- Team workspace
- Supplier portal
- Public site
- Tiger team/ Hot topics
- Exec briefing center/ Boardroom

Google's Approach Lowers Total Costs



Agenda

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- **Google Apps Overview**

- **Simple Financial Model**

- **Customer Examples**

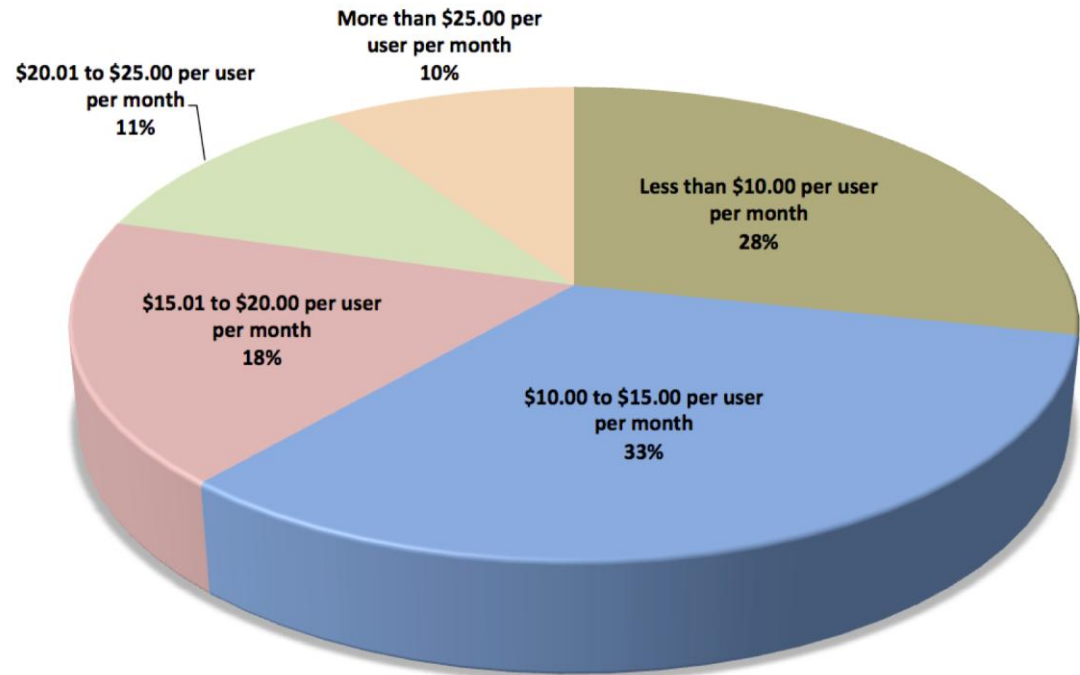
- **Q&A**

How much does your email cost?



Osterman Research found that decision makers typically underestimate the cost of providing messaging services.

- One-quarter of decision makers believe their organizations spend less than \$10 per seat per month to provide messaging services (\$120 annually)
- Another one-third believe they spend anywhere from \$10 to \$15 per seat per month (\$120 - \$180 annually)
- Osterman Research cost modeling indicates a cost of \$25 per seat per month for a 1000-seat organization (\$300 annually)



Source: Osterman Research, Inc.

Cost per user per month	On-premise	Cloud-based	Cloud-based	Google Apps*
Subscription	\$0.00	\$9.78	\$8.66	\$4.17
Server hardware and OS	\$0.56	\$0.00	\$0.00	\$0.00
Server software	\$3.61	\$0.00	\$0.00	\$0.00
Client software	\$3.49	\$3.49	\$3.49	\$0.00
Storage	\$1.23	\$0.00	\$0.00	\$0.00
Message filtering	\$2.99	\$1.86	\$0.00	\$0.00
Message archiving	\$8.89	\$8.11	\$6.33	\$3.75
Staffing	\$4.41	\$1.85	\$1.85	\$0.55
Total	\$25.18	\$25.08	\$20.32	\$8.47

* Google supports offline email clients through POP and IMAP integration.

Note: The pricing and features available in each architecture vary by provider. This is a scenario for 15,000 employees with email.

Schadler, Ted. "Should Your Email Live In The Cloud? A Comparative Cost Analysis" [Forrester](#) 01 2009 1-17.

Simple financial checklist



When considering Google Apps, use a checklist to consider which cost areas might yield savings for your organization.

Messaging

- Software licenses, upgrades, maintenance
- Hardware and storage
- Back-up, disaster recovery
- “Add-ons” e.g. Anti-virus/Anti-spam, archiving & discovery
- Instant messaging, web/video conferencing tools
- Desktop support, mobile device support

Collaboration

- Wiki/portal software
- Desktop productivity software
- On demand video
- Staffing/ support

Agenda

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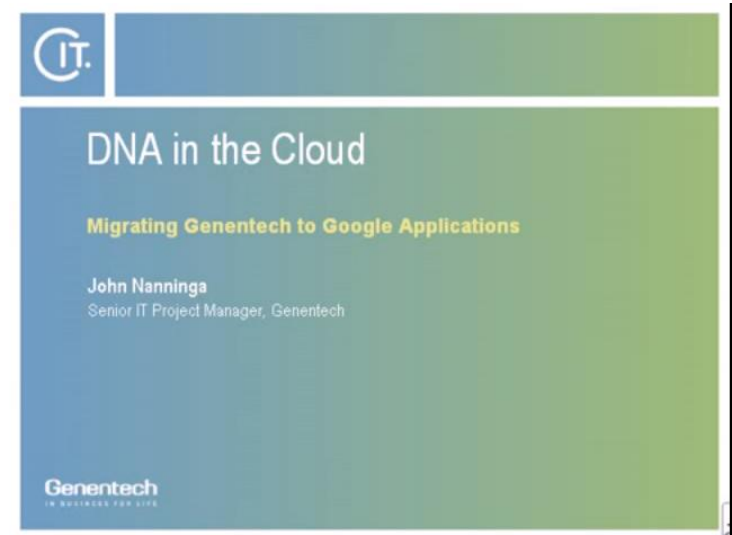
- **Google Apps Overview**

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- **Q&A**

- **Background**
 - Leading biotech drug manufacture
 - 15,000 email accounts
 - 4 large plants
 - Field offices throughout the US
- **Drivers:**
 - Increase collaboration
 - Access to innovative tech
 - Reduce costs
- **Existing systems:**
 - Oracle Calendar
 - Microsoft Exchange 2003
- **Deployment approach:**
 - Docs soft launch
 - Calendar big bang cut over
 - Phased mail deployment, IT lead migration
- **Results**
 - Projected savings **\$8M over 3 years**



http://www.youtube.com/watch?v=Y_hiMzlhU0o&feature=Playlist&p=EF628010E48669CE&index=3

(Original broadcast date: 12/08)

Background

- Leading global manufacturer of optoelectronics and analog
- interface components
- Offices throughout the world
- Over 40,000 end customers

Driver:

- Reduce costs

Messaging system:

- Microsoft Exchange 2003
- 4,100 mailboxes

Deployment approach:

- Dual deployment
- User-managed migration available

Results:

- Projected savings: **\$1.1M per year**



<http://www.youtube.com/watch?v=boFTnsCdSU&feature=Playlist&p=EF62801E48669CE&index=4>

(Original broadcast date: 03/09)

Example - Global Manufacturer



- **Background**
 - 6,500 employee
 - Located in over 30 countries
 - Field offices throughout the US
- **Drivers:**
 - Increase collaboration
 - Access to innovative tech
 - Reduce costs
 - Invest IT resources to improve / drive core business process
- **Existing systems:**
 - IBM Lotus Notes/Domino
 - Limited use of IBM Quickplace and Sametime
 - Shared drives
 - Mostly Microsoft Office 2003
- **Deployment approach:**
 - Docs soft launch
 - Team sites for collaboration
 - Mail big-bang cut over
- **Results**
 - Projected savings **\$3.9 million over three years**

Evaluating Current Messaging Cost



Existing 3 Year IT Messaging & Collaboration Costs				
Messaging	Year 1	Year 2	Year 3	Total 3 year costs
Current Costs				
email Software Maintenance	\$155,000	\$155,000	\$155,000	\$465,000
Instant Messaging Software Maintenance	\$16,000	\$16,000	\$16,000	\$48,000
Back up, Disaster Recovery, and offsite storage	\$80,000	\$80,000	\$80,000	\$240,000
Hardware	\$184,000	\$184,000	\$184,000	\$552,000
End User Support	\$67,500	\$67,500	\$67,500	\$202,500
Power	\$6,000	\$6,000	\$6,000	\$18,000
Anti-virus and spam software	\$85,000	\$85,000	\$85,000	\$255,000
Message Archiving & Discovery	\$0	\$0	\$0	\$0
Web / Video / Audio Conferencing	\$0	\$0	\$0	\$0
Staffing	\$250,000	\$250,000	\$250,000	\$750,000
Mobile Device Management/Platform	\$20,000	\$20,000	\$20,000	\$60,000
Sub-total	\$863,500	\$863,500	\$863,500	\$2,590,500
Planned Purchases and Upgrades (cost avoidance)				
Email Upgrade (hardware, service software, services)	\$0	\$250,000	\$0	\$250,000
Instant Messaging Purchase and Implementation	\$0	\$50,000	\$0	\$50,000
Message Archiving & Discovery Purchase and Implementation	\$425,000	\$21,250	\$21,250	\$467,500
Video Conferencing Purchase or Upgrade	\$0	\$0	\$0	\$0
Sub-total	\$425,000	\$321,250	\$21,250	\$767,500
Three Year Messaging Costs	\$1,288,500	\$1,184,750	\$884,750	\$1,232,500
Three Year Per User Costs	\$198	\$182	\$136	

- Customer was under maintenance for email. Typically upgrading every 5 – 6 years.
- No current archiving solution – but needed to implement
- Instant messaging was only available to some users
- Chose not to calculate costs for web, audio and video conference

Evaluating Existing Collaboration Cost



Collaboration		Year 1	Year 2	Year 3	Total 3 year costs
Current Costs					
	Portal / Wiki Software Maintenance	\$25,000	\$25,000	\$25,000	\$75,000
	Desktop Productivity Software Maintenance (MS Office)	\$0	\$0	\$0	\$0
	Cost of Shared / Network Drives	\$140,000	\$140,000	\$140,000	\$420,000
	Staffing	\$125,000	\$125,000	\$125,000	\$375,000
	On-demand Video	\$0	\$0	\$0	\$0
	Sub-total	\$290,000	\$290,000	\$290,000	\$870,000
Planned Purchases and Upgrades (cost avoidance)					
	Portal / Wiki Purchase and Implementation	\$175,000	\$35,000	\$35,000	\$245,000
	Desktop Productivity Software Purchase (MS Office)	\$0	\$500,000	\$500,000	\$1,000,000
	Shared Drive Purchase or Upgrade	\$0	\$0	\$0	\$0
	Video Purchase	\$130,000	\$26,000	\$26,000	\$182,000
	Sub-total	\$305,000	\$561,000	\$561,000	\$1,427,000
	Three Year Collaboration Costs	\$595,000	\$851,000	\$851,000	\$2,194,500
	Three Year Per User Costs	\$02	\$131	\$131	

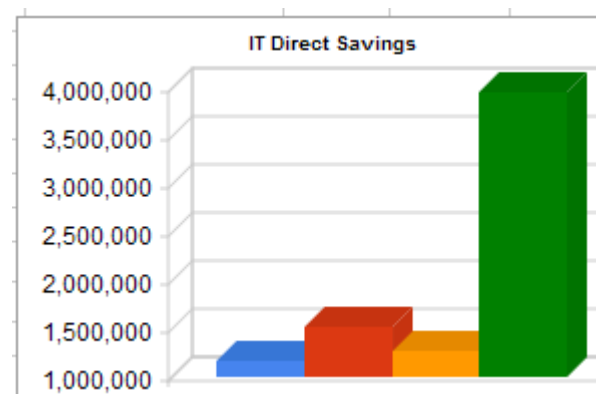
- Very limited collaboration capabilities.
- Relied heavily on shared drives to store documents
- Mostly Microsoft Office 2003. Typically 6 year refresh cycle
- Home grown portal
- Business wanted on-demand video for training and corporate communications

Results - Total Cost of Ownership



Google Applications Return on Investment Summary				
IT Direct Costs	Year 1	Year 2	Year 3	Net 3 Year Costs
Existing 3 Year IT Costs				
Messaging	\$1,288,500	\$1,184,750	\$884,750	\$3,358,000
Collaboration	\$595,000	\$851,000	\$851,000	\$2,297,000
Sub-total	\$1,883,500	\$2,035,750	\$1,735,750	\$5,655,000
Proposed 3 Year IT Costs				
Messaging	\$525,000	\$325,000	\$325,000	\$1,175,000
Collaboration	\$187,500	\$187,500	\$137,500	\$512,500
Sub-total	\$712,500	\$512,500	\$462,500	\$1,687,500
Total IT Direct Savings (current less proposed)	\$1,171,000	\$1,523,250	\$1,273,250	\$3,967,500
Savings Per User Per year	\$180	\$234	\$196	

- Estimated 3-year savings \$3.9 m
- Per user annual savings \$180 - \$196
- Reallocated two IT resources to strategic business projects
- Eliminated all planned messaging and collaboration upgrades / purchases.



Other Savings / Cost Avoidance Opportunities



- Reduce Travel for Meetings
- Lower Audio, Video, and Web Conferencing
- Reduce Training Costs
- Reduce Merger / Acquisition On boarding
- Faster Project Completion (increase revenue / improve margin)
- Shorten Sales Cycle Times (increase revenue / improve COS)
- Increase Call Center Support Capacity
- Reduce the Cost of Compliance

Security at Google



1

People



2

Process



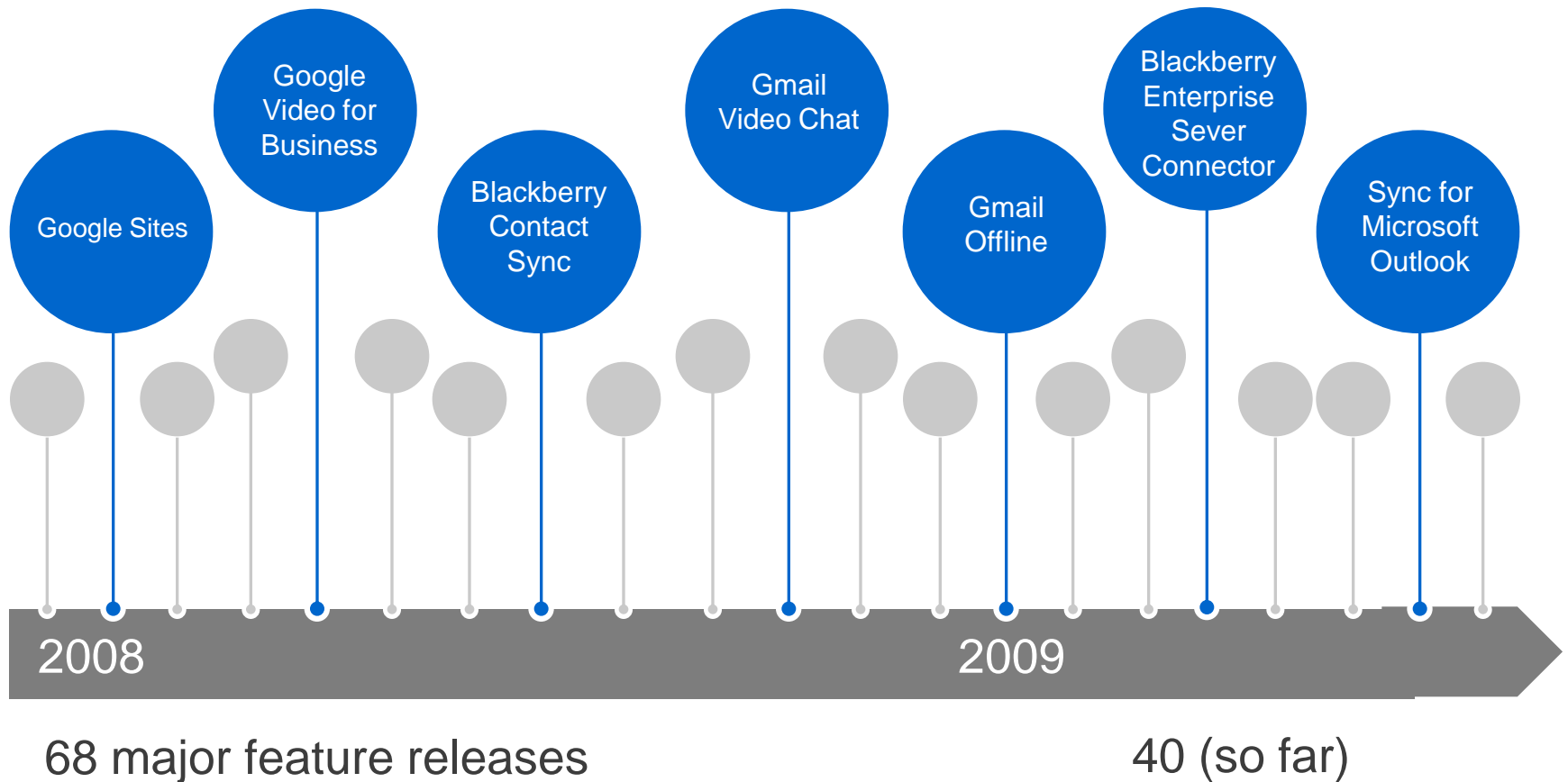
Annual SAS 70
Type II



3

Technology

Continuous innovation



Google Apps Customers



Enterprises — Fortune 500 and Public Sector



Small and Mid-Size Businesses




Academic and Non-Profit Organizations



More than 1.75 million businesses
Thousands of new businesses every day

Sign Up For A Free 30-Day Period Today 

The logo features the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol, followed by the word "apps" in a solid blue sans-serif font.

<http://www.google.com/apps/business>

<http://www.google.com/apps/exchange>

<http://www.google.com/apps/notes>