Google™
09
I/O

IT services, Cloud computing, & Google Apps reselling

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Google 09 I/O

What cloud computing & SaaS means to Google

Massive Data Centers

Purpose built hardware

Software platform of internet scale

What it means to businesses

Radically lowers the cost

Much faster application development

Happier end users

Our apps & your apps

Our Google Apps

Your custom applications

Google's scalable serving architecture

Google Apps Premier Edition: $50 /user/year

Messagin

Gmail
Make email a usable information tool

Talk
Instant communication within and outside your business

Calendar
Personal, shared, and public calendars

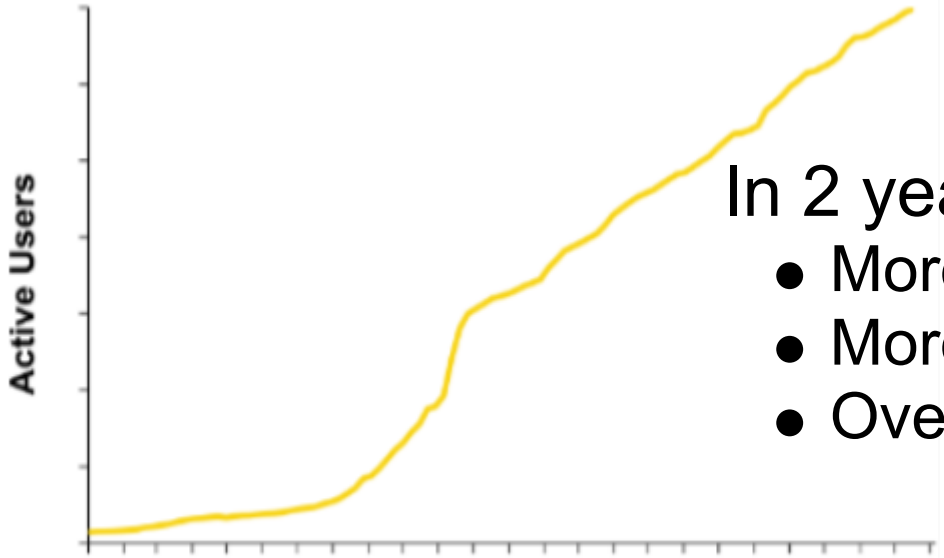
Collaboratio

Docs
Simple real-time document collaboration from anywhere

Sites
Easily create and edit team websites

Video
Securely upload and share internal videos

Google Apps accelerated traction



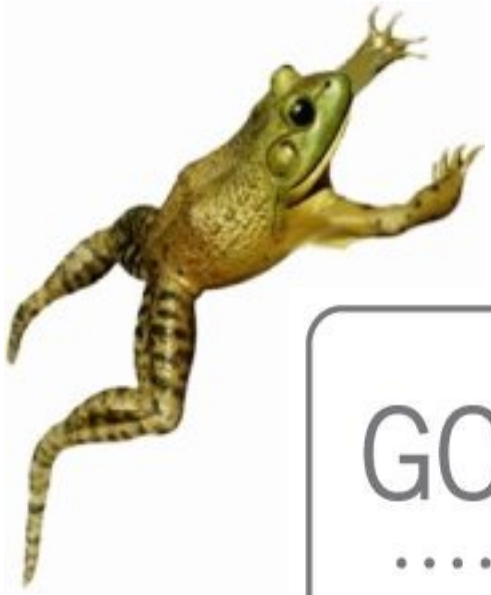
In 2 years..

- More than 1 million businesses
- More than 10 million active users
- Over 3,000 businesses signing up daily

Enterprise	SMB / Mid-market	Edu
Genentech, unicharm, Taylor Woodrow, Avago Technologies, Valeo, District of Columbia, Telegraph.co.uk, Permasteelisa Group	the Onion, Indoff, plum, versata., yelp, exans, 2ndWind, Joost, Trilogy	Arizona State University, Utah State University, Vanderbilt University, Northwestern University, USC Gould School of Law, Hofstra University, The George Washington University

Google Apps reseller program

http://www.google.com/apps/resellers



Leapfrog established IT providers

GOOGLE APPS

AUTHORIZED RESELLER

Google

http://www.google.com/apps/resellers

The basics

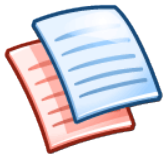
GOOGLE APPS
AUTHORIZED
RESELLER
Google

Google™ Apps

- help clients deploy
- handle recurring billing
- optionally bundle in
  - business consulting
  - training
  - custom integration
  - managed services
  - helpdesk support
  - more

http://www.google.com/apps/resellers

The basics



- 20% off list price (annually)
- online resources to help you sell, market, deploy, and support
- a centralized client management console

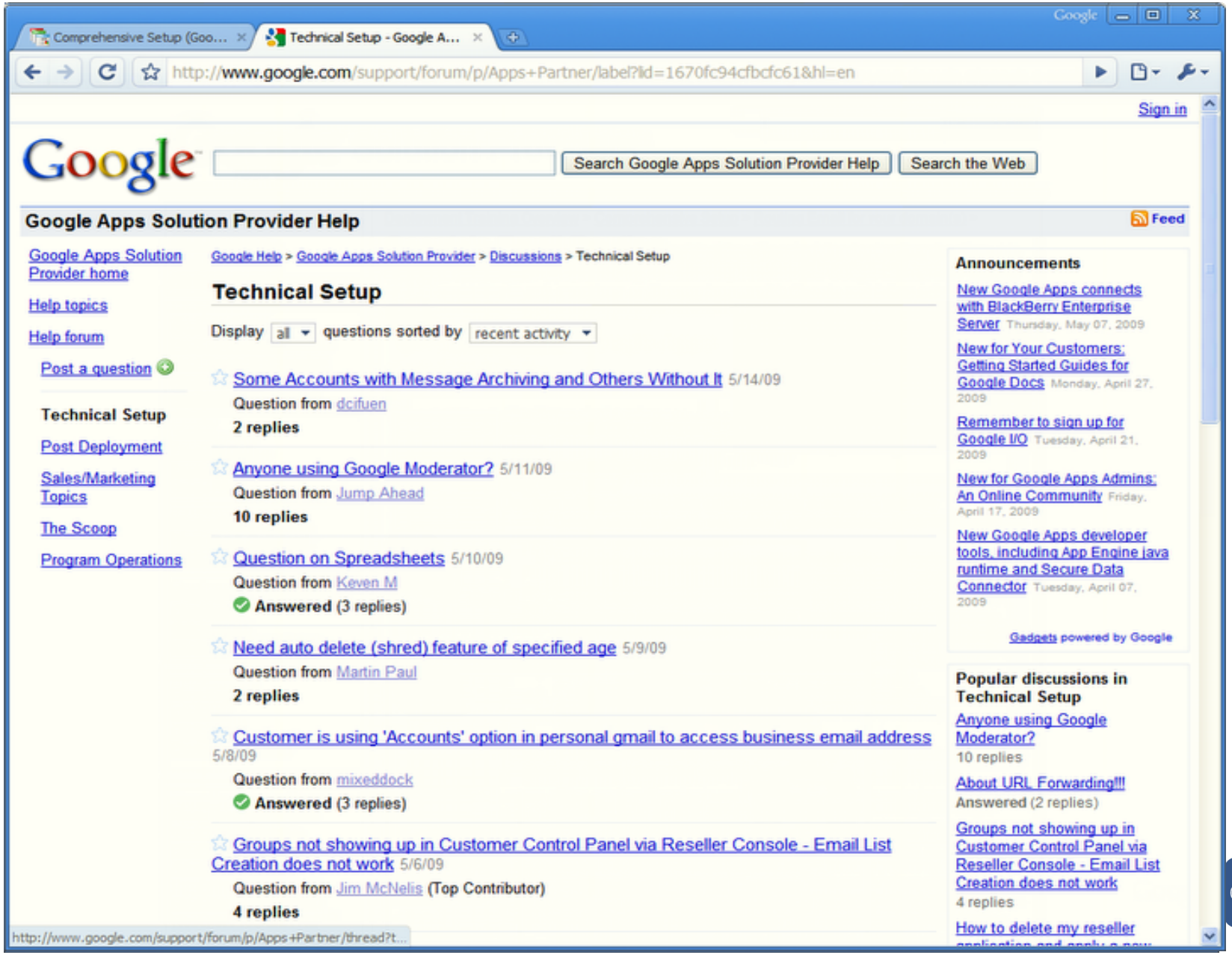
GOOGLE APPS AUTHORIZED RESELLER Google

Google Apps

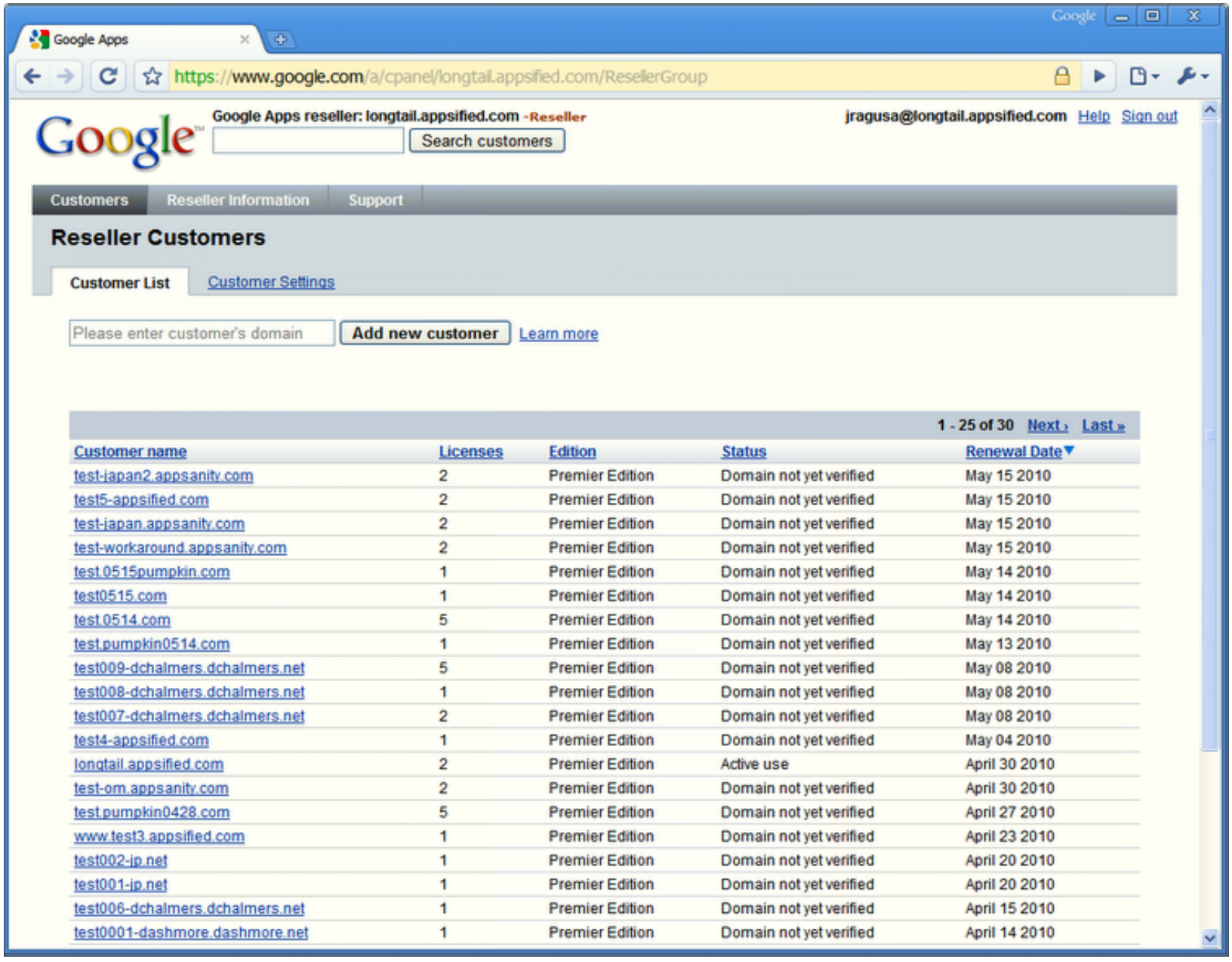
- help clients deploy
- handle recurring billing
- optionally bundle in additional services

http://www.google.com/apps/resellers

Resources to help you sell, market, deploy, and support



A client management console.. built-in!



So, how do you make money?

$50/user/year

x 20%

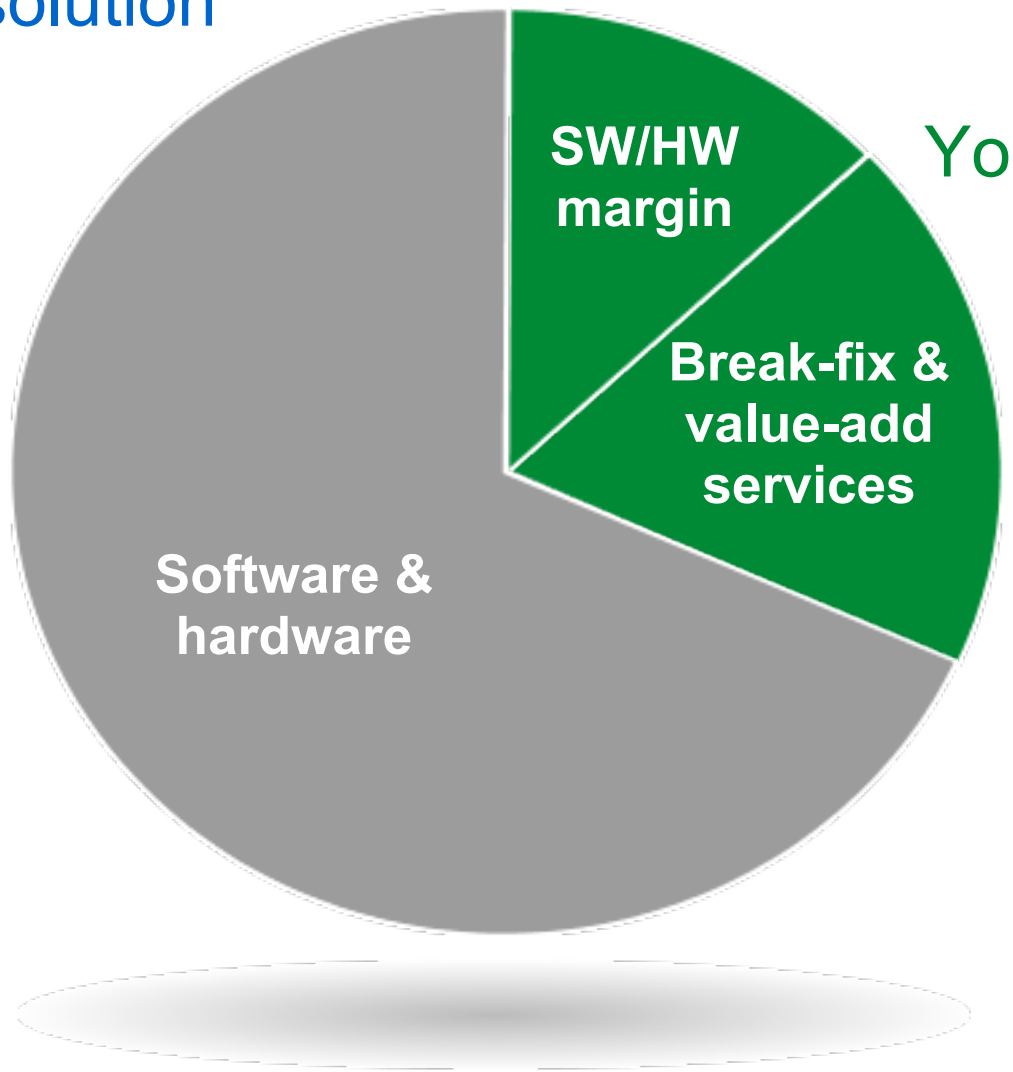
---------- $10/user/year

You need to focus on value-added services!

So, how do you make money?

Total customer spend $$

On-premise solution

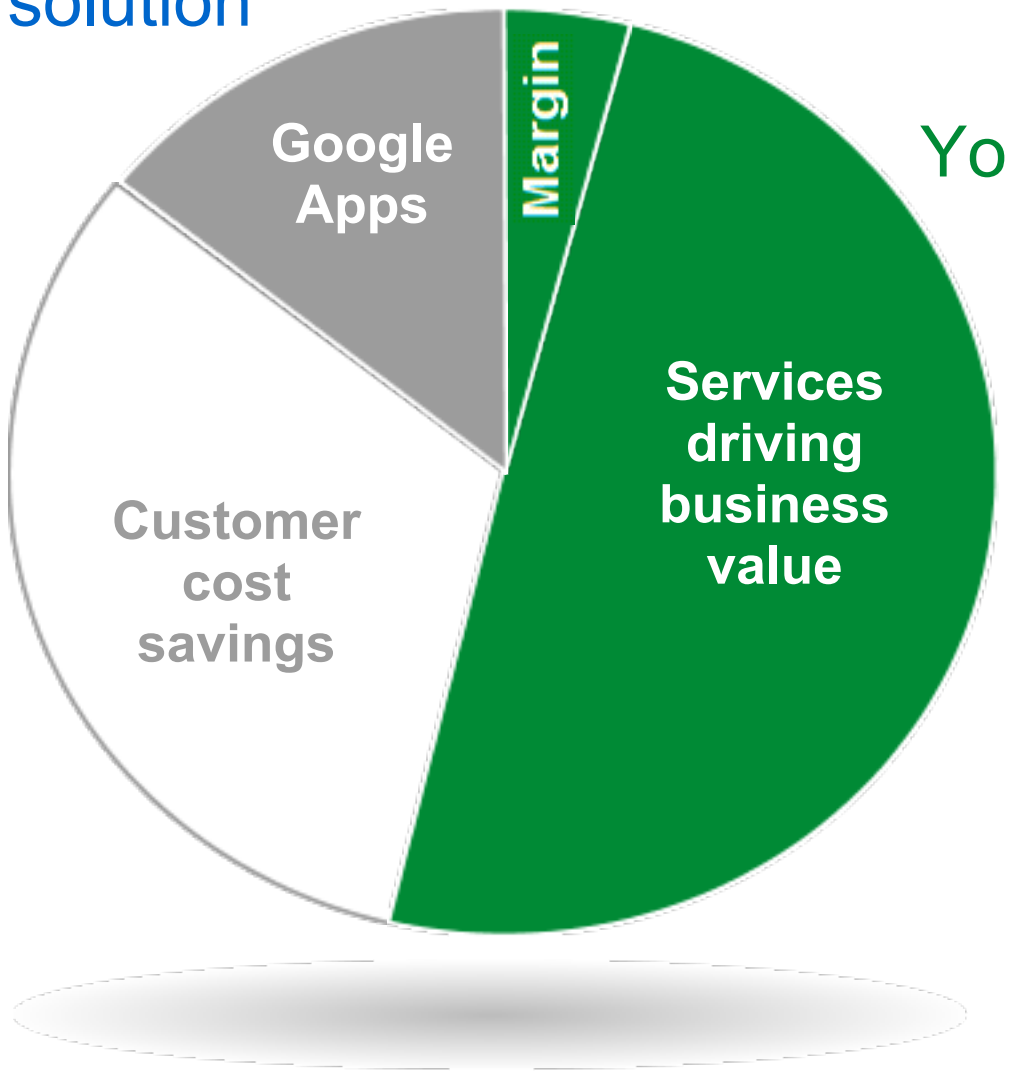


You get this part $$

So, how do you make money?

Total customer spend $$

Google Apps solution



You get this part $$

Services driving business value

Deployment planning

Deployment, migration, & training

Managed services & support

Custom integration & app development

Deployment, migration, and training

- Domain account setup
  - DNS records management, control panel settings
  - User & groups management, Google Apps Directory Sync
- Dual-delivery & split-delivery mail routing
- Data migration
  - Mail: IMAP (server-pull) & user-based tools
  - Contacts & Calendar: admin & user-based tools, including 3rd party
  - Docs: user-based docs import, 3rd party tools
- Mobile & desktop client access & synchronization
  - Various options for Blackberry, iPhone, Windows Mobile, Android
  - Mail, Calendar, Contacts, Docs, Talk
  - IMAP, BES, J2ME Apps, browser Apps, Google Sync, 3rd party tools
- Calendar coexistence with MS Exchange
- User training & best practices
  - eLearning videos, getting started guides, communication templates

Managed services & support

1. Efficiency is your friend now - embrace it!
2. Provide proactive holistic support at a flat rate
3. Become the advisor - have a business impact on your clients

Examples

- Gauge client business fit on new Apps features
  - Follow the "feature updates" blog (154 feature updates since launch)
  - Analyze Google Labs & Gmail Labs features
  - Google blogs, forums, announcements, Twitter streams
- Provide uptime monitoring
  - Monitor the Google Apps Status Dashboard
- Provide service usage analysis
  - Google Analytics on Sites & Docs
  - Reports on user account activity, disk usage, email & spam traffic
- Provide comprehensive helpdesk support
  - Contact info & help content integrated into "admin support" flow
- Remote service administration & configuration
  - Centralized administration from reseller console

Custom integration & application development

Custom application development: now lightweight

Complete Java development stack

Google App Engine + Google Web Toolkit

Enterprise scenario applicability

- Secure Data Connector for integrating with on-premise data
- Additional CPU, bandwidth, and storage available for purchase
- SSL support
- Transparent deprecation policy
- System status dashboard
- Google Apps control panel integration

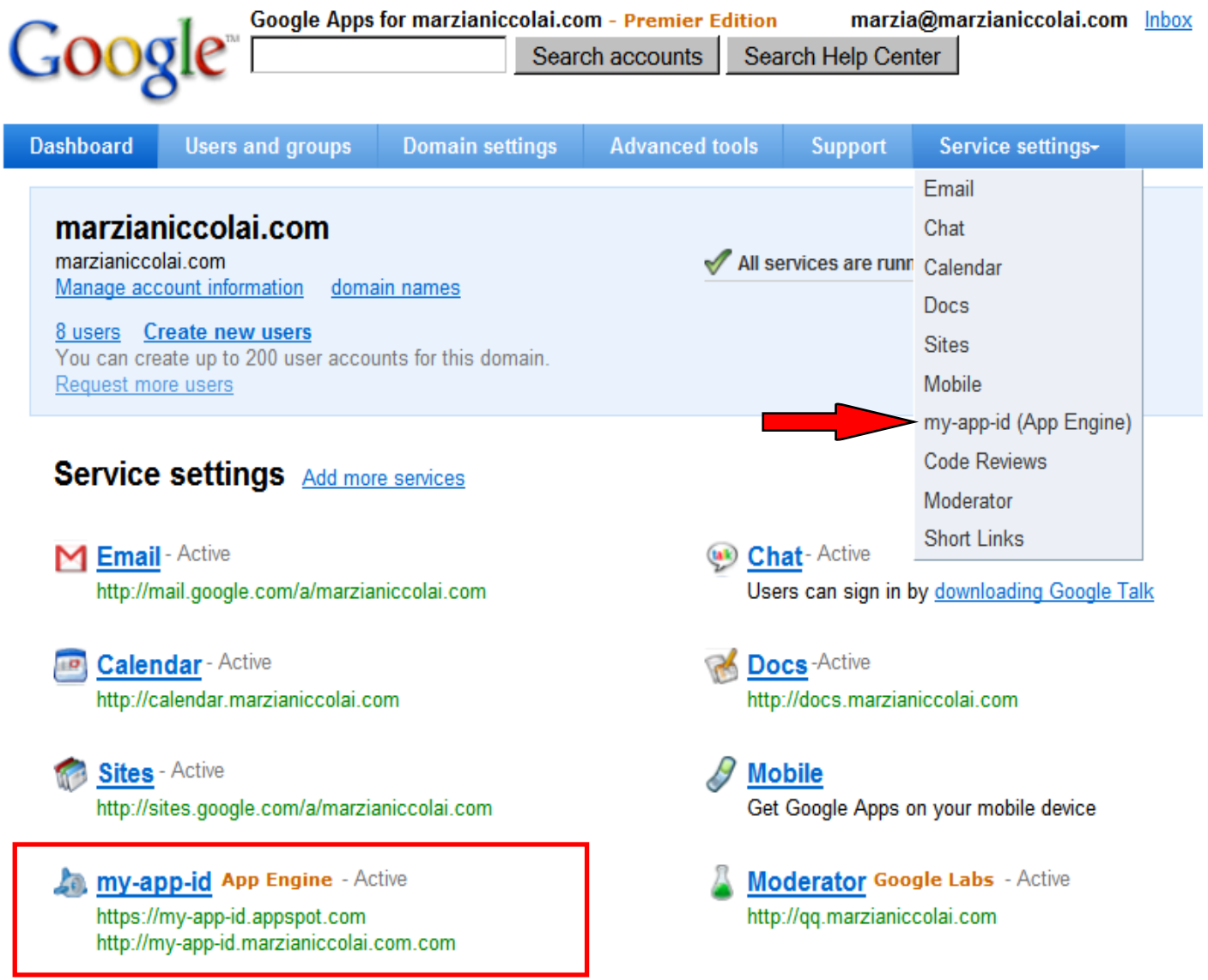
Google Apps Application APIs

- spreadsheets, docs, contacts, calendar, gadgets

Google Apps Administrative APIs

- user & groups management, custom authentication, Gmail settings, usage reporting, email migration, email gateway, visualization, OAuth for domain admins, Analytics export

Custom integration & application development



Newmind

What are we going to talk about?

- Who is Newmind? A little context
- Business Topics, refining the business model
- Deployment Topics and Stories
- Resellers, a developer's best friend
- Summary

Hi, I'm Newmind

- Consulting and Managed Services
- Based in Kalamazoo, MI
- Fortune 500 experience in Pharma, Energy and Chem industries
- Majority of clients in small/mid market
- Believe that the cloud and SaaS platforms represent greater efficency and thus will continue to expand
- Just one of a growing community of Google Apps Authorized Resellers.
- www.newmindgroup.com for more info.

Business Topics

The story of a business model

Business Topics

- 2007
  - Originally started moving small clients to Google Apps because of spam and stability issues on other platforms.
- 2008
  - Moved our own messaging to Google Apps.
  - Began to see and understand strength of productivity tools.
  - Selected Google Apps as preferred messaging platform for new and existing clients.
  - Learned that reseller program was planned.

The story of a business model

Business Topics

- 2008
  - Begin to see potential for Newmind unit serving very small business market. (<10 accounts)
- 2009
  - Accepted into reseller program.
  - Local PR campagin to leverage Google brand leads to print, radio and web coverage.
  - Preparing to launch Small Business Team to offer remote delivery of Google Apps setup, migration, training and support services.
  - Existing team to serve larger projects where more advanced skills are needed.

How do we market and sell Apps?

Business Topics

- Use PR/Media to leverage Google brand
- Sell the cost savings, show them the money
  - Apps vs almost anything = savings
  - Spam savings alone usually pays for Apps
- Sell Product Quality
  - Simplicity vs. Feature list (80/20 rule)
  - Collaboration paradigm shift
- Sell Security
  - They are going to bring it up so beat them to it.
  - You have to trust someone.

How does Apps effect the bottom line?

Business Topics

- High-demand, "foot in the door" product
- Usually an easy first win with new client
- Make money on services: Setup, Migration, Sites, Training, Integration (SSO, Co-existance, BES, etc)

Sell up the Apps Ladder

Business Topics

4. Integration/App Engine
Sell API and App Engine custom development

3. Docs and Sites
Sell Site creation, Training

2. Calender
Sell Training

1. Savings - Email
Sell Setup, Migration

Deployment Topics and Stories

Old Dogs vs. New Dogs

Deployment Topics

- What happens when there are enthusiastic innovators and change averse users at the same company?

The longest deployment

Deployment Topics

- What happens when price sensitive client wants Google Apps for a subset of users.

Organic Discovery

Deployment Topics

- What happens when users start with Outlook and organically discover Google Apps productivity tools?

New Tools for New Needs

Deployment Topics

- What happens when a client wants to use Google Sites to replace Exchange Shared Folders.

Cloud Sherpas

Resellers, a developer's best friend

Reseller - Developer Cooperation

Third-party tools

- Resellers make excellent beta testers
- Resellers know what clients need
  - More Flexible Contact Managemet
  - Deployment and Provisioning
  - Logging and accountability
- Resellers without development expertise would also like to resell custom development services
  - Custom Gadgets
  - Google App Engine Projects

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