

Google™



# IT services, Cloud computing, & Google Apps reselling

Jeff Ragusa  
Daniel Jefferies

5/27/2009



# 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

## Messaging



### Gmail

Make email a usable information tool



### Talk

Instant communication within and outside your business



### Calendar

Personal, shared, and public calendars

## Collaboration



### Docs

Simple real-time document collaboration from anywhere



### Sites

Easily create and edit team websites

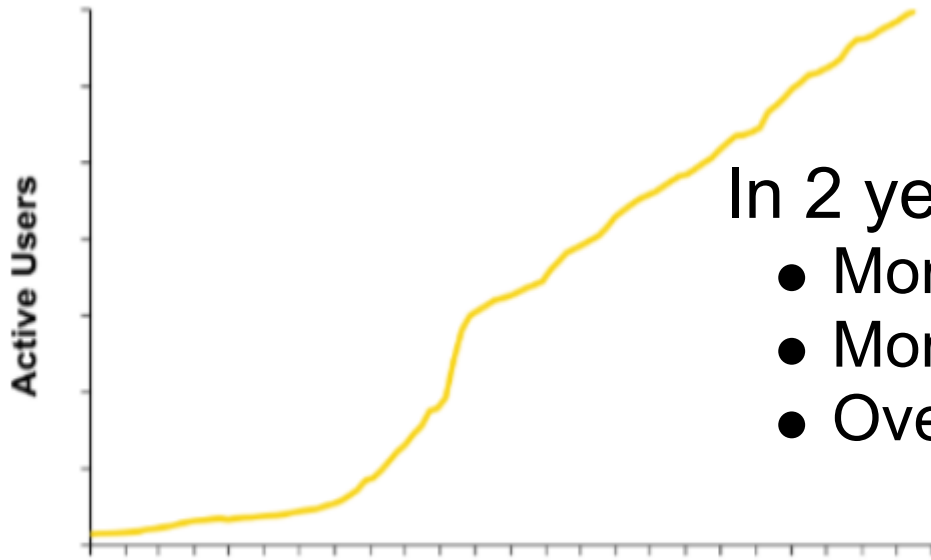


### Video

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



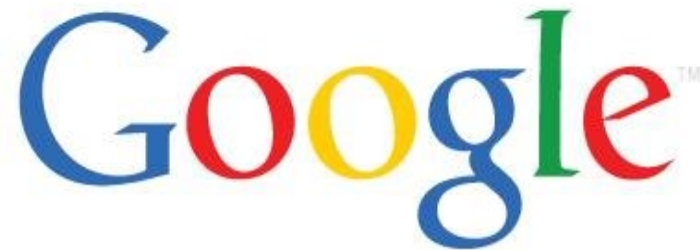
# Google Apps reseller program



GOOGLE APPS

.....

AUTHORIZED  
RESELLER



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



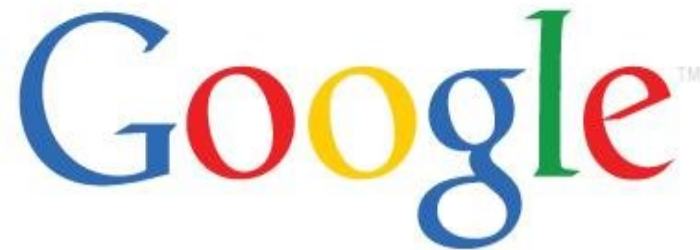
# Leapfrog established IT providers



GOOGLE APPS

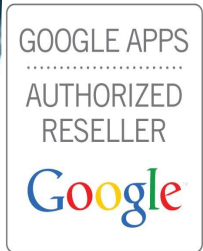
.....

AUTHORIZED  
RESELLER



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

# The basics

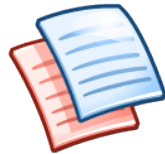


- + help clients deploy
- + handle recurring billing
- + optionally bundle in
  - business consulting
  - training
  - custom integration
  - managed services
  - helpdesk support
  - more

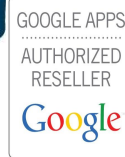


<http://www.google.com/apps/resellers>

# The basics



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



Google™  
Apps

- + 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

The screenshot shows a web browser window displaying the Google Apps Solution Provider Help forum. The browser's address bar shows the URL: <http://www.google.com/support/forum/p/Apps+Partner/label?lid=1670fc94cfbcfc61&hl=en>. The page title is "Google Apps Solution Provider Help".

The main content area is titled "Technical Setup" and lists several forum threads. Each thread includes a question title, the date, the user who asked the question, and the number of replies. Some threads are marked as "Answered".

- [Some Accounts with Message Archiving and Others Without It](#) 5/14/09  
Question from [dcifuen](#)  
2 replies
- [Anyone using Google Moderator?](#) 5/11/09  
Question from [Jump Ahead](#)  
10 replies
- [Question on Spreadsheets](#) 5/10/09  
Question from [Keven M](#)  
✓ Answered (3 replies)
- [Need auto delete \(shred\) feature of specified age](#) 5/9/09  
Question from [Martin Paul](#)  
2 replies
- [Customer is using 'Accounts' option in personal gmail to access business email address](#) 5/8/09  
Question from [mixeddock](#)  
✓ Answered (3 replies)
- [Groups not showing up in Customer Control Panel via Reseller Console - Email List Creation does not work](#) 5/6/09  
Question from [Jim McNelis \(Top Contributor\)](#)  
4 replies

The right sidebar contains "Announcements" and "Popular discussions in Technical Setup".

**Announcements:**

- [New Google Apps connects with BlackBerry Enterprise Server](#) Thursday, May 07, 2009
- [New for Your Customers: Getting Started Guides for Google Docs](#) Monday, April 27, 2009
- [Remember to sign up for Google I/O](#) Tuesday, April 21, 2009
- [New for Google Apps Admins: An Online Community](#) Friday, April 17, 2009
- [New Google Apps developer tools, including App Engine Java runtime and Secure Data Connector](#) Tuesday, April 07, 2009

**Popular discussions in Technical Setup:**

- [Anyone using Google Moderator?](#) 10 replies
- [About URL Forwarding!!!](#) Answered (2 replies)
- [Groups not showing up in Customer Control Panel via Reseller Console - Email List Creation does not work](#) 4 replies
- [How to delete my reseller application and apply a new...](#)

The bottom of the browser window shows the URL: <http://www.google.com/support/forum/p/Apps+Partner/thread?t...>



# A client management console.. built-in!

Google Apps reseller: longtail.appsified.com - Reseller

Search customers

Customers Reseller Information Support

Reseller Customers

Customer List Customer Settings

Please enter customer's domain [Add new customer](#) [Learn more](#)

1 - 25 of 30 [Next >](#) [Last >>](#)

<a href="#">Customer name</a>	<a href="#">Licenses</a>	<a href="#">Edition</a>	<a href="#">Status</a>	<a href="#">Renewal Date</a>
<a href="#">test-japan2.appsanity.com</a>	2	Premier Edition	Domain not yet verified	May 15 2010
<a href="#">test5.appsified.com</a>	2	Premier Edition	Domain not yet verified	May 15 2010
<a href="#">test-japan.appsanity.com</a>	2	Premier Edition	Domain not yet verified	May 15 2010
<a href="#">test-workaround.appsanity.com</a>	2	Premier Edition	Domain not yet verified	May 15 2010
<a href="#">test.0515pumpkin.com</a>	1	Premier Edition	Domain not yet verified	May 14 2010
<a href="#">test0515.com</a>	1	Premier Edition	Domain not yet verified	May 14 2010
<a href="#">test.0514.com</a>	5	Premier Edition	Domain not yet verified	May 14 2010
<a href="#">test.pumpkin0514.com</a>	1	Premier Edition	Domain not yet verified	May 13 2010
<a href="#">test009-dchalmers.dchalmers.net</a>	5	Premier Edition	Domain not yet verified	May 08 2010
<a href="#">test008-dchalmers.dchalmers.net</a>	1	Premier Edition	Domain not yet verified	May 08 2010
<a href="#">test007-dchalmers.dchalmers.net</a>	2	Premier Edition	Domain not yet verified	May 08 2010
<a href="#">test4.appsified.com</a>	1	Premier Edition	Domain not yet verified	May 04 2010
<a href="#">longtail.appsified.com</a>	2	Premier Edition	Active use	April 30 2010
<a href="#">test-om.appsanity.com</a>	2	Premier Edition	Domain not yet verified	April 30 2010
<a href="#">test.pumpkin0428.com</a>	5	Premier Edition	Domain not yet verified	April 27 2010
<a href="#">www.test3.appsified.com</a>	1	Premier Edition	Domain not yet verified	April 23 2010
<a href="#">test002-ip.net</a>	1	Premier Edition	Domain not yet verified	April 20 2010
<a href="#">test001-ip.net</a>	1	Premier Edition	Domain not yet verified	April 20 2010
<a href="#">test006-dchalmers.dchalmers.net</a>	1	Premier Edition	Domain not yet verified	April 15 2010
<a href="#">test0001-dashmore.dashmore.net</a>	1	Premier Edition	Domain not yet verified	April 14 2010

# So, how do you make money?

\$50/user/year



x 20%



----- \$1  
0/user/year



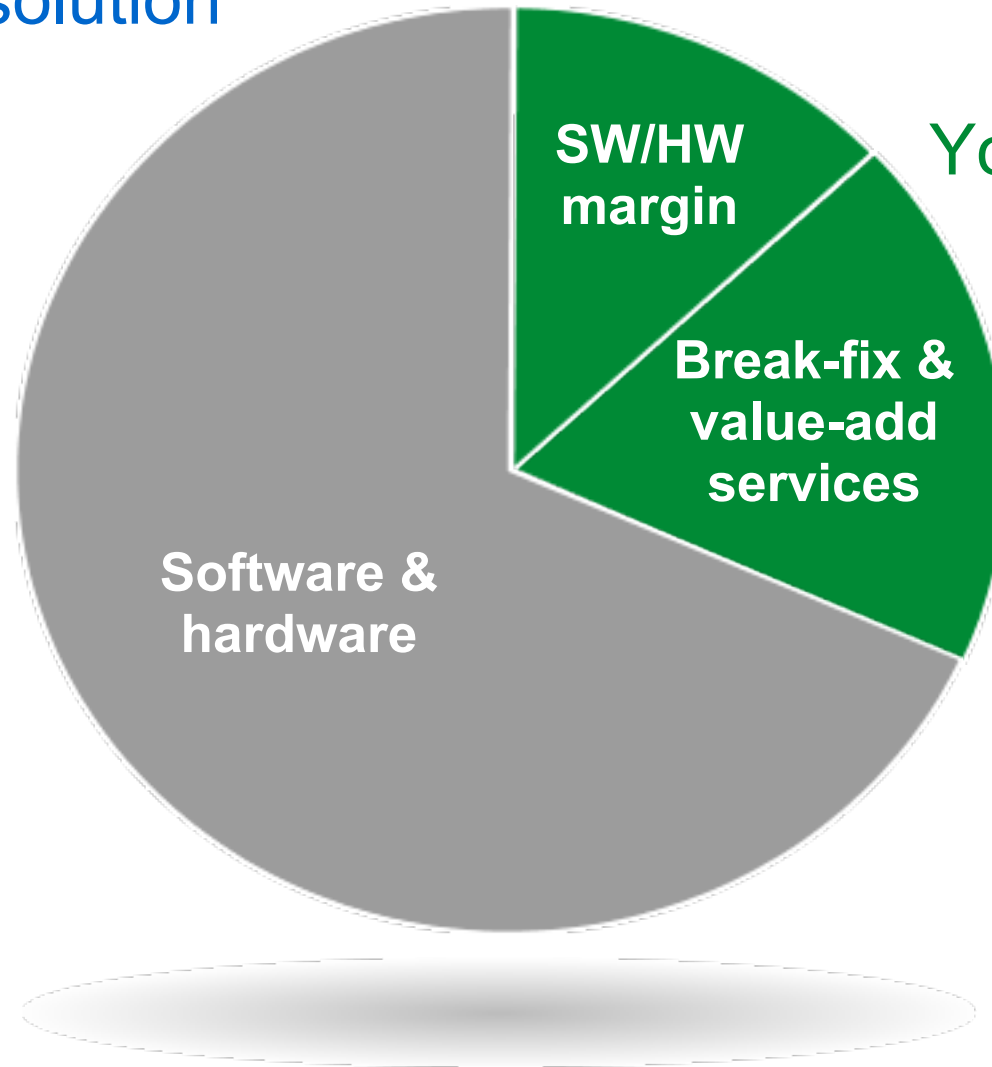
You need to focus on value-added services!



# So, how do you make money?

Total customer spend \$\$

On-premise solution

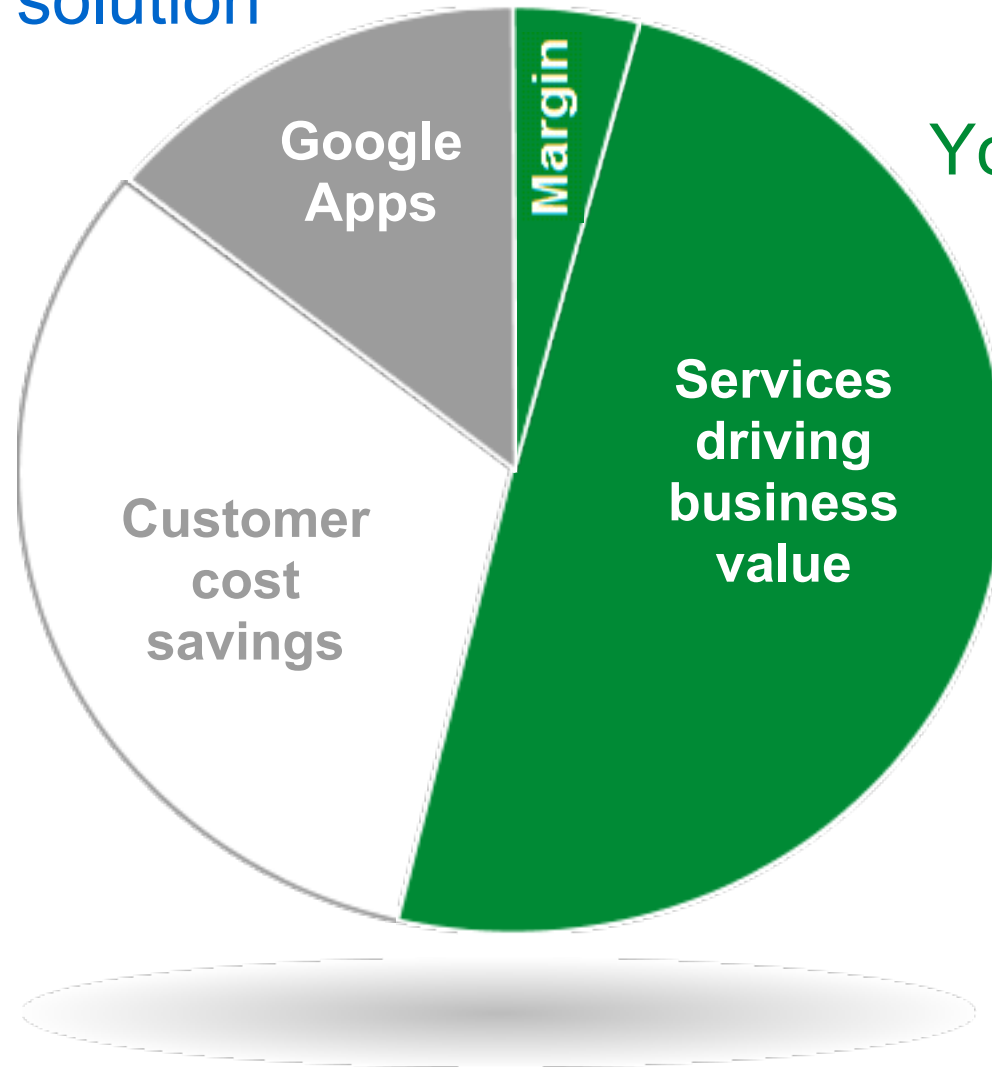


You get this part \$\$

# 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

Google Apps for marzianicolai.com - Premier Edition marzia@marzianicolai.com [Inbox](#)

Search accounts Search Help Center

- Dashboard
- Users and groups
- Domain settings
- Advanced tools
- Support
- Service settings-

## marzianicolai.com

marzianicolai.com

[Manage account information](#) [domain names](#)

[8 users](#) [Create new users](#)

You can create up to 200 user accounts for this domain.

[Request more users](#)

✓ All services are running

- Email
- Chat
- Calendar
- Docs
- Sites
- Mobile
- my-app-id (App Engine)
- Code Reviews
- Moderator
- Short Links



## Service settings [Add more services](#)

**Email** - Active  
<http://mail.google.com/a/marzianicolai.com>

**Calendar** - Active  
<http://calendar.marzianicolai.com>

**Sites** - Active  
<http://sites.google.com/a/marzianicolai.com>

**my-app-id App Engine** - Active  
<https://my-app-id.appspot.com>  
<http://my-app-id.marzianicolai.com.com>

**Chat** - Active  
Users can sign in by [downloading Google Talk](#)

**Docs** - Active  
<http://docs.marzianicolai.com>

**Mobile**  
Get Google Apps on your mobile device

**Moderator Google Labs** - Active  
<http://qq.marzianicolai.com>



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 efficiency and thus will continue to expand
- Just one of a growing community of Google Apps Authorized Resellers.
- [www.newmindgroup.com](http://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 campaign 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-existence, 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.





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 Management
  - Deployment and Provisioning
  - Logging and accountability
- Resellers without development expertise would also like to resell custom development services
  - Custom Gadgets
  - Google App Engine Projects

Google™

