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I/O

Google Apps Marketplace: Best Practices & Integrations

Steven Bazyl (Twitter @stevenbazyl)
May 10th, 2011
Session Feedback: http://goo.gl/QXM9c
Twitter Hashtag #GoogleApps

Google Apps Marketplace

Google Apps Marketplace

Search Marketplace

Marketplaces

Google Apps

Products
- Accounting & Finance
- Admin Tools
- Calendar & Scheduling
- Customer Management
- Document Management
- EDU
- Productivity
- Project Management
- Sales & Marketing
- Security & Compliance
- Workflow

Professional Services
- Archiving & Discovery Implementation
- Custom Application Development
- EDU Specialists
- Google Analytics
- Medium-Large Business Implementation
- Small Business Implementation
- Support & Managed Services
- Training & Change Management

Video: Google Apps Marketplace - 1 year of integrated apps

Featured Apps

SAP StreamWork

SAP StreamWork is a collaborative decision-making solution that brings together the people, information, and proven business approaches to drive fast, meaningful results.

Try popular & notable apps

Solve360 :: CRM Meets Project Management for Serious Business

Solve360 is a modern CRM that integrates features to manage client projects. It's ideal for small teams in service based companies that need a flexible solution.

"Tops" in Google Apps

Top Installed this week

1. MailChimp ★★★★★ 28 reviews
2. Insightly: Free simple CRM and Project Management ★★★★½ 486 reviews
3. Manymoon: Free Social Productivity, Project Management & Task Management ★★★★★ 248 reviews
4. Mavenlink: Free Collaboration- Manage Projects, Docs, Tasks, Time, Invoices ★★★★★ 149 reviews
5. Aviary Design Suite (Free) ★★★★★ 20 reviews

Top installed

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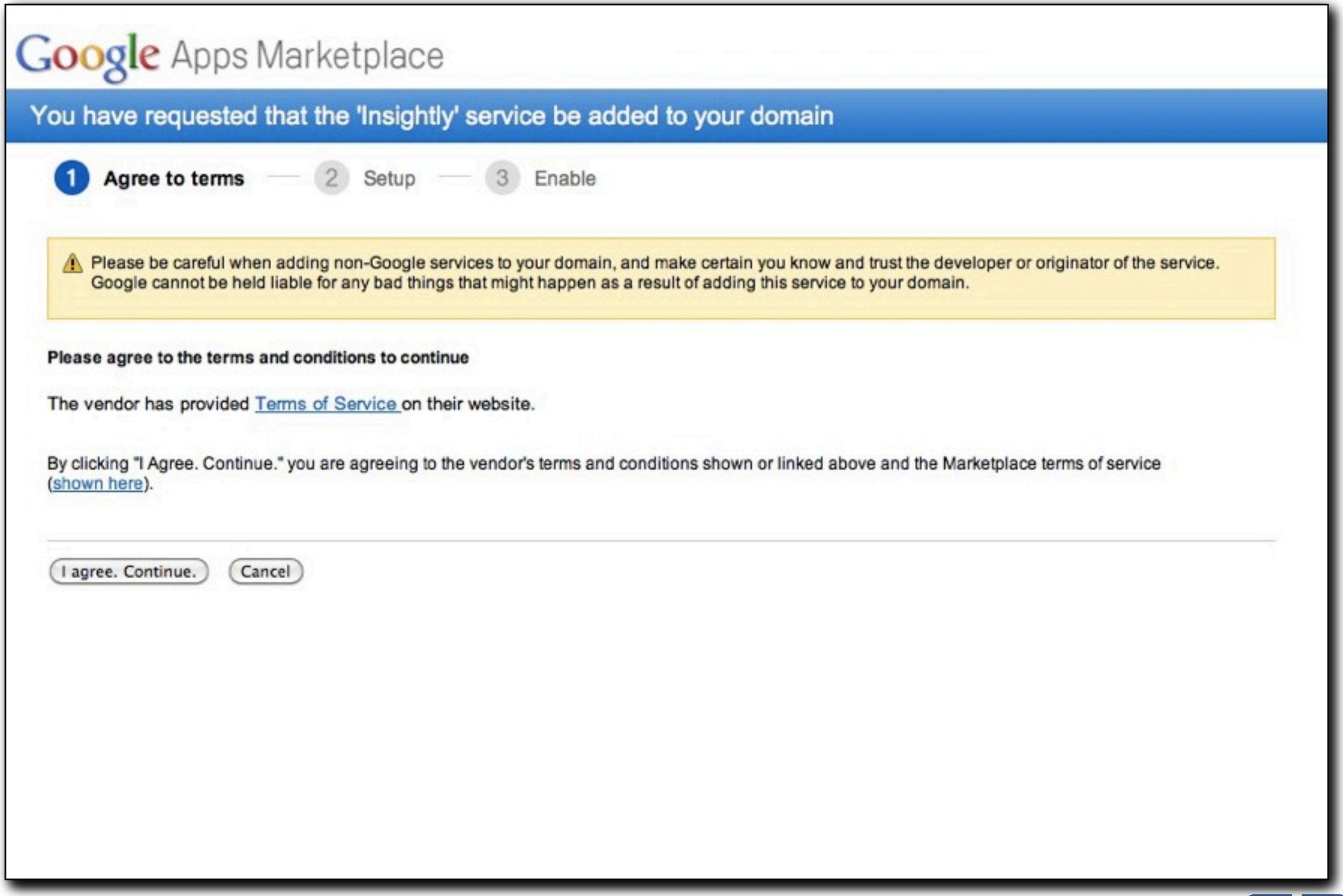
Google Apps Marketplace



Marketplace History

March 2010

Today

Marketplace History

March 9th:
Launched with
50 apps

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March 2010

May 18th:
Contextual
gadgets for
Gmail

Today

Google Confidential

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EDU Category
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Year

March 9th:
1st Birthday,
300+ apps in
Marketplace

Today

What we've learned

It’s about integration

Example Integrations

Example Integrations

Universal navigation & Single Sign-on

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Universal navigation & Single Sign-on

Import/export contacts

Access & update calendars

Read, publish, & share documents

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Example Integrations

Universal navigation & Single Sign-on

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Read, publish, & share documents

Publish content & gadgets to sites

Gadgets in email

Chat bots

....and lots more!

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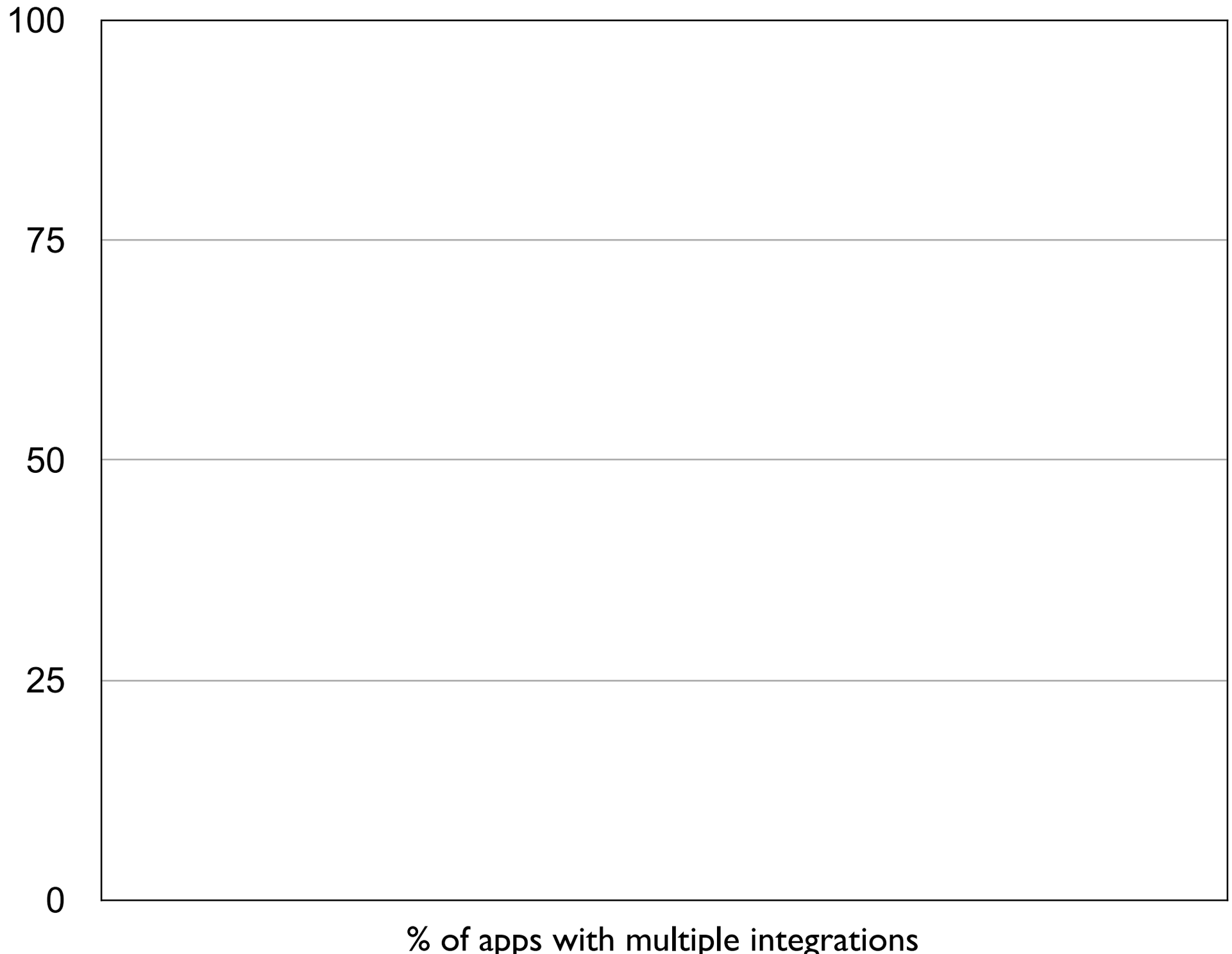
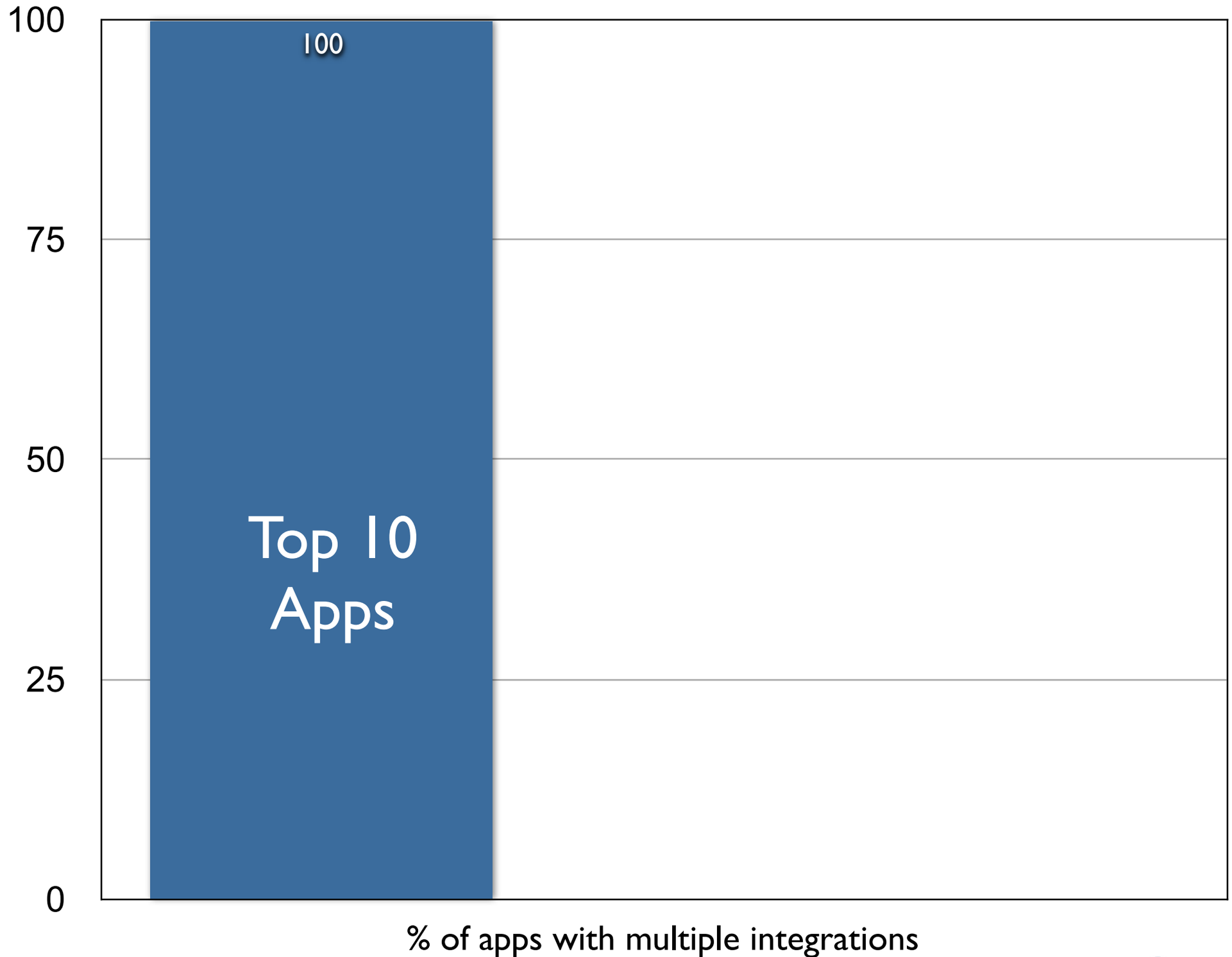
Integration = More Customers

More Customers

More Customers



More Customers



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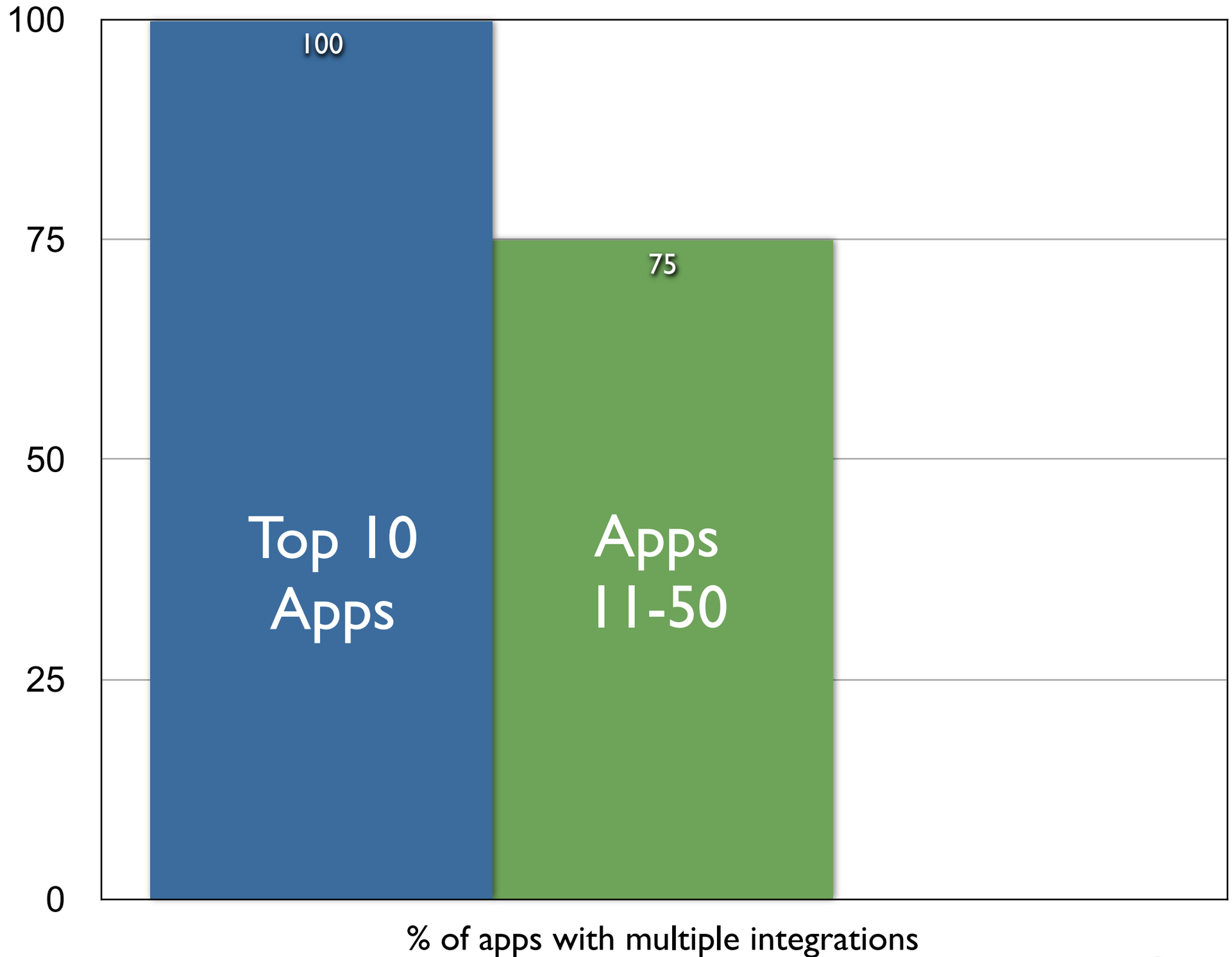

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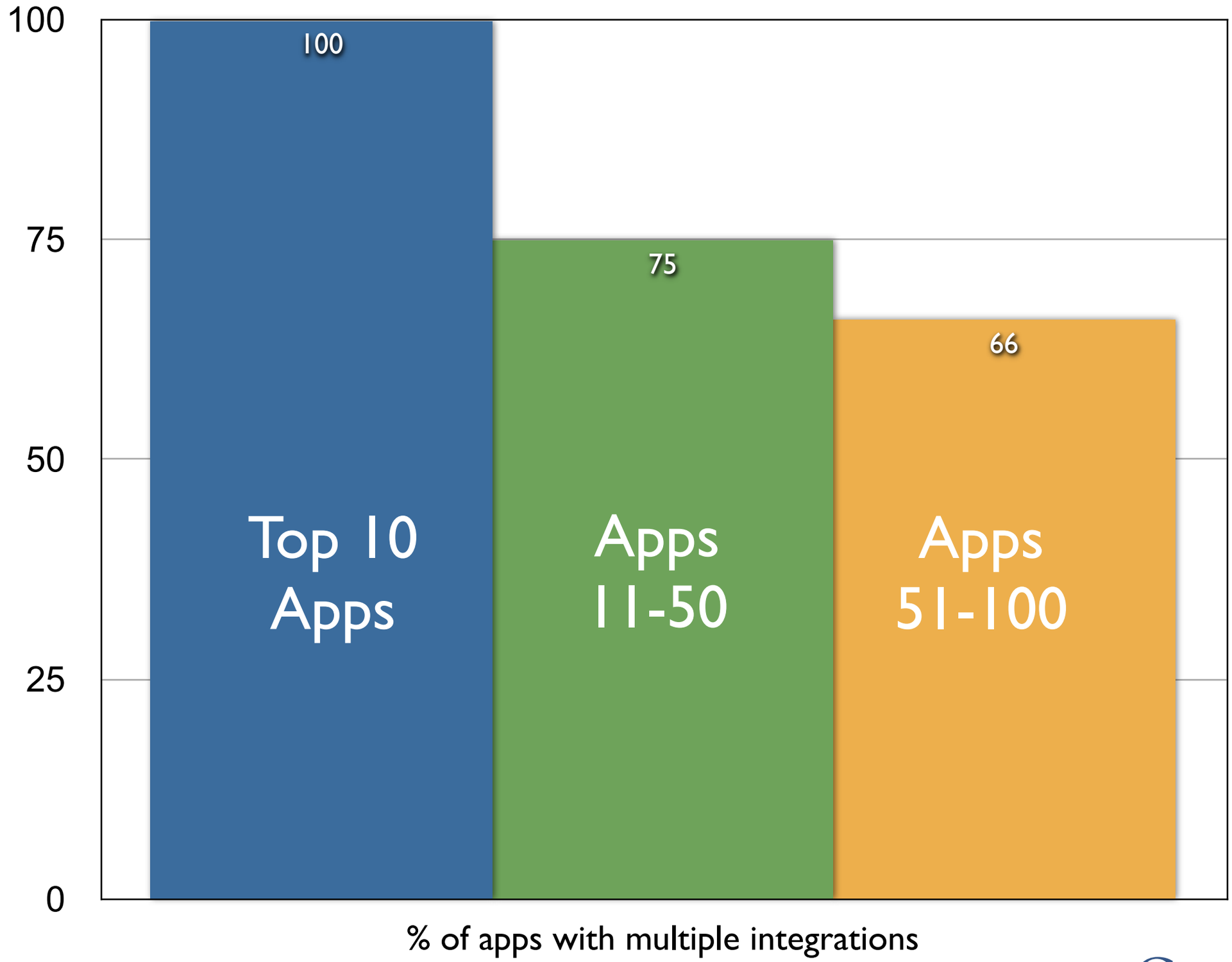
More Customers



More Customers

*"Simply put, **people want end-to-end solutions**. Our customers really, really want integrations. You might expect that such a strong desire **translates to the bottom line**. And you'd be right.*

*I hope you're sitting down. We find that **if our customers use any single integration, they are three times as likely to convert to paid**."*

Sunir Shah, Freshbooks

Source: http://www.freshbooks.com/blog/2010/08/25/why-do-you-need-integrations-to-sell-your-software/

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Integration = Happy Customers

Happy Customers

*"The new Google Apps integration is just **icing on the cake**...Each time I can **stay focused** in a tab and do not have to switch programs means more done quicker. Then **I can move on to helping the next customer or spending more time with my family**."*

Jeff Harmons, Harmons Custom Landscaping

http://outright.com/blog/how-outrighteous-users-are-using-outright-and-google-apps-a-love-story/

Improving Value for Customers

Improving Value for Customers

Out of Box Experience

Help users get started & become productive quickly

Improving Value for Customers

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Help users get started & become productive quickly

Collaboration

Enable users connect to & work more effectively with coworkers & customers

Improving Value for Customers

Out of Box Experience

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Enable users connect to & work more effectively with coworkers & customers

Access to Information

Save users time by making information available when & where they need it

Improving the Out of Box Experience

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NO
SALESMEN
OR AGENTS

User Account Provisioning

Invite

Require admin or other user to manually add users

Ad Hoc

Automatically enroll & associate accounts on first login

Single Sign-On with OpenID

Single Sign-On with OpenID

Streamline Sign-up Forms

Create Your Admin Account

Enter your name and the email address you want to use with this account. Your password should be 7 characters or more. You will be able to create more user accounts via the Your Account link once your account is created.

* First Name:
* Last Name:
* Email Address:
* Confirm Email:
* Admin Password:
* Confirm Password:
How did you hear about us?
Promotional Code:

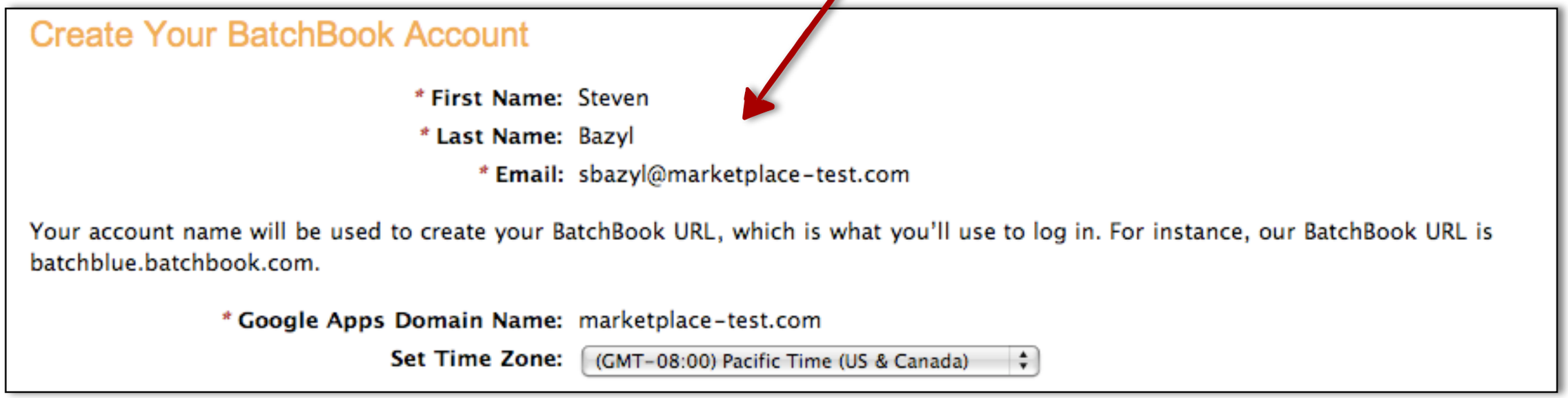
Create Your Batchbook Account

Your account name will be used to create your Batchbook URL, which is what you'll use to log in. For instance, our Batchbook URL is batchblue.batchbook.com.

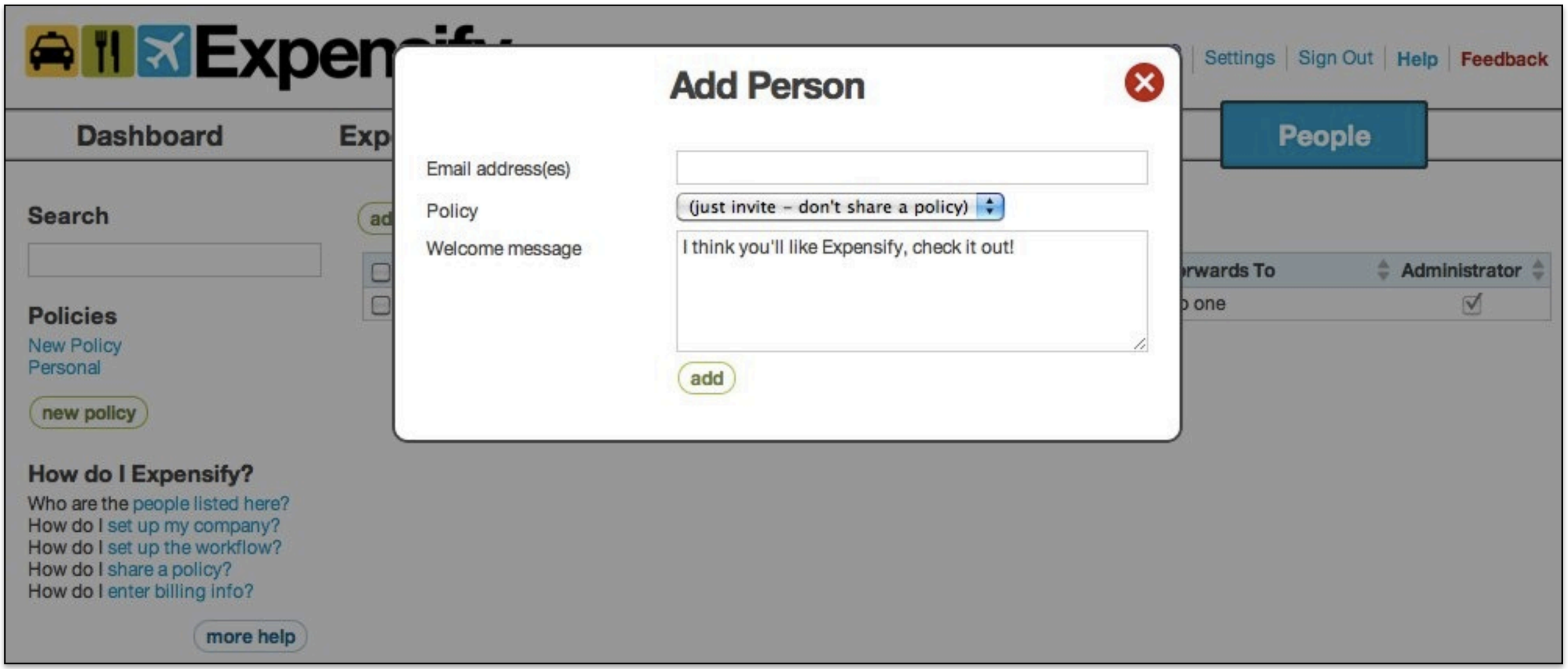
* Account Name:
Your URL:
Set Time Zone: (GMT-05:00) Eastern Time (US & Canada)

Streamline Sign-up Forms

OpenID Attribute Exchange



Streamline Provisioning: Import Users



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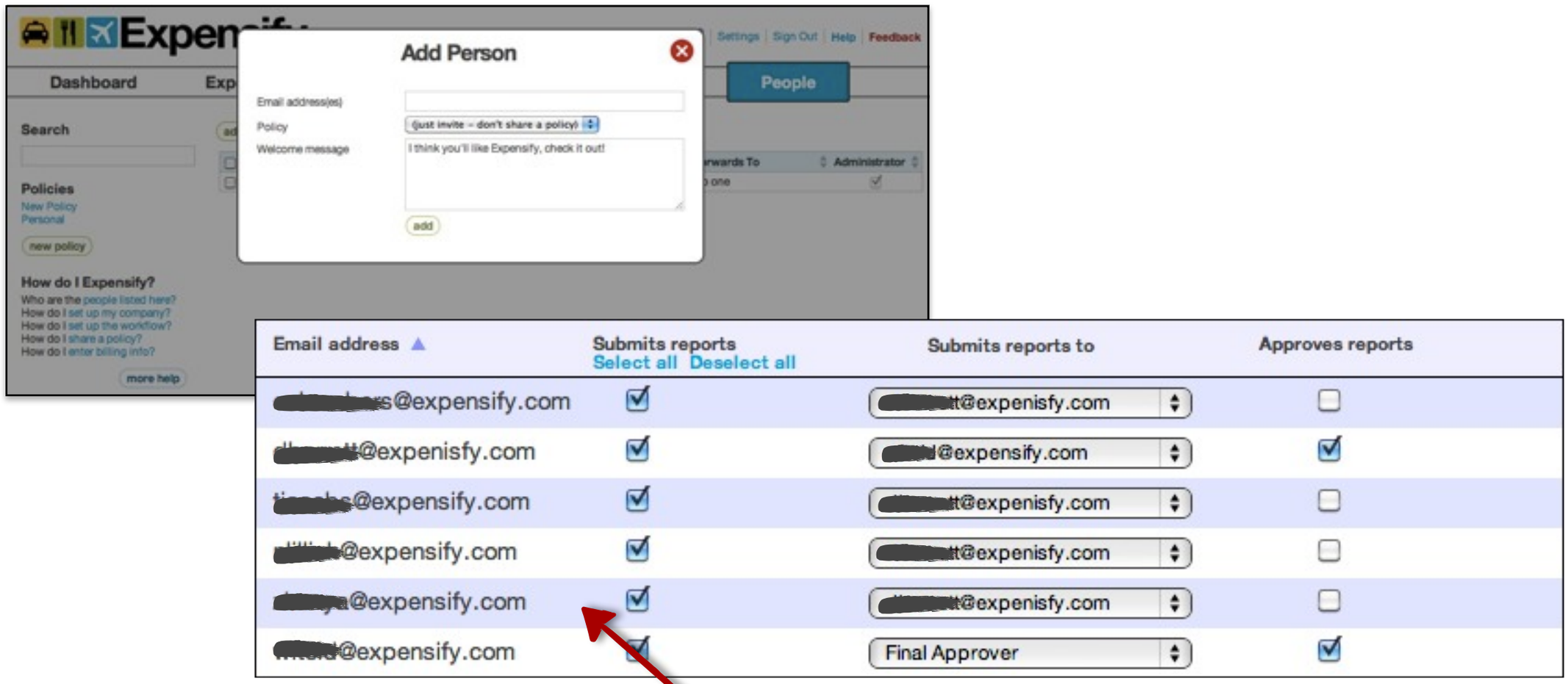

Auto-import from user feed

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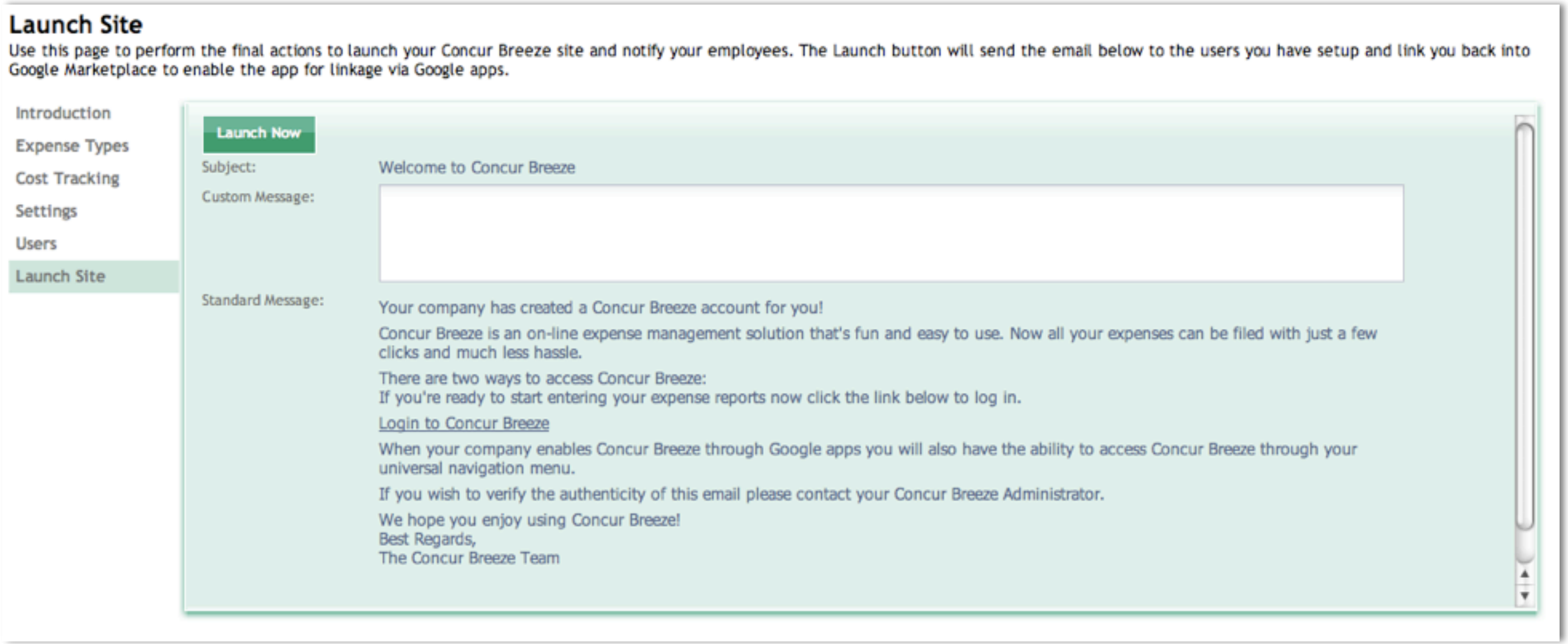
Awareness & Training



OpenID vs. Provisioning API

	User Feed	OpenID AX
E-mail	✓	✓*
First name	✓	✓
Last name	✓	✓
Language		✓
Admin status	✓	
Account status	✓	
When?	Application polling	User login
Who?	All users in domain	Current user

*Requires verification

Wrap-up: Out of Box Experience

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- Streamline adoption = more users complete signup

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- Streamline adoption = more users complete signup
- Take advantage of **existing data** to streamline adoption
  - OpenID Attribute Exchange
  - User feed for members of a domain
- Help admins increase adoption and train users
- CAUTION: Don't sacrifice security or good net citizenship for ease of use
  - Whitelist trusted IDPs if relying on OpenID email address
  - E-mail verification, one-time codes still useful
  - Don't abuse information or SPAM users!

Improving Collaboration

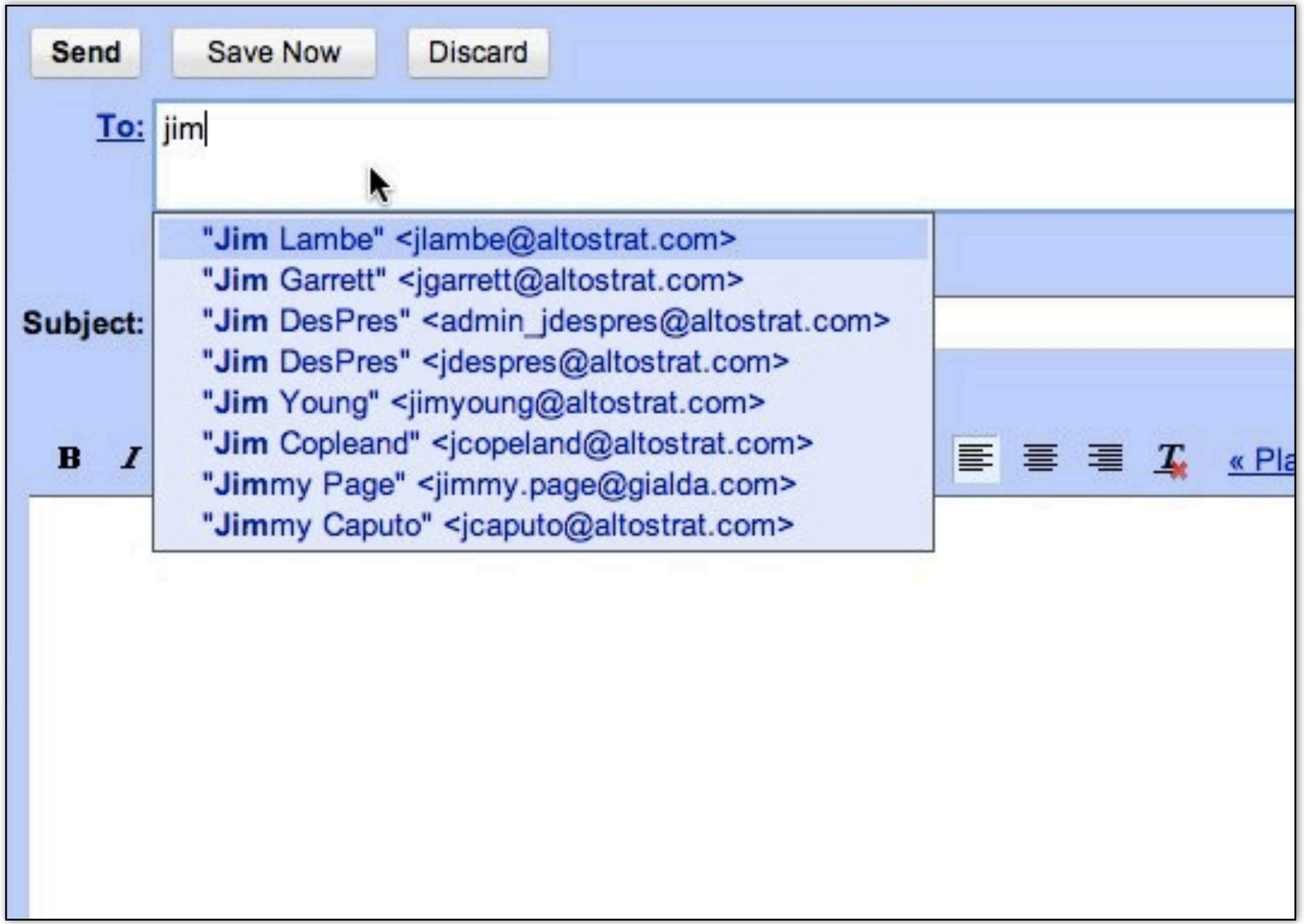
Collaboration

People

Help people connect to customers & coworkers

Data

Help people share important documents and data


Send
Save Now
Discard
To:
jim
"Jim Lambe" <jlambe@altostrat.com>
"Jim Garrett" <jgarrett@altostrat.com>
"Jim DesPres" <admin_jdespres@altostrat.com>
"Jim DesPres" <jdespres@altostrat.com>
"Jim Young" <jimyoung@altostrat.com>
"Jim Copleand" <jcopeland@altostrat.com>
"Jimmy Page" <jimmy.page@gialda.com>
"Jimmy Caputo" <jcaputo@altostrat.com>
Subject:
B
I
« Pla

Send | Save Now | Discard

To: jim

"Jim Lambe" <jlambe@altostrat.com>
"Jim Garrett" <jgarrett@altostrat.com>
"Jim DesPres" <admin_jdespres@altostrat.c
"Jim DesPres" <jdespres@altostrat.com>
"Jim Young" <jimyoung@altostrat.com>
"Jim Copleand" <jcopeland@altostrat.com>
"Jimmy Page" <jimmy.page@gialda.com>
"Jimmy Caputo" <jcaputo@altostrat.com>

Subject:

B I

Sharing settings

Permissions:

Private - Only the people listed below can access — Change

Steve Bazyl (you) — Is owner

Add people: Choose from contacts

Mar

Can edit

"Mara Gelbiner" <mara@altostrat.com>
"Mark Owen" <Mark.Owen@altostrat.com>
"Marc Berman" <mberman@altostrat.com>
"Marc Bienvenu" <marcbienvenu@altostrat.com>
"Mark Mancuso" <markmancuso@altostrat.com>
"Mark Robinson" <mark.robinson@altostrat.com>
"Mark Rudick" <admin_mrudick@altostrat.com>

to myself
notifications (recommended)
ill be included on this email
ns. [Change]

Add: **Guests** | Rooms, etc.

Sara

rowne@saasycompany.com>
<sarah.supervisor@altostrat.com>
arahspagnol@altostrat.com>
arahsouthall@spacerrt.com>
@altostrat.com>

thers
est list

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Autocomplete Contacts

Invite a Client

An email will be sent to your client inviting them to this workspace. You can add multiple recipients and each of them will be sent a separate, personalized email.

Syncs with contacts

To

rya

Ryan
ryan@saasycompany.com

S

Mavenlink Invitation from Steven Bazyl

Message

Hi,

Please follow the link below to join me in a secure project workspace within Mavenlink. There is no cost for you to join me. Once we are working within the system, we will be able to take advantage of a number of features that should help us streamline our Project, including centralized communications, deliverable management, file uploads and online payment options.

Regards,
Steven Bazyl

Here's a link to our workspace:

Use this as a default message

PREVIEW

From: Steven Bazyl <no-reply@mavenlink.com>
Subject: Mavenlink Invitation from Steven Bazyl
Date: Fri Feb 25 10:02:49 -0800 2011

Hi,

Please follow the link below to join me in a secure project workspace within Mavenlink. There is no cost for you to join me. Once we are working within the system, we will be able to take advantage of a number of features that should help us streamline our Project, including centralized communications, deliverable management, file uploads and online payment options.

Regards,
Steven Bazyl

Here's a link to our workspace:
http://www.mavenlink.com/workspace_invitations/fhjj67mdm

Cancel Send invitation

APIs for Discovering Connections

APIs for Discovering Connections

Contacts

Personal contacts for an individual user

APIs for Discovering Connections

Contacts

Personal contacts for an individual user

Shared Contacts

Global Address List of non-domain users

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Profiles

Global Address List of domain users

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User Feed

Basic list of domain users

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Google Apps for Business & EDU Only!

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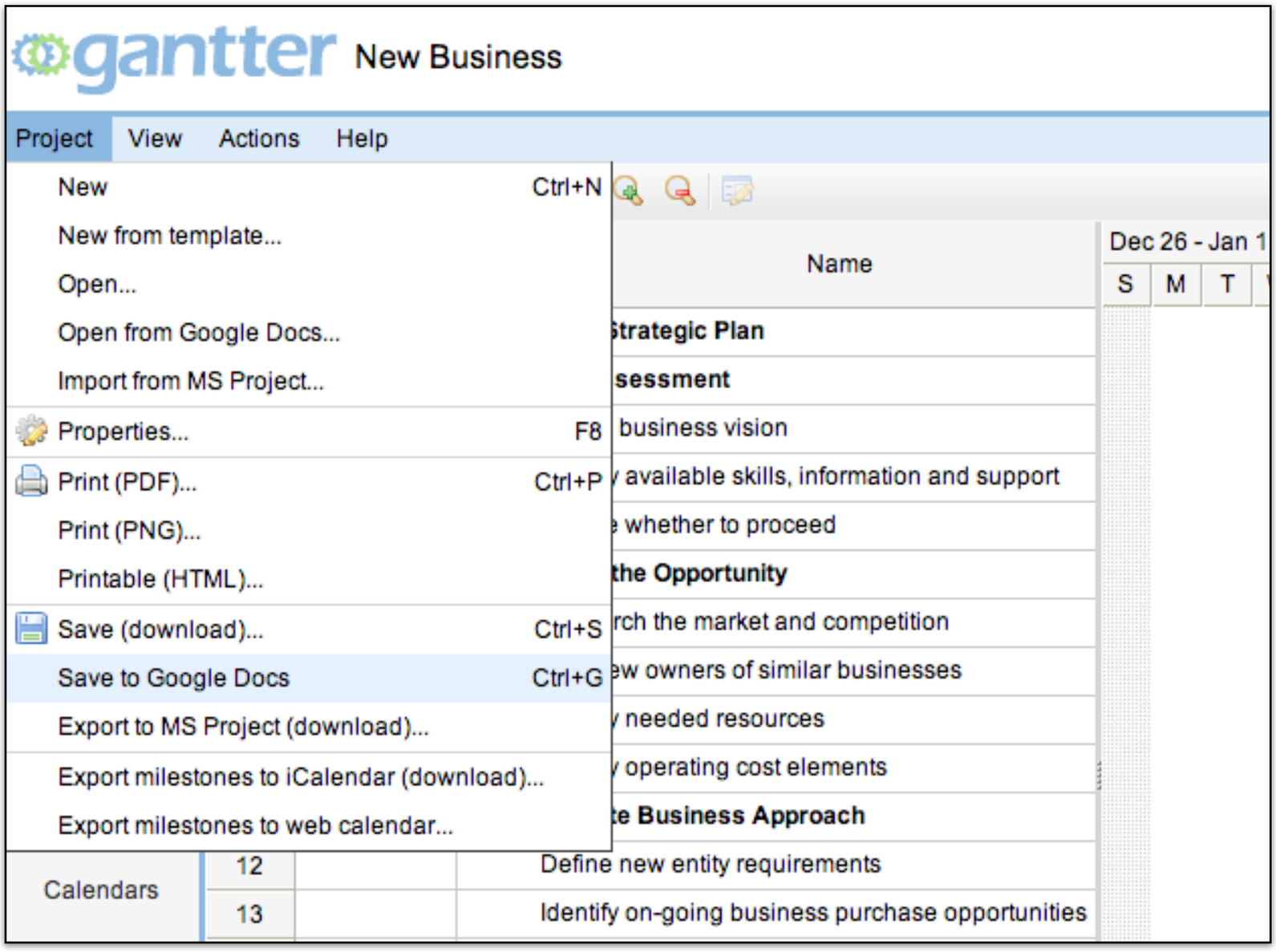
Sharing - Docs as storage



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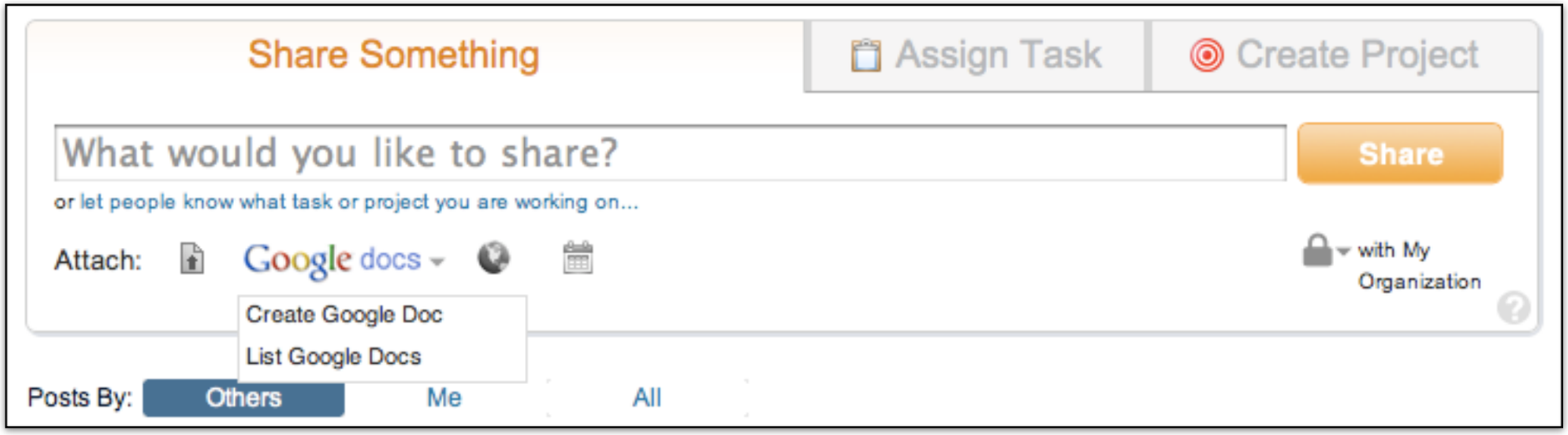
Attach & Share Docs



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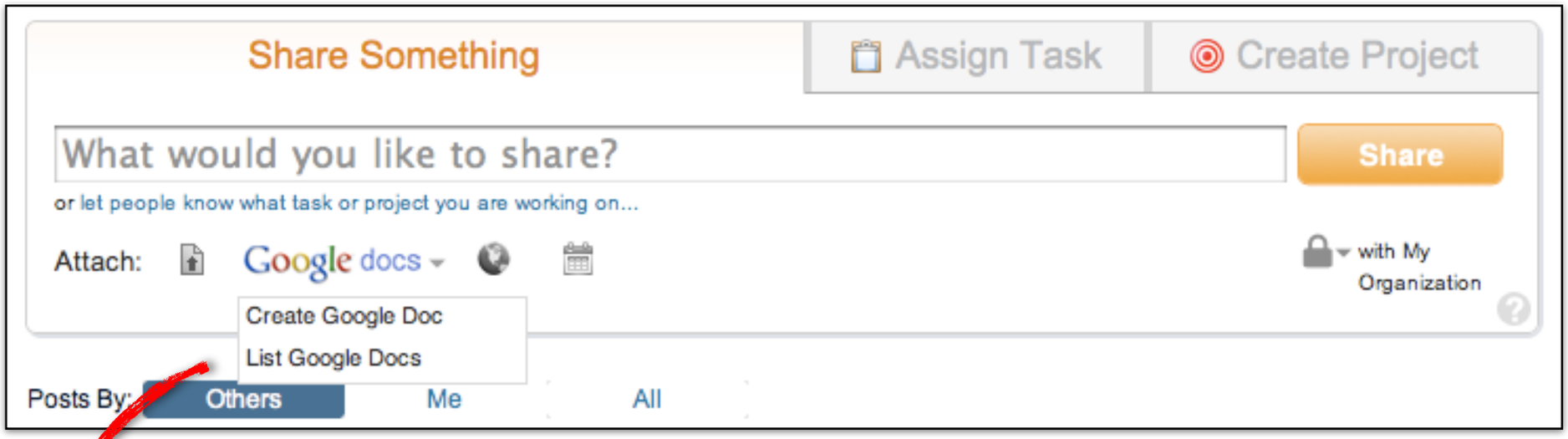

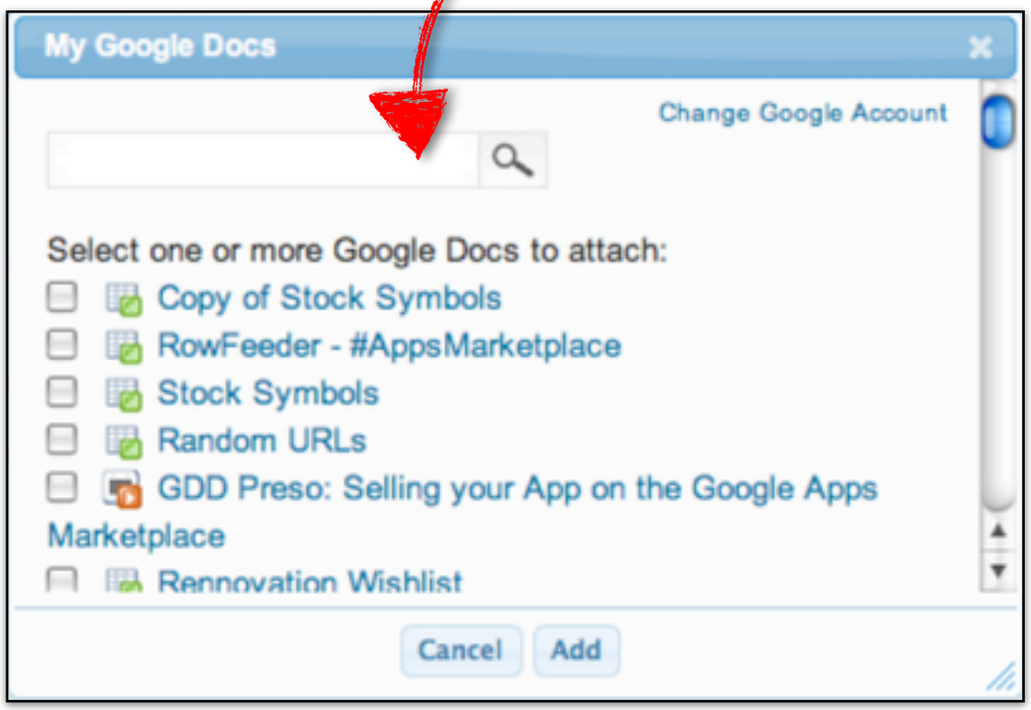

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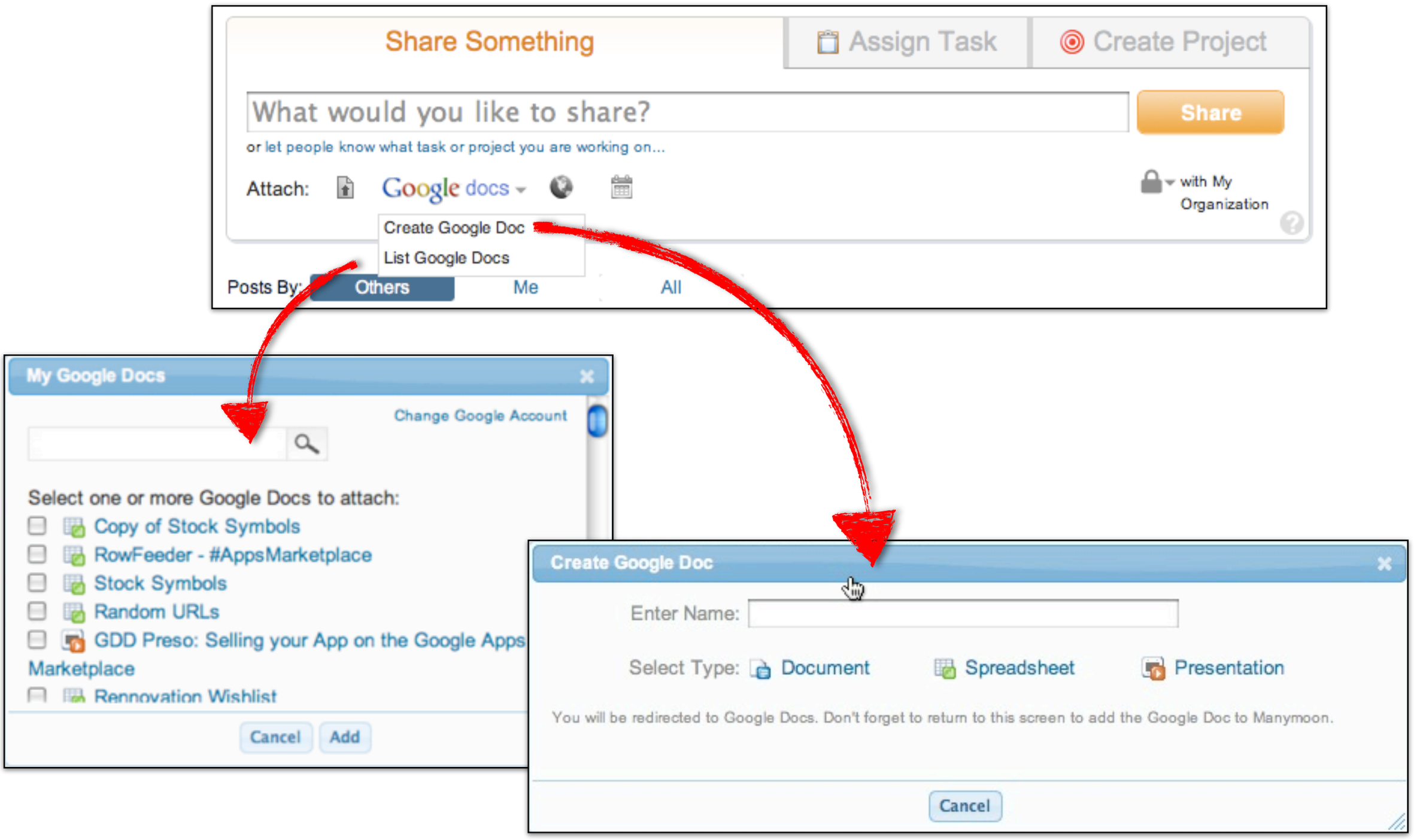

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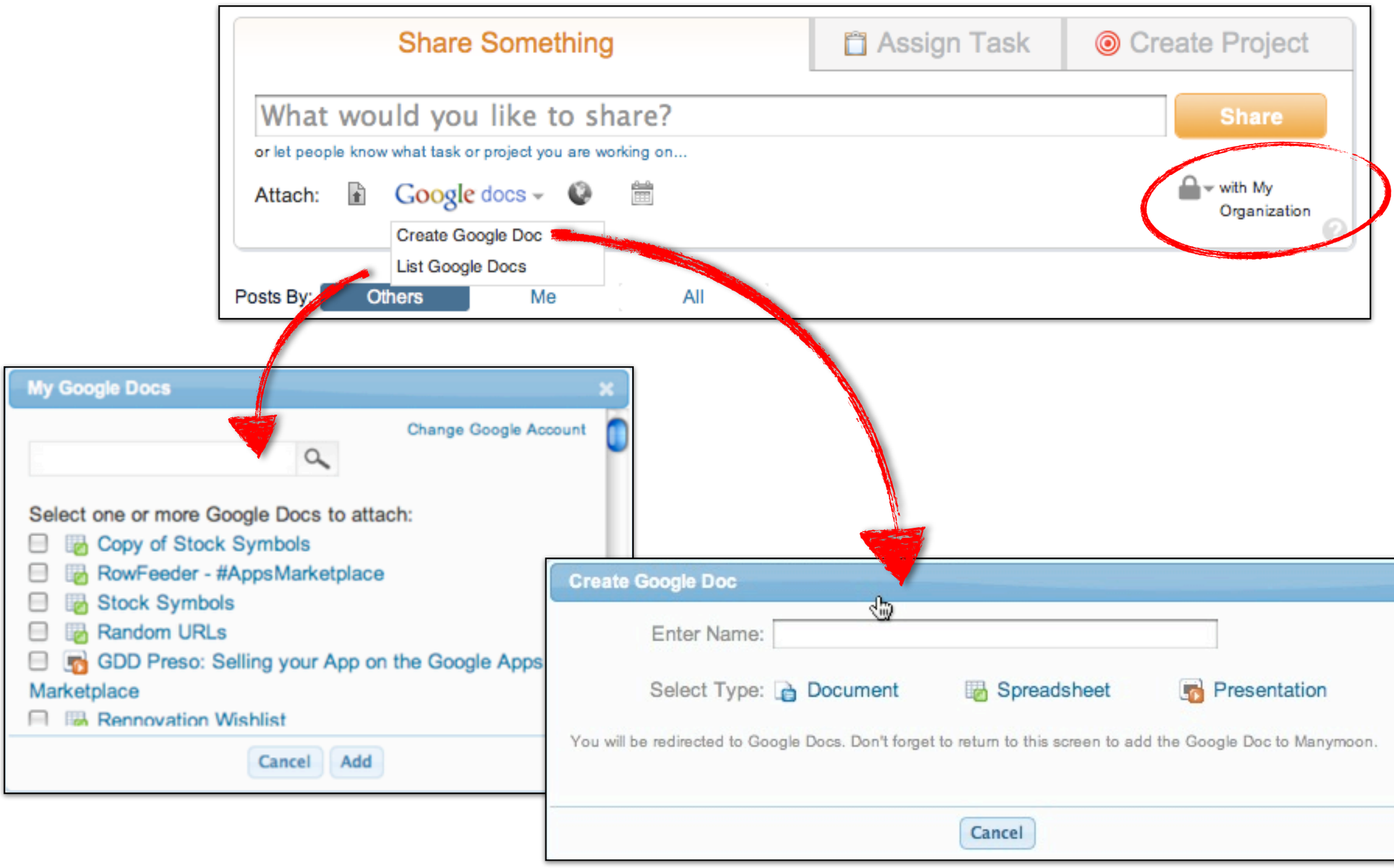

Wrap-up: Collaboration

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- Import contacts & user feeds to make sharing with people easier
  - Also great for apps that spread virally

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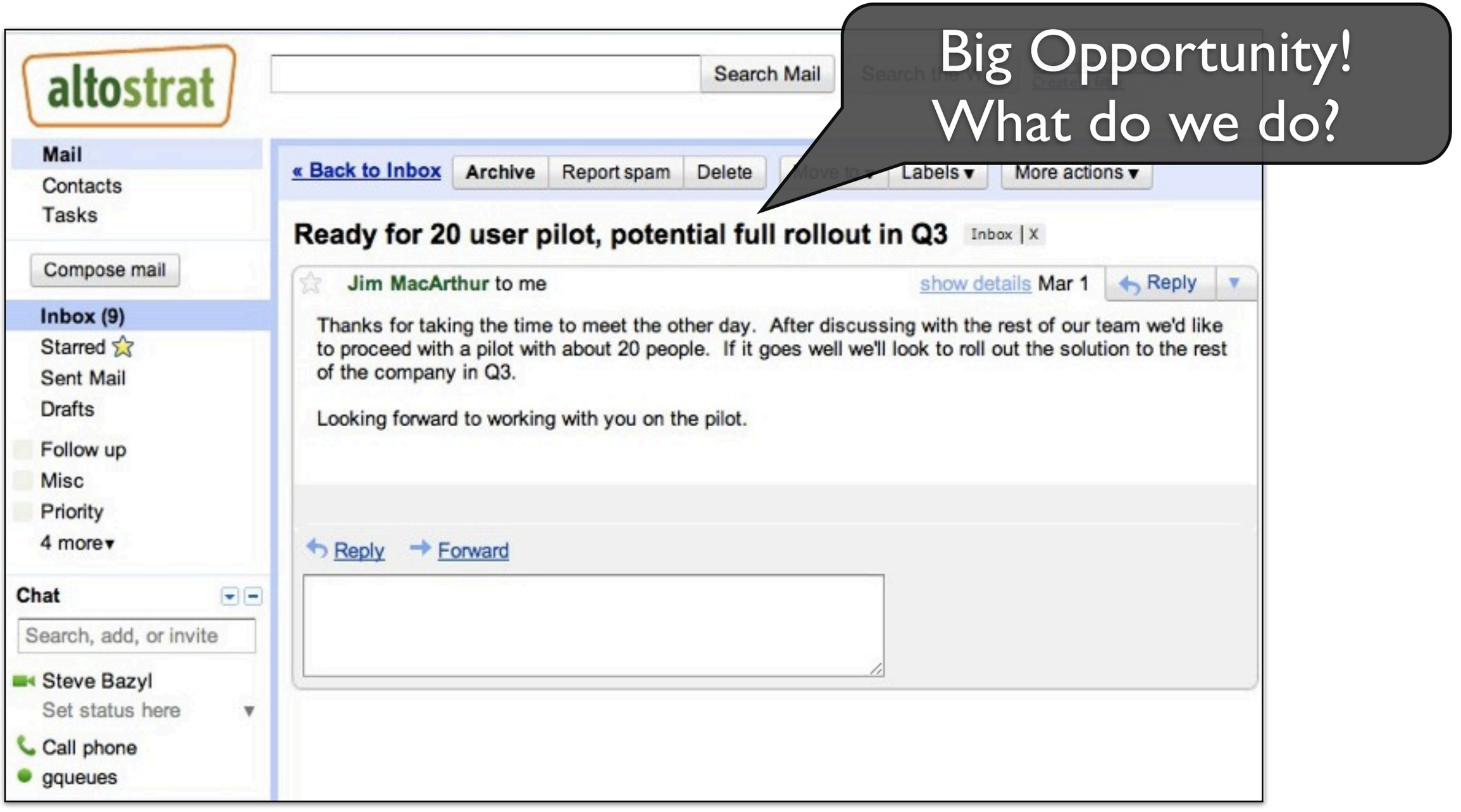
- Sharing more than just linking!

Wrap-up: Collaboration

- Import contacts & user feeds to make sharing with people easier
  - Also great for apps that spread virally
- Sharing more than just linking!
- Collaboration not limited to documents...
  - Shared team or or project calendars
  - Shared customer records in CRM
  - etc...

Improving Access to Information

Information When & Where Needed



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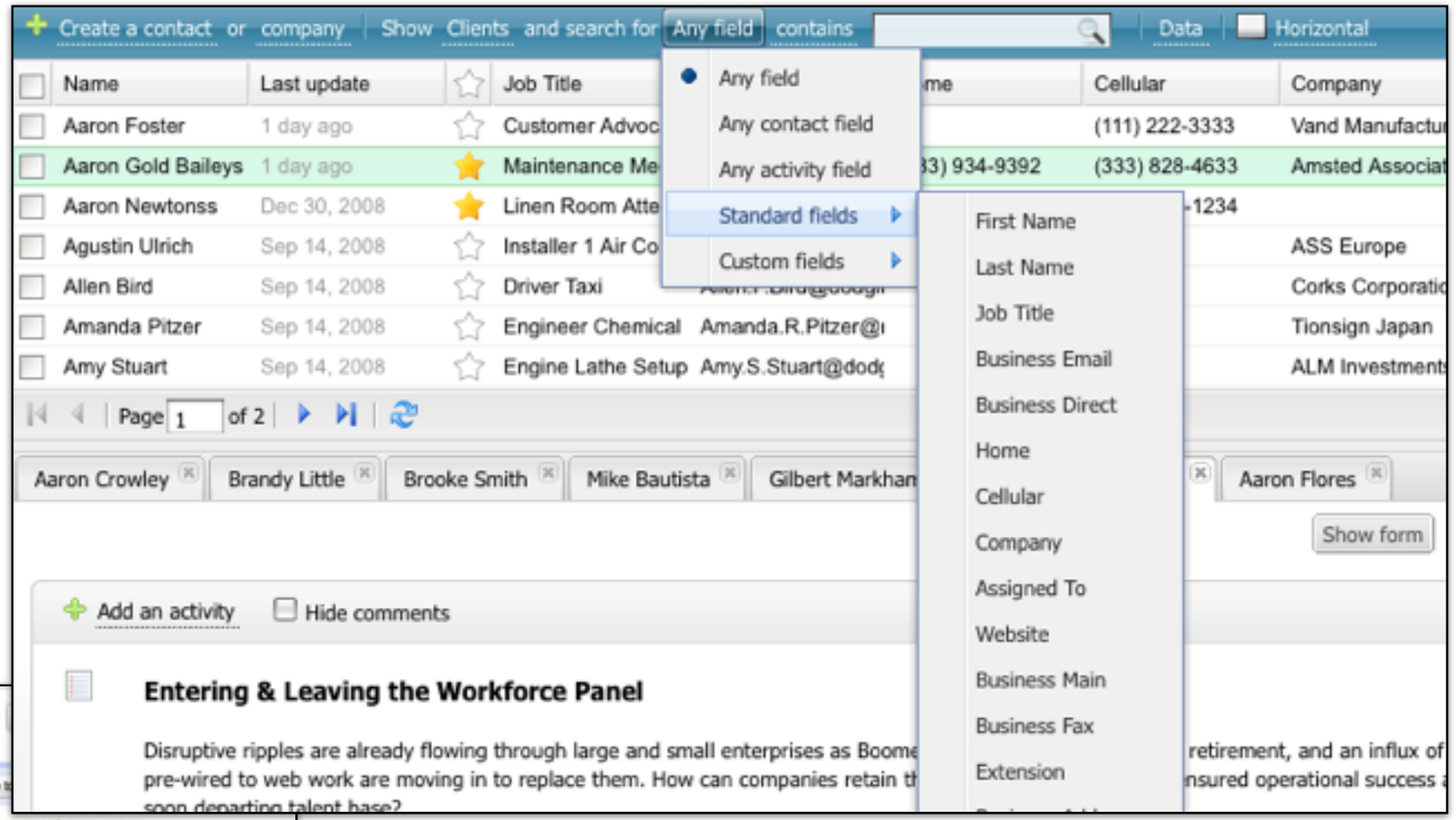

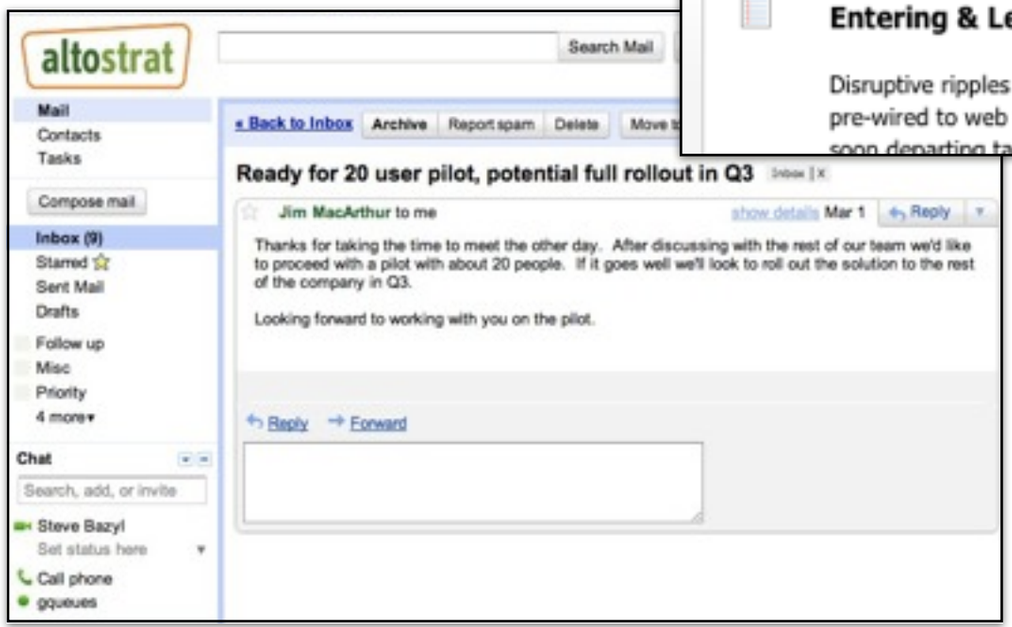

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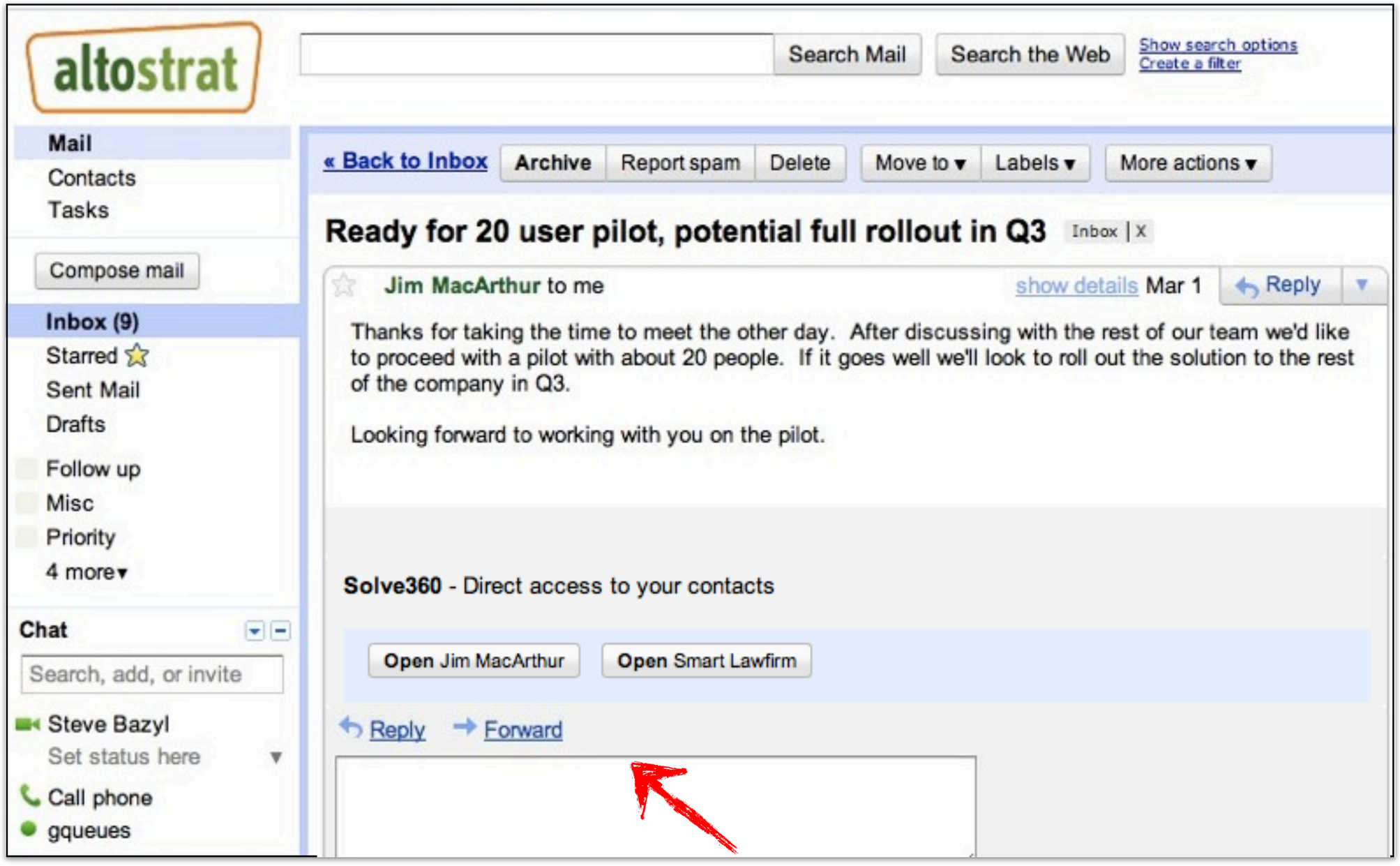

Apps in mail!

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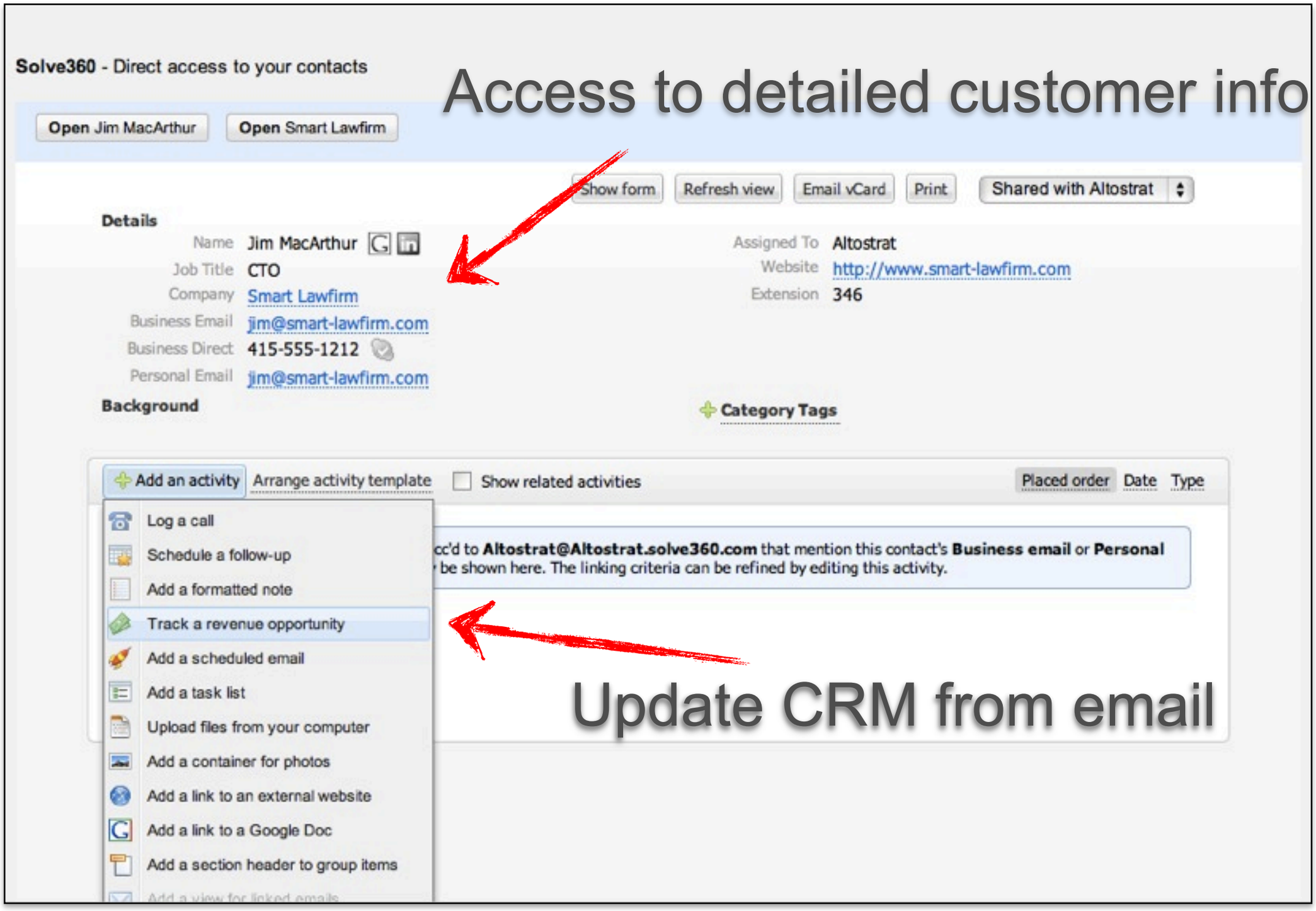
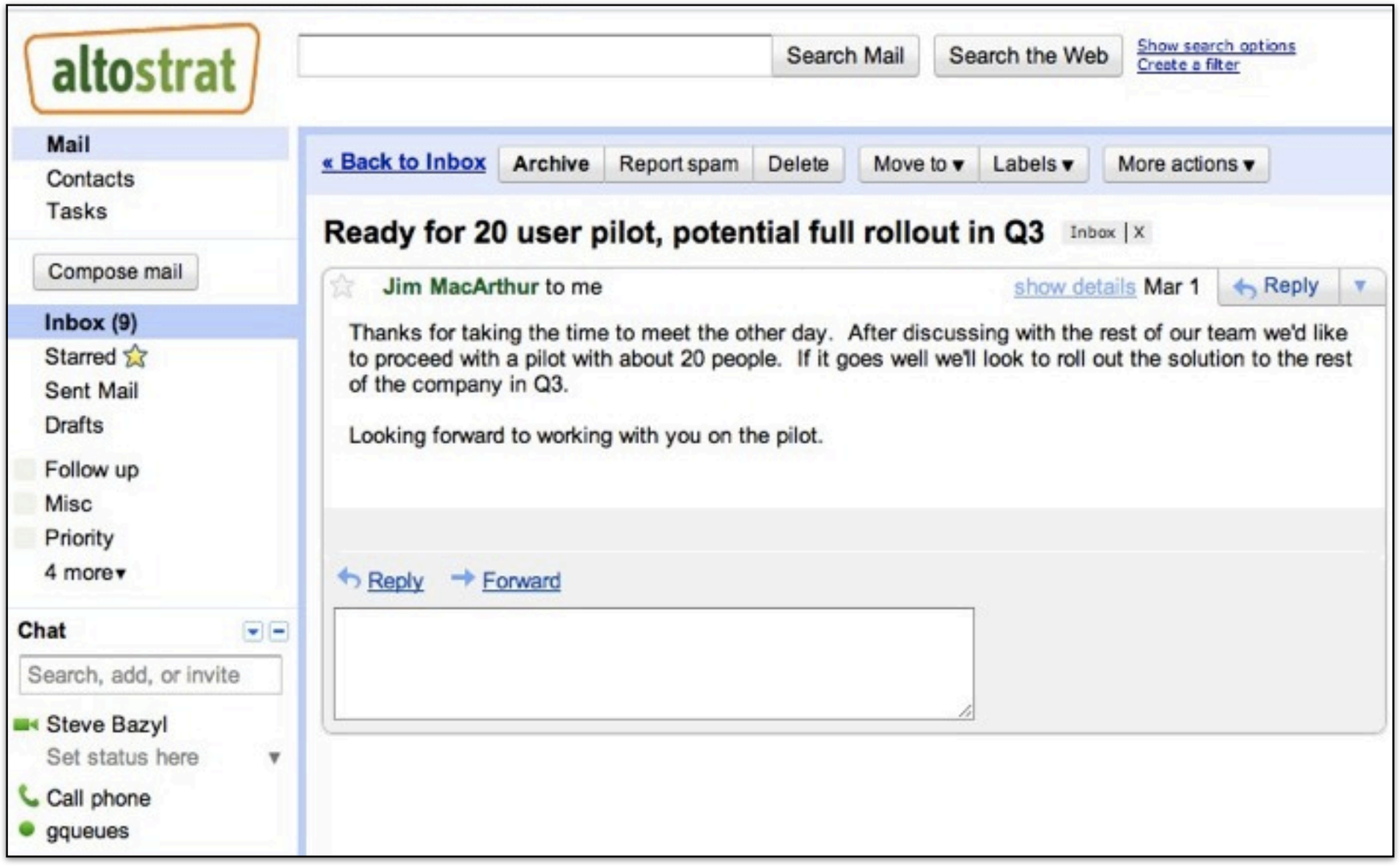
As Simple or Complex as Needed



Contextual Gadgets 101



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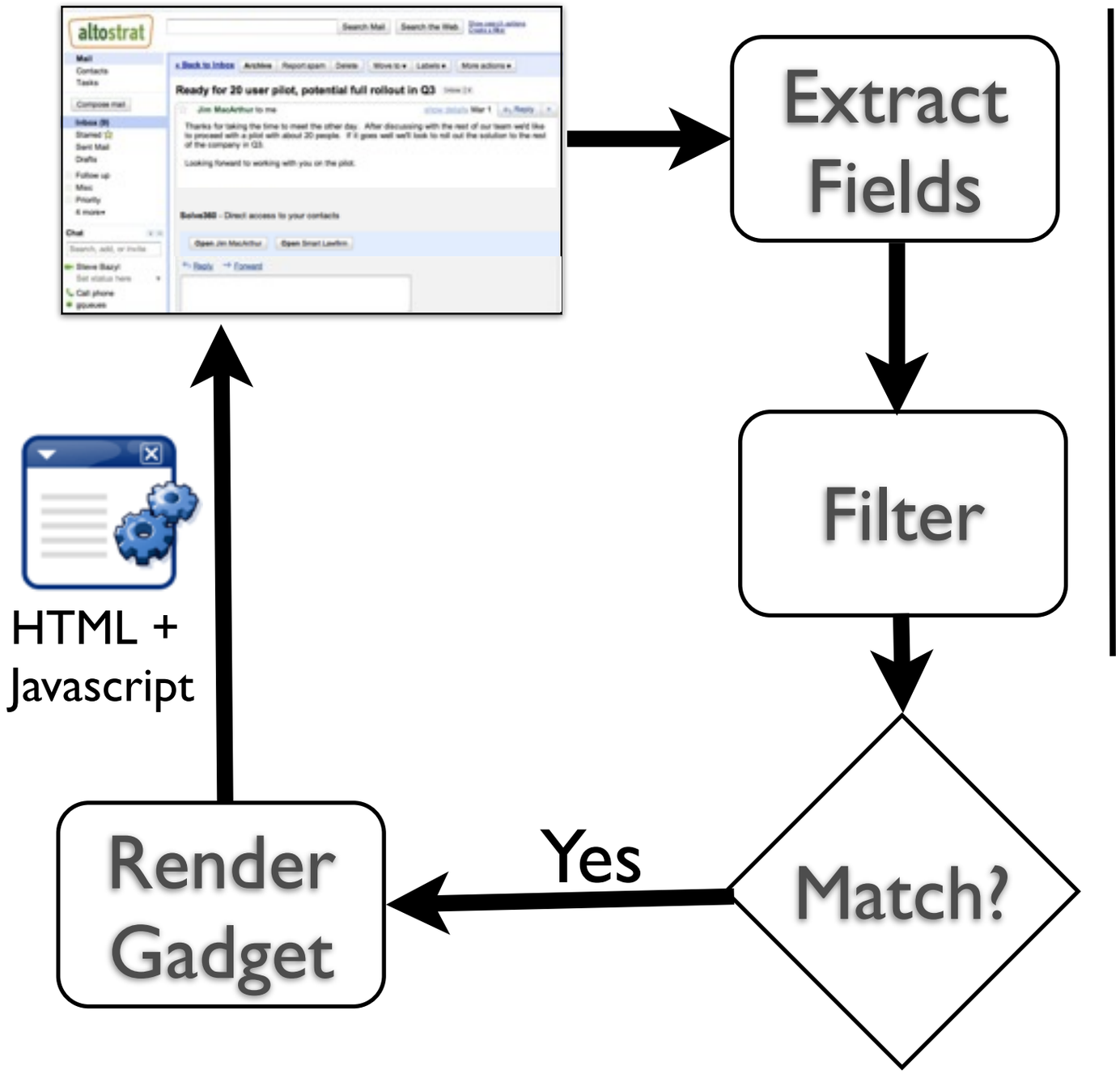

Tips: Contextual Gadgets

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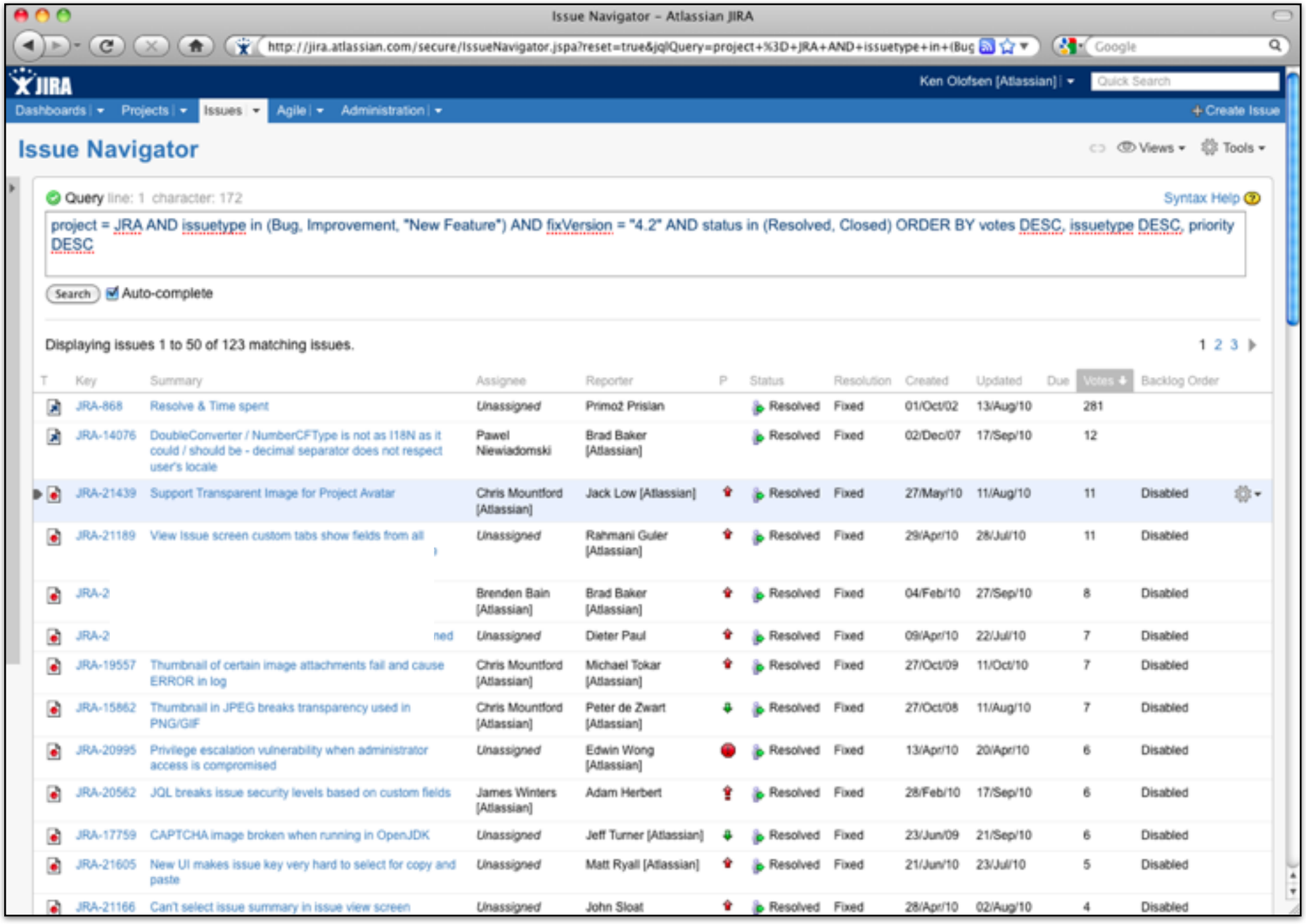
- Watch your footprint! Limited screen real estate for gadgets!
  - Match conservatively, only relative messages
  - Minimized view by default
    - dynamic-height module in gadget API to resize on-demand

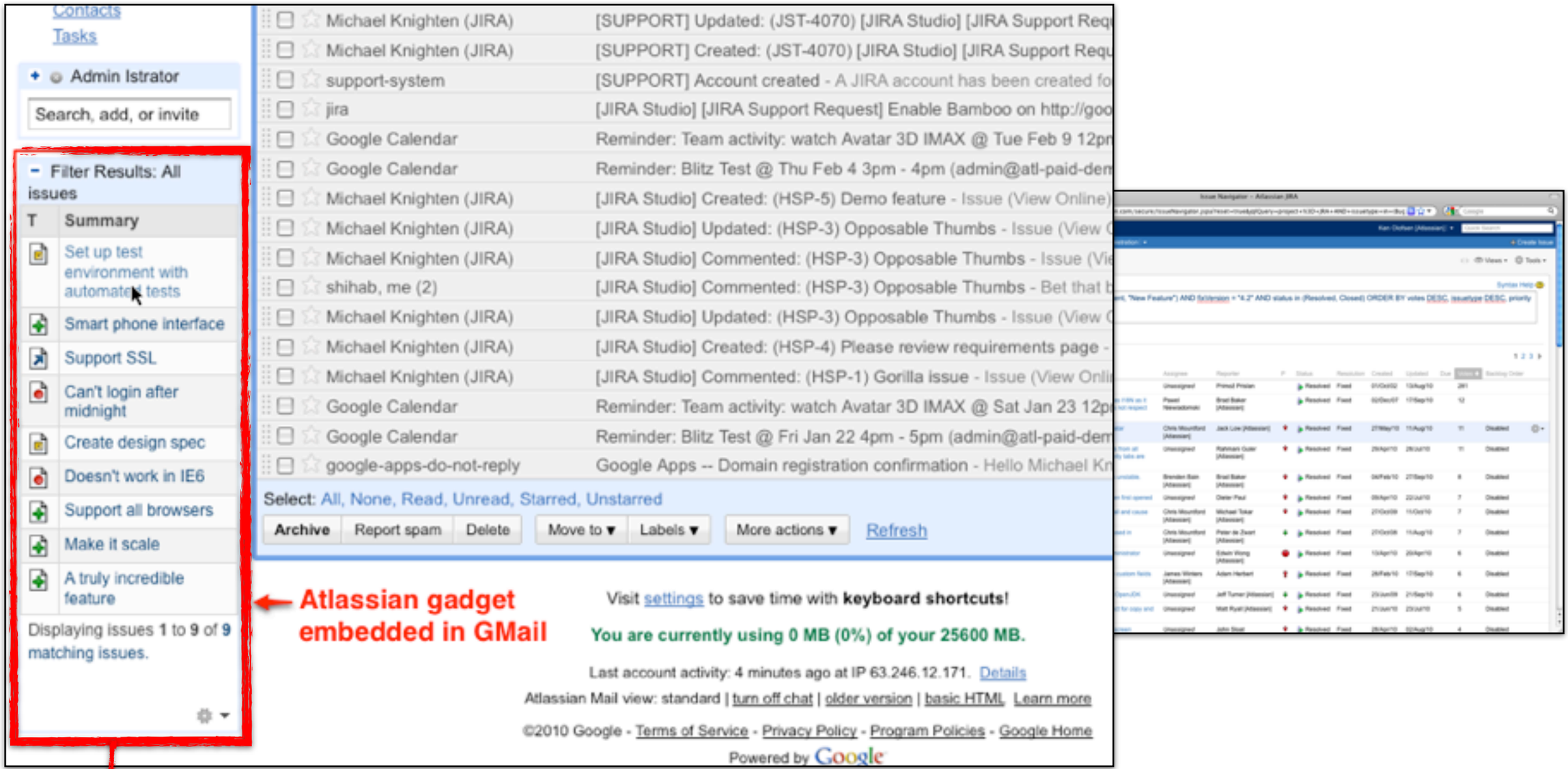
Tips: Contextual Gadgets

- Watch your footprint! Limited screen real estate for gadgets!
  - Match conservatively, only relative messages
  - Minimized view by default
    - dynamic-height module in gadget API to resize on-demand
- Content limited to 1k data, no attachment
  - Use IMAP extensions for full access to messages
    - OAuth for authentication
    - Extensions for accessing message ID, thread ID, and labels

Sidebar gadgets in mail



Sidebar gadgets in mail



Gadgets in mail sidebar

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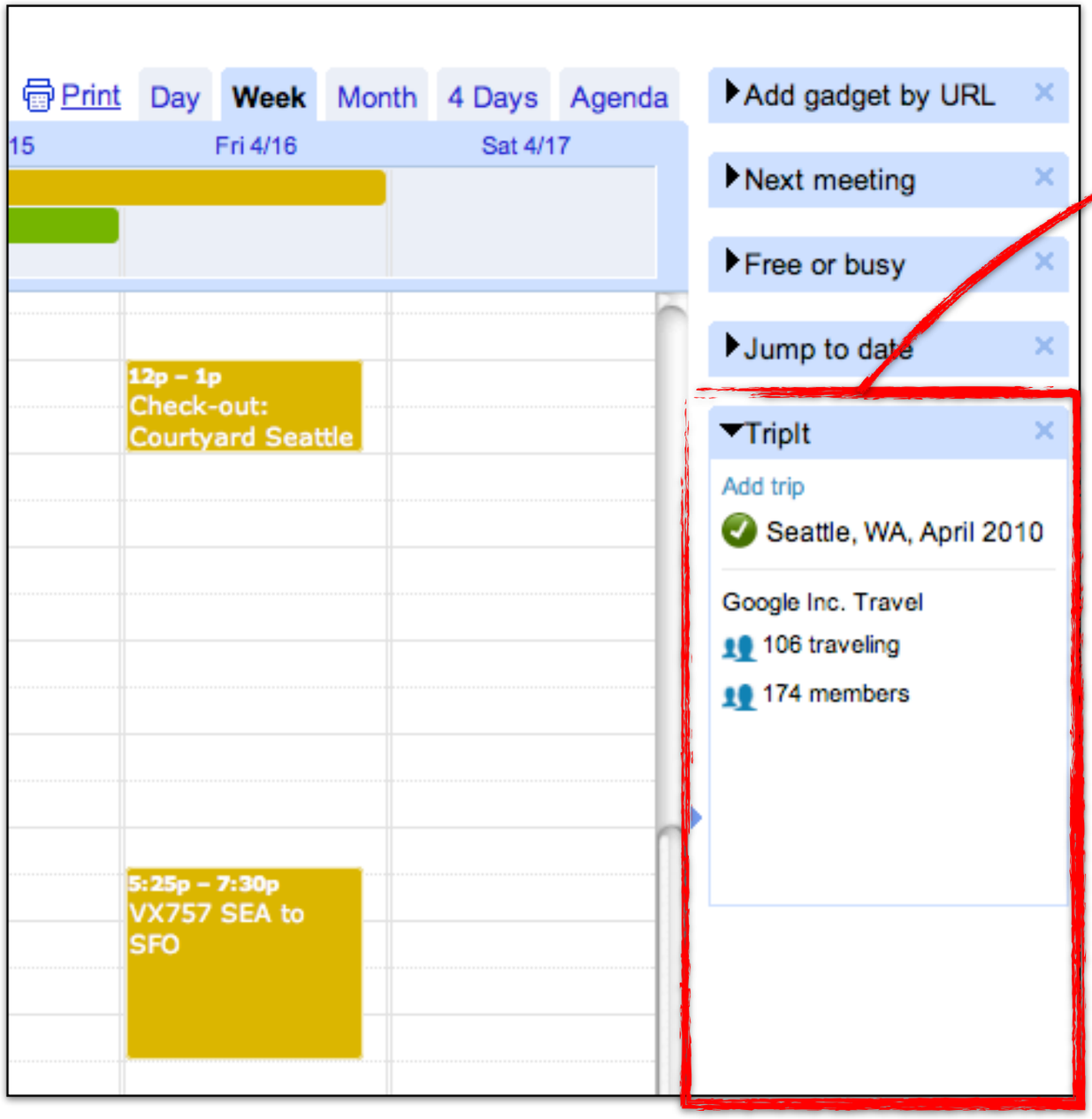
Calendar too!



Gadgets in calendar sidebar

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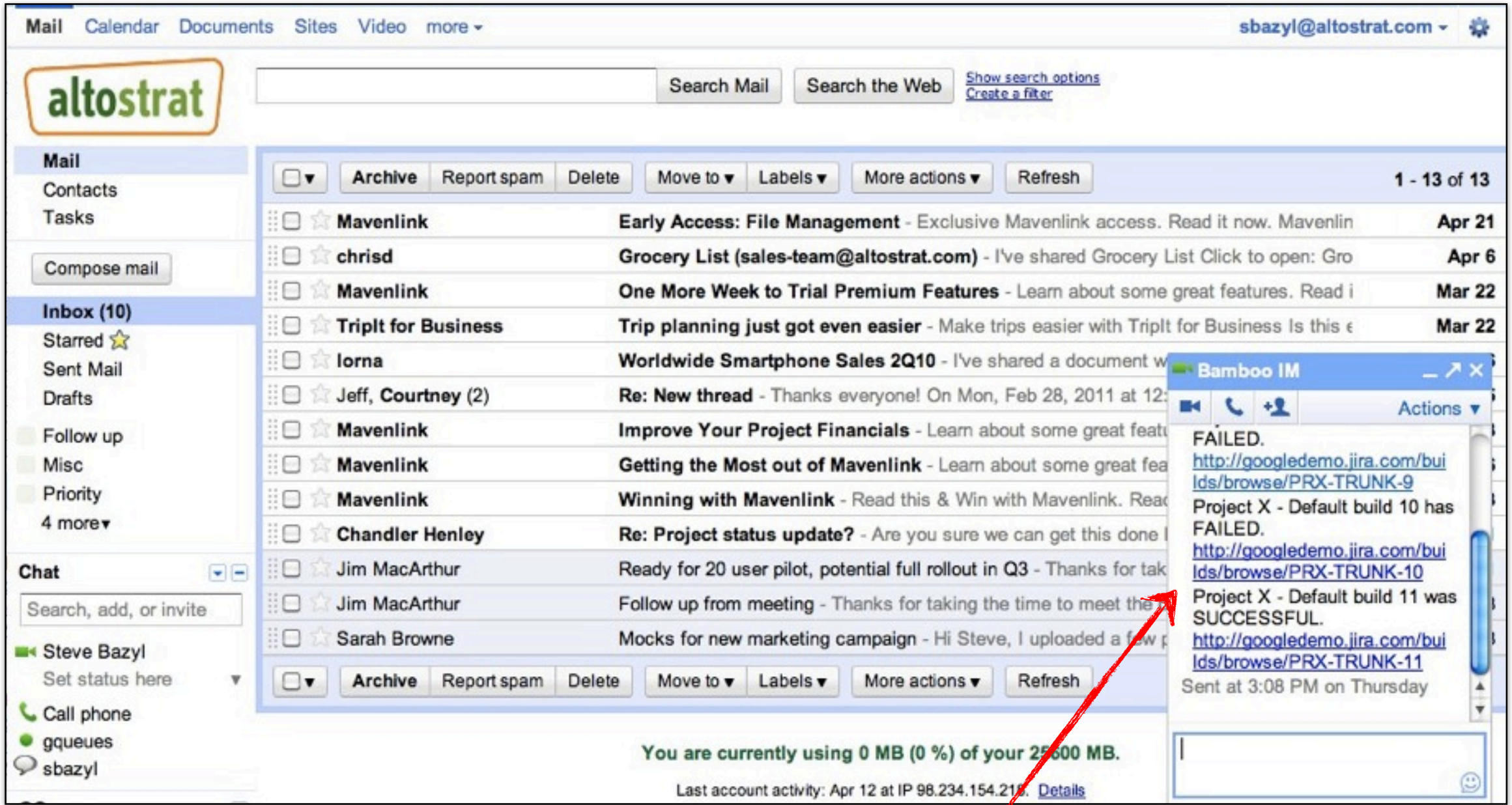
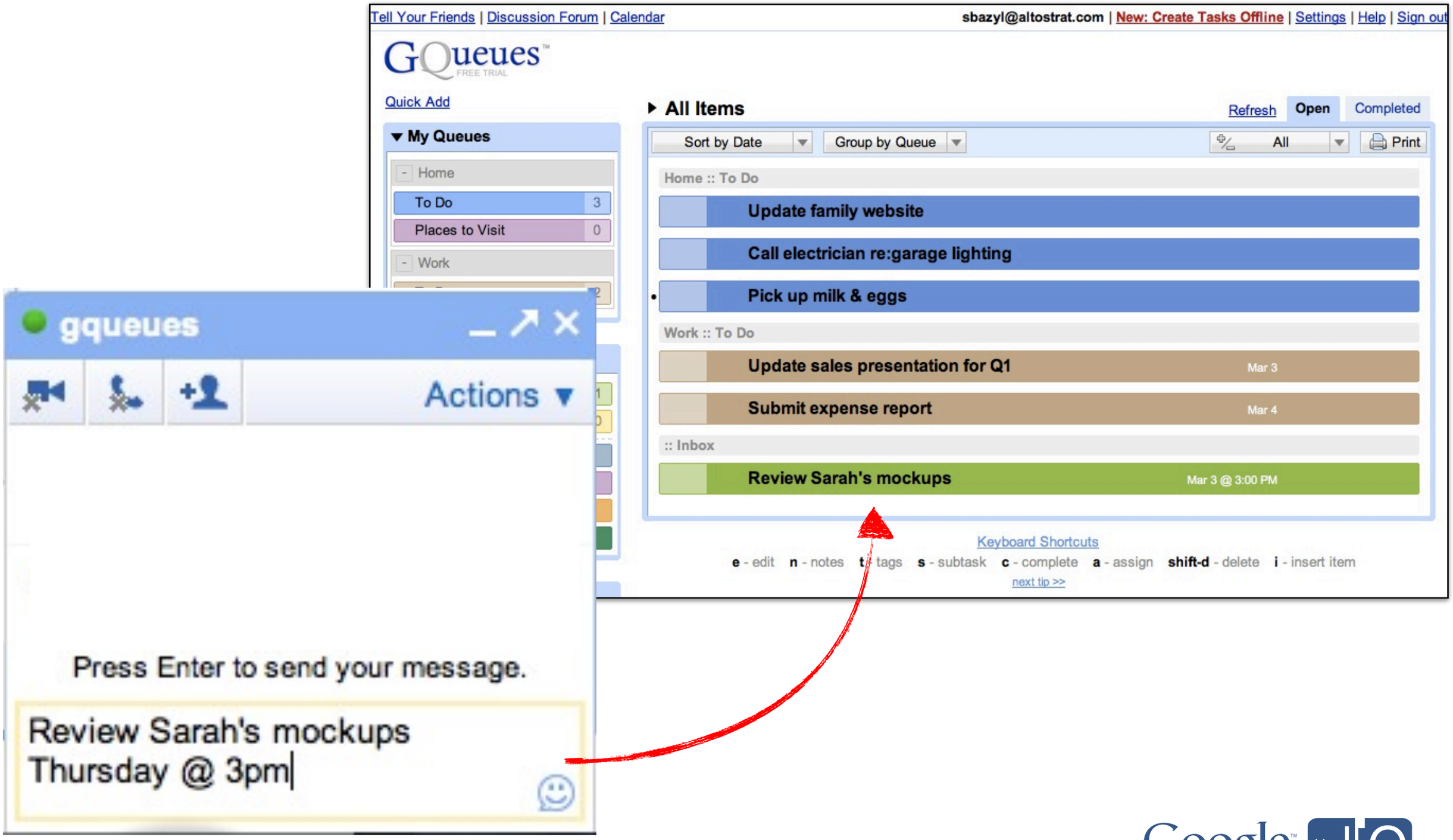
Push updates to users with Talk



Lightweight, near real-time notifications

Lightweight data entry via Talk



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Talk = XMPP

- Widely used standard for IM, lots of tools & libraries available
- App Engine **GREAT** way to get started!
  - Built in XMPP client for both Java & Python
  - Built in classes for writing chat bots
  - Useful bridge between client and your servers

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Publishing = Access From Anywhere

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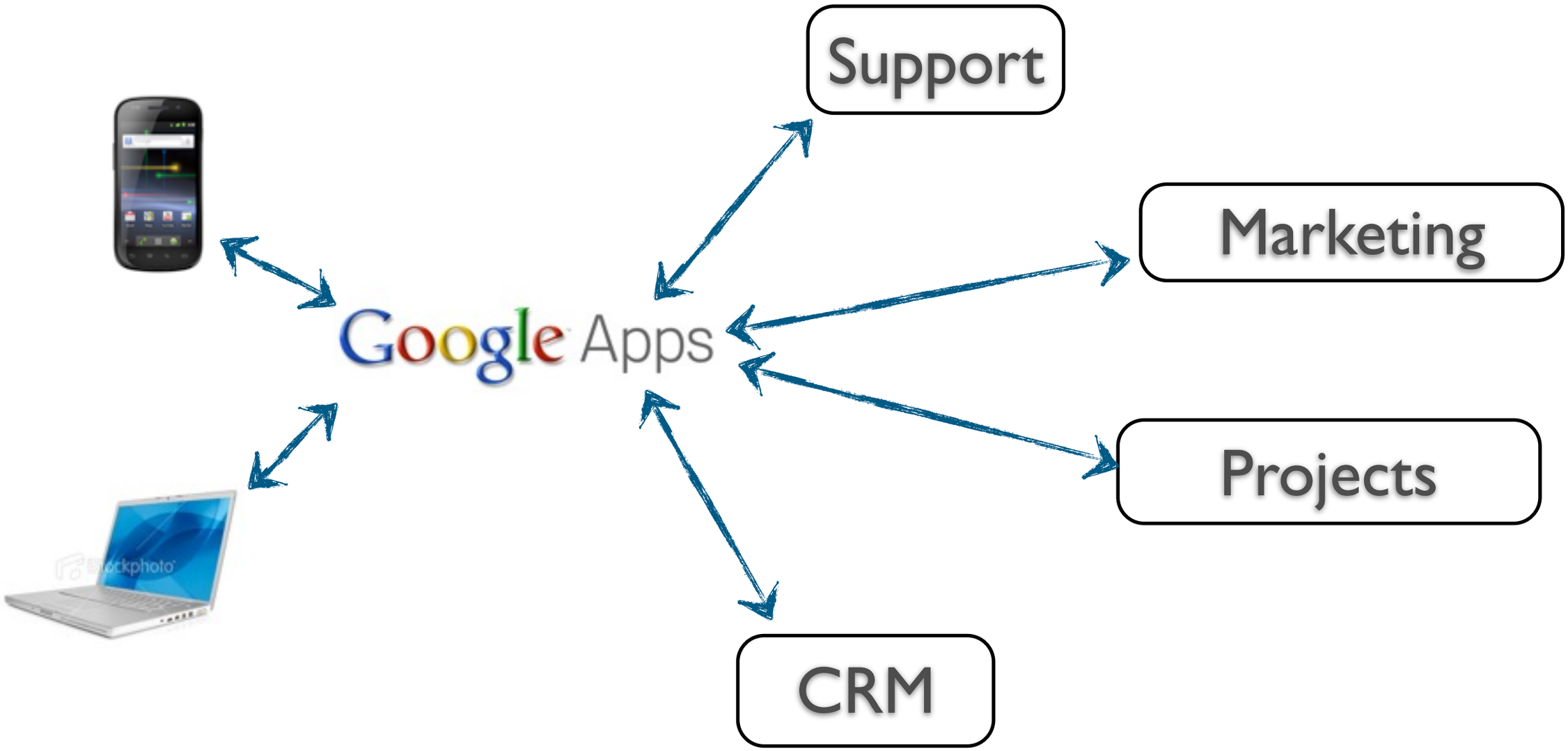

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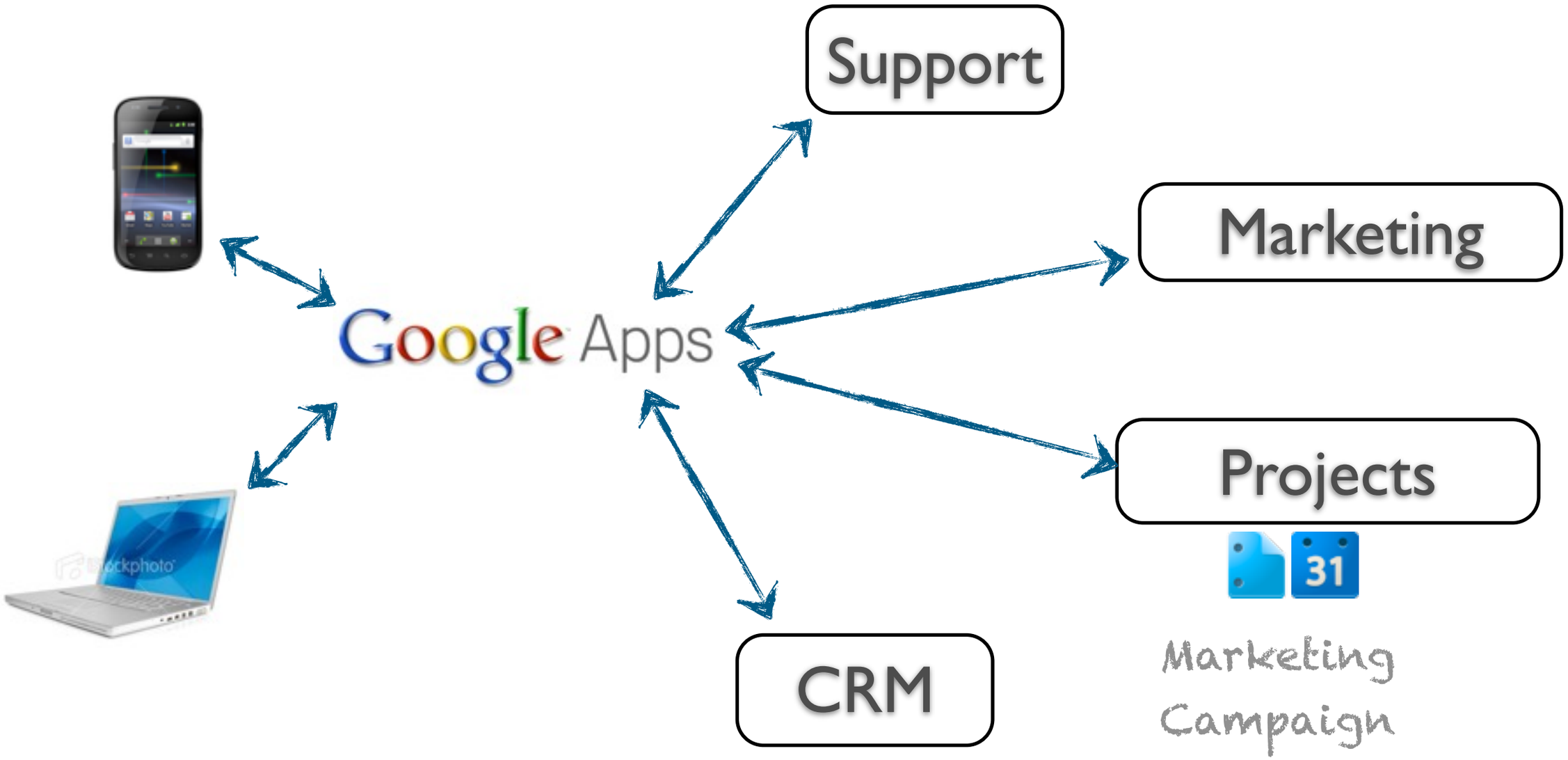

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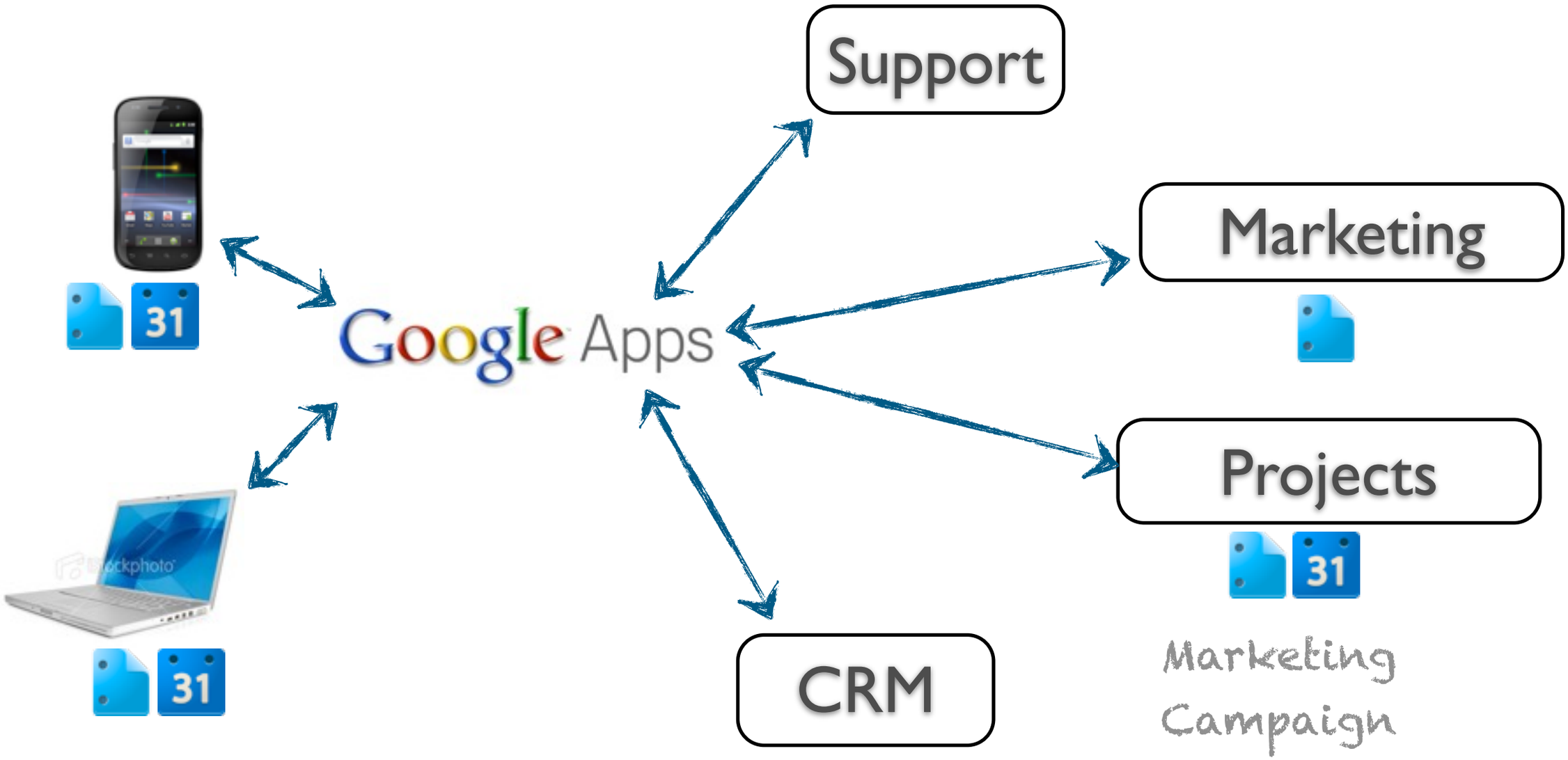

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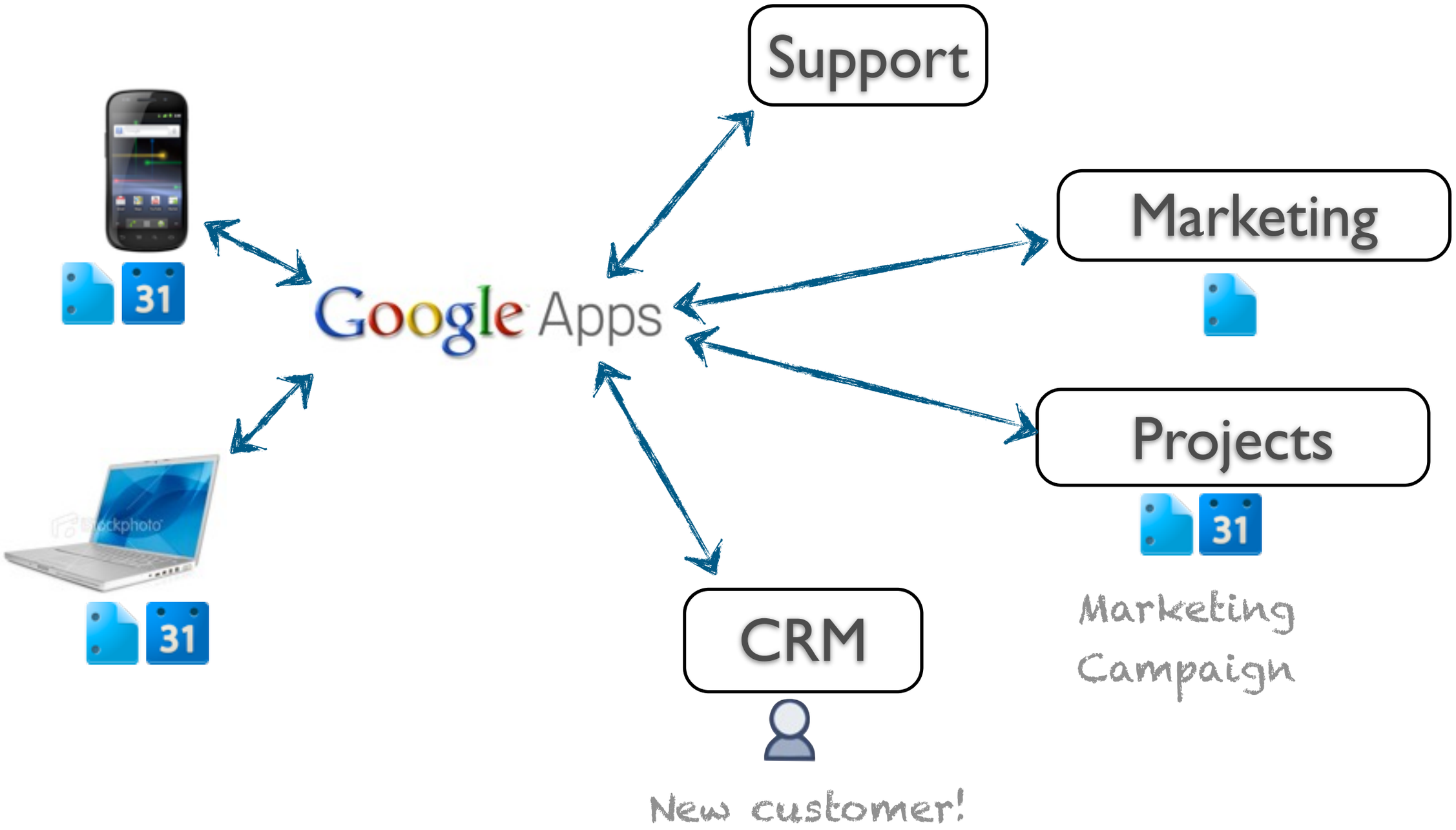

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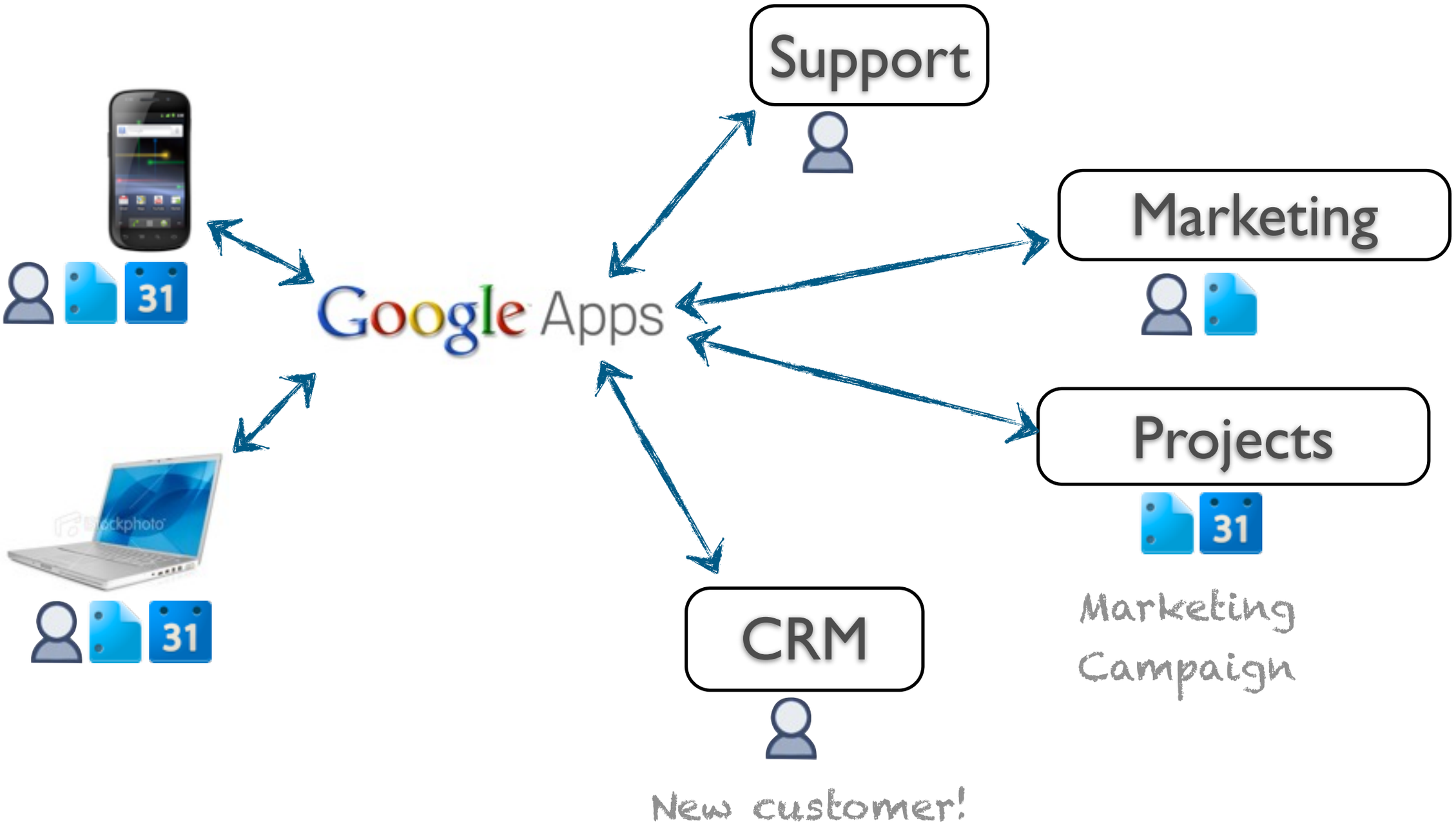

Not just Google Apps

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Google I/O 11

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Wrap-up: Improving Access

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- Context switches kill productivity, minimize them!

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- Employ multiple strategies
  - Bring **apps** to users with gadgets, talk bots, mobile apps
  - **Publish data** for contacts, calendar, document to Google Apps to expand access

Wrap-up: Improving Access

- Context switches kill productivity, minimize them!
- Employ multiple strategies
  - Bring **apps** to users with gadgets, talk bots, mobile apps
  - **Publish data** for contacts, calendar, document to Google Apps to expand access
- Not just for Google Apps!
  - Find out what other apps your customers use, integrate with them!
  - Opens up co-marketing & referral opportunities

A few more things...

mavenlink

COMMUNITY | FEATURES | TOUR | SIGN OUT

Steven Bazyl
Account | Upgrade

Home | Settings | Projects | Networks | Invoices | Time & Expenses

Test Drive Workspace

PROJECT WORKSPACE | TIME & EXPENSES

Manage Project

This message is viewable by everyone

post a message...

Attach files | Link to project tracker

Cancel | Post

TEAM | SCHEDULE | BUDGET | PAYMENT

Client

Sean Crafts, *Client Lead*
Focused on the Customer Experience

Consultants

You, *Consultant Lead*

Casey Armstrong
Connecting with Customers

Invite a client | Add a colleague

PROJECT FEED

Filter

Sean Crafts posted less than a minute ago

Steven,

Welcome to your Test Drive Workspace!

Under the Project Tracker (right side), I have already assigned a couple of tasks to help guide your experience.

Casey and I are here to help if you have any questions as you get started. We'll keep the workspace open for a few days to make sure you have plenty of time to explore.

PROJECT TRACKER

Add

NEW **Create a Workspace** — COMPLETED — Sean Crafts — Due: Feb 25

NEW **Send Messages and Files to the Team** — NOT STARTED — Steven Bazyl — Due: Feb 26

Google I/O 11

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Built-in Tutorial

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SIGN OUT

Steven Bazyl
Account | Upgrade

Home Settings Projects Networks

Transactions Watch Demo

Set Schedules, Agree on Budgets and change orders and make or receive online payments through PayPal.

Office Move

PROJECT WORKSPACE | TIME & EXPENSES

Real Time Messaging Watch Demo

Send messages to everyone in the group or privately message one or more individuals.

TEAM SCHEDULE BUDGET PAYMENT

Consultant

You, ***Consultant Lead***

This message is viewable by everyone

post a message...

Attach files | Attach Google Doc | Link to project tracker

Cancel Post

Invite a client | Add a colleague

Invite a Client or Colleague Watch Demo

Invite users into your secure workspace through a simple customizable email.

PROJECT FEED

Filter

Steven Bazyl created the workspace less than a minute ago

Reply

PROJECT TRACKER

Add

+ Start Adding Tasks

Project Tracker Watch Demo

Add and manage **tasks and deliverables** required to complete your project. You can also add **milestones**, which serve as a key date for a group of items to be completed.

OTHER ACTIONS

Don’t forget marketing

1. High quality listing page

2. High quality landing page

3. Blog post + tweet

4. PR + press outreach

Just the tip of the iceberg

- Lots you can do
  - Focus on things that improve user productivity
- Starting “Staff Picks” to highlight the best integrated apps, impress us!
- Integrations not the only factor
  - Usability & broad appeal critical to success
  - Pricing & marketing important too
- Again, not just for Google Apps! Find out what your customers use and integrate!

Resources

- Marketplace: http://www.google.com/enterprise/marketplace
- Docs & forums at http://code.google.com/googleapps
- Our blog: http://googleappsdeveloper.blogspot.com
- Twitter
  - @GoogleAppsDev, @dondodge, @ryguyrg, @scottmcmullan, @stevenbazyl
- Session Feedback: http://goo.gl/QXM9c

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