

Google™





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

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

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.

SAP StreamWork™

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](#)
★★★★★ 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


1. [Manymoon: Free Social Productivity, Project Management & Task Management](#)
★★★★★ 248 reviews
2. [Insightly: Free simple CRM and Project Management](#)
★★★★★ 486 reviews

Google Apps Marketplace

Google Apps Marketplace

You have requested that the 'Insightly' service be added to your domain

1 **Agree to terms** — 2 Setup — 3 Enable

 Please be careful when adding non-Google services to your domain, and make certain you know and trust the developer or originator of the service. Google cannot be held liable for any bad things that might happen as a result of adding this service to your domain.

Please agree to the terms and conditions to continue

The vendor has provided [Terms of Service](#) on their website.

By clicking "I Agree. Continue." you are agreeing to the vendor's terms and conditions shown or linked above and the Marketplace terms of service ([shown here](#)).

I agree. Continue.

Cancel

Marketplace History



Marketplace History

March 9th:
Launched with
50 apps



March 2010

Today

Marketplace History

March 9th:
Launched with
50 apps



March 2010



May 18th:
Contextual
gadgets for
Gmail

Today

Marketplace History

March 9th:
Launched with
50 apps



March 2010



May 18th:
Contextual
gadgets for
Gmail

January 25th:
EDU Category
added with 20+
apps



Today

Marketplace History

March 9th:
Launched with
50 apps



March 2010



May 18th:
Contextual
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Gmail

January 25th:
EDU Category
added with 20+
apps



Today

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



What we've learned

It's about integration



Example Integrations

Example Integrations



Universal navigation & Single Sign-on

Example Integrations



Universal navigation & Single Sign-on



Import/export contacts



Access & update calendars



Read, publish, & share documents

Example Integrations



Universal navigation & Single Sign-on



Import/export contacts



Access & update calendars



Read, publish, & share documents



Publish content & gadgets to sites

Example Integrations



Universal navigation & Single Sign-on



Import/export contacts



Access & update calendars



Read, publish, & share documents



Publish content & gadgets to sites



Gadgets in email

Example Integrations



Universal navigation & Single Sign-on



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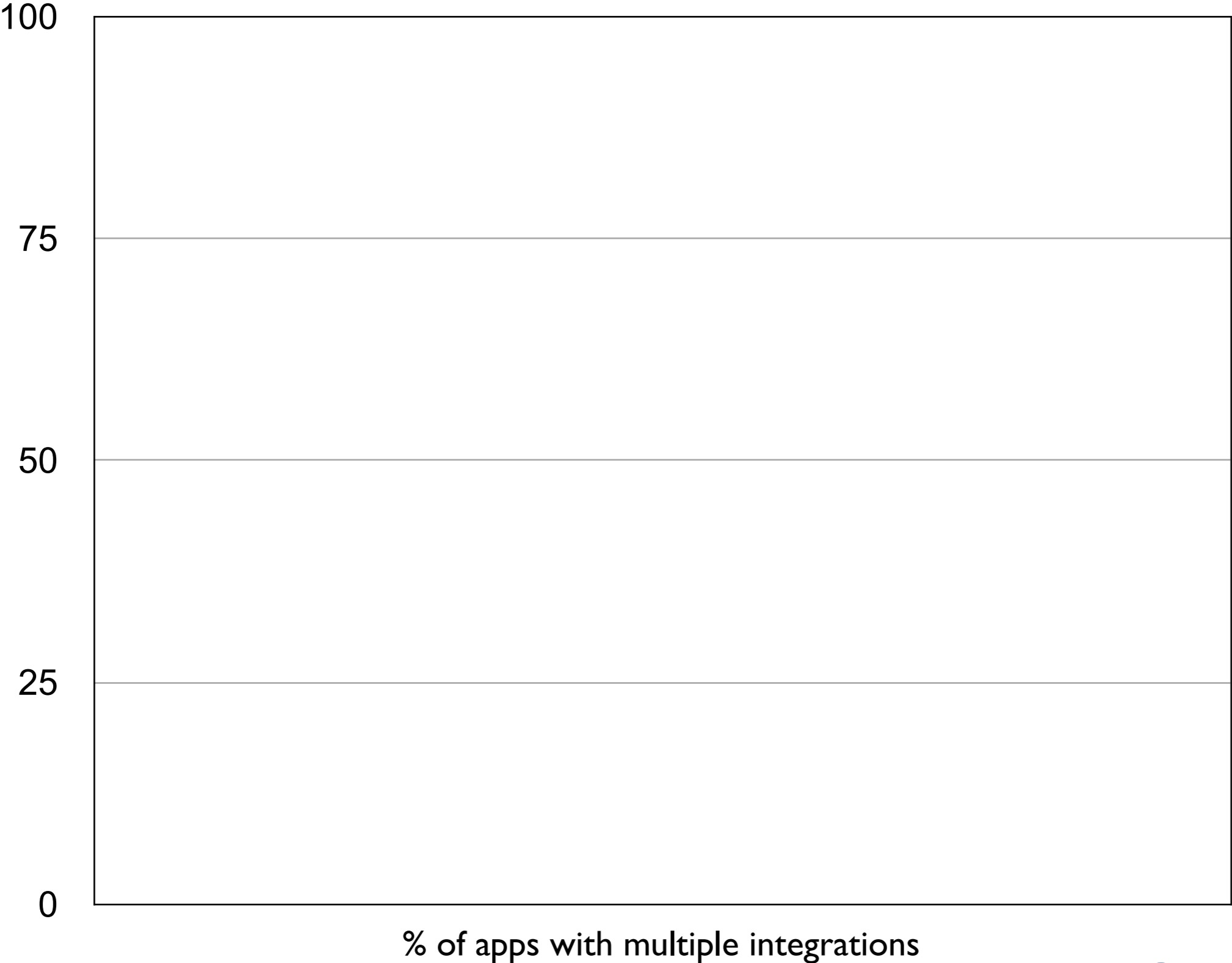
Chat bots

....and lots more!

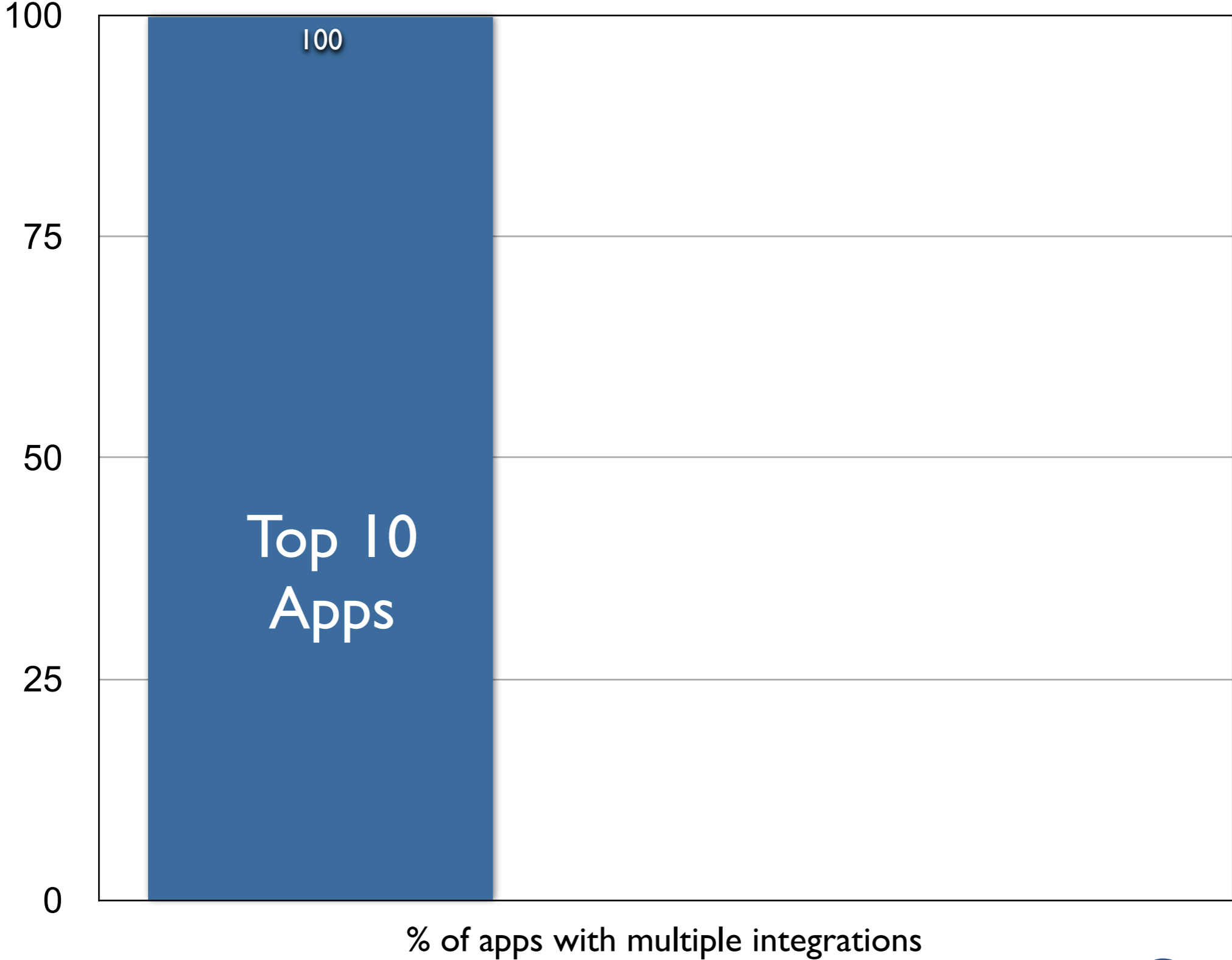
Integration = More Customers

More Customers

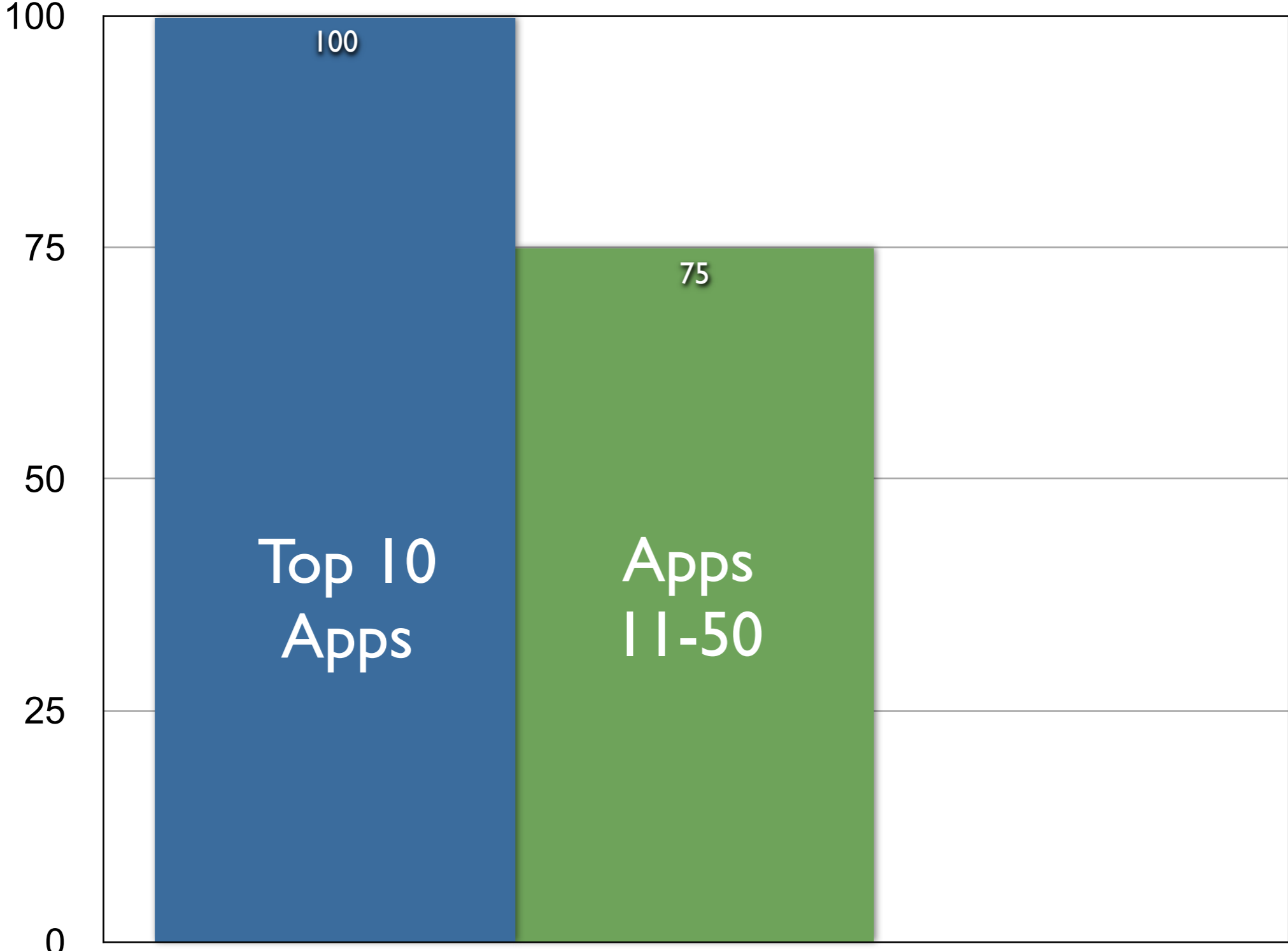
More Customers



More Customers

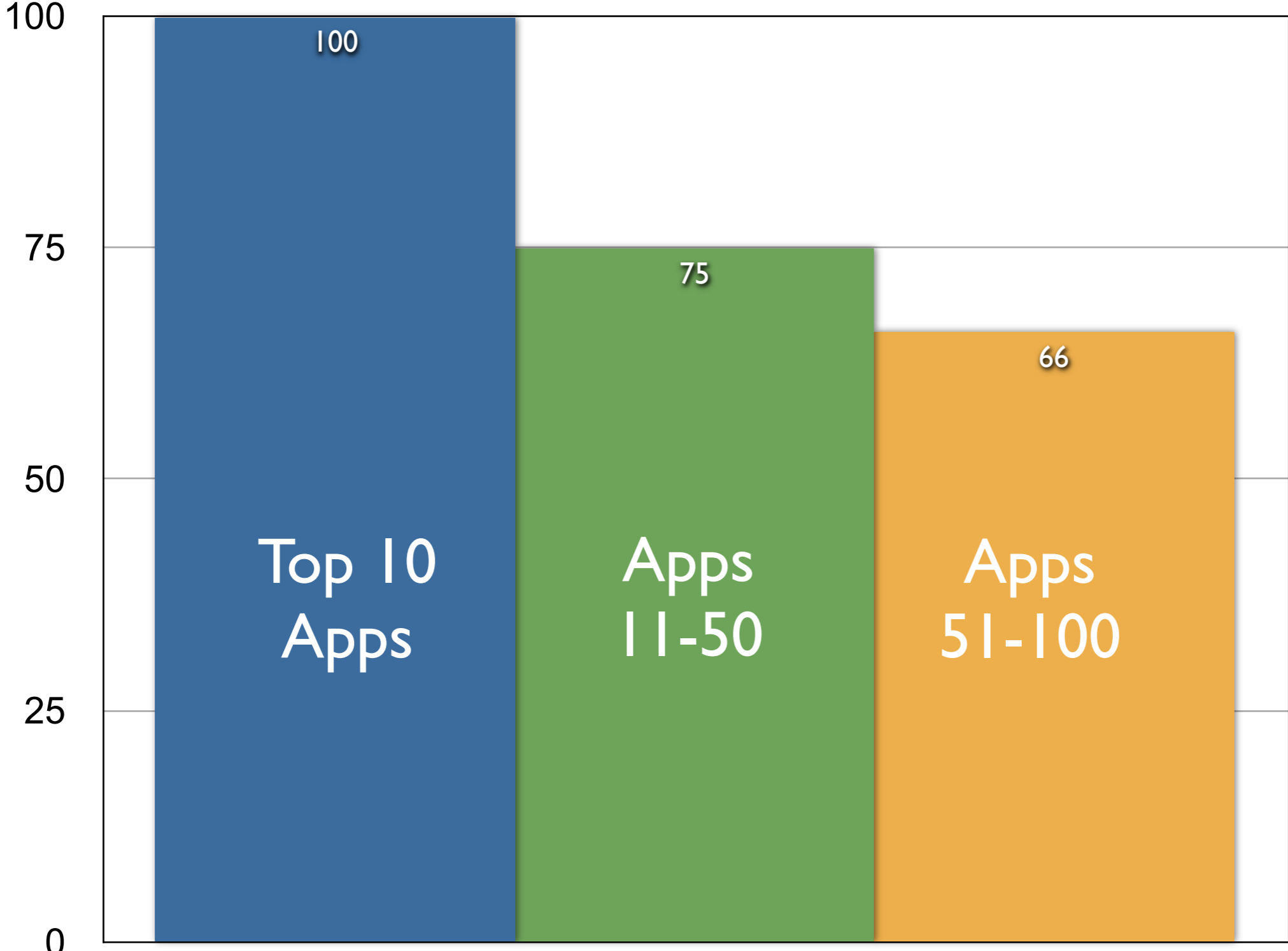


More Customers



% of apps with multiple integrations

More Customers



% of apps with multiple integrations

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/>

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



Out of Box Experience

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

Help users get started & become productive quickly



Collaboration

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



**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:

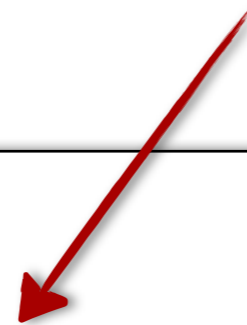
Your URL:

Set Time Zone:

Streamline Sign-up Forms

The screenshot shows a two-step sign-up process. The first step, 'Create Your Admin Account', includes fields for First Name, Last Name, Email Address, Confirm Email, Admin Password, Confirm Password, and a dropdown for 'How did you hear about us?'. The second step, 'Create Your BatchBook Account', includes fields for Account Name, Your URL, and a Set Time Zone dropdown.

OpenID Attribute Exchange



Create Your BatchBook Account

- * First Name: Steven
- * Last Name: Bazyl
- * Email: sbazyl@marketplace-test.com

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.

* Google Apps Domain Name: marketplace-test.com

Set Time Zone: (GMT-08:00) Pacific Time (US & Canada)

Streamline Provisioning: Import Users

The image shows a screenshot of the Expensify web application interface. A modal window titled "Add Person" is centered on the screen. The modal contains the following fields and elements:

- Email address(es):** A text input field.
- Policy:** A dropdown menu with the selected option "(just invite - don't share a policy)".
- Welcome message:** A text area containing the message "I think you'll like Expensify, check it out!".
- add:** A green button at the bottom of the modal.

The background interface includes a top navigation bar with "Settings", "Sign Out", "Help", and "Feedback" links. A "People" button is highlighted in blue. On the left, there is a "Dashboard" section with a "Search" bar and "Policies" (New Policy, Personal) with a "new policy" button. A "How do I Expensify?" section lists help topics like "Who are the people listed here?" and "How do I set up my company?".

Streamline Provisioning: Import Users

The image shows a screenshot of the Expensify interface. At the top left is the Expensify logo. Below it is a 'Dashboard' section with a search bar and a 'Policies' section. A modal window titled 'Add Person' is open, showing fields for 'Email address(es)', 'Policy' (with a dropdown menu), and 'Welcome message'. Below the modal is a table of users with columns for 'Email address', 'Submits reports', 'Submits reports to', and 'Approves reports'. A red arrow points to the 'Submits reports' column of the fifth row in the table.

Email address ▲	Submits reports Select all Deselect all	Submits reports to	Approves reports
[redacted]@expensify.com	<input checked="" type="checkbox"/>	[redacted]@expensify.com	<input type="checkbox"/>
[redacted]@expensify.com	<input checked="" type="checkbox"/>	[redacted]@expensify.com	<input checked="" type="checkbox"/>
[redacted]@expensify.com	<input checked="" type="checkbox"/>	[redacted]@expensify.com	<input type="checkbox"/>
[redacted]@expensify.com	<input checked="" type="checkbox"/>	[redacted]@expensify.com	<input type="checkbox"/>
[redacted]@expensify.com	<input checked="" type="checkbox"/>	[redacted]@expensify.com	<input type="checkbox"/>
[redacted]@expensify.com	<input checked="" type="checkbox"/>	Final Approver	<input checked="" type="checkbox"/>

Auto-import from user feed

Awareness & Training

Launch Site

Use this page to perform the final actions to launch your Concur Breeze site and notify your employees. The Launch button will send the email below to the users you have setup and link you back into Google Marketplace to enable the app for linkage via Google apps.

- Introduction
- Expense Types
- Cost Tracking
- Settings
- Users
- Launch Site

Launch Now

Subject: Welcome to Concur Breeze

Custom Message:

Standard Message:

Your company has created a Concur Breeze account for you!
Concur Breeze is an on-line expense management solution that's fun and easy to use. Now all your expenses can be filed with just a few clicks and much less hassle.
There are two ways to access Concur Breeze:
If you're ready to start entering your expense reports now click the link below to log in.
[Login to Concur Breeze](#)
When your company enables Concur Breeze through Google apps you will also have the ability to access Concur Breeze through your universal navigation menu.
If you wish to verify the authenticity of this email please contact your Concur Breeze Administrator.
We hope you enjoy using Concur Breeze!
Best Regards,
The Concur Breeze Team

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

Wrap-up: Out of Box Experience

- Streamline adoption = more users complete signup

Wrap-up: Out of Box Experience

- Streamline adoption = more users complete signup
- Take advantage of **existing data** to streamline adoption
 - OpenID Attribute Exchange
 - User feed for members of a domain

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- Help admins increase adoption and train users

Wrap-up: Out of Box Experience

- 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



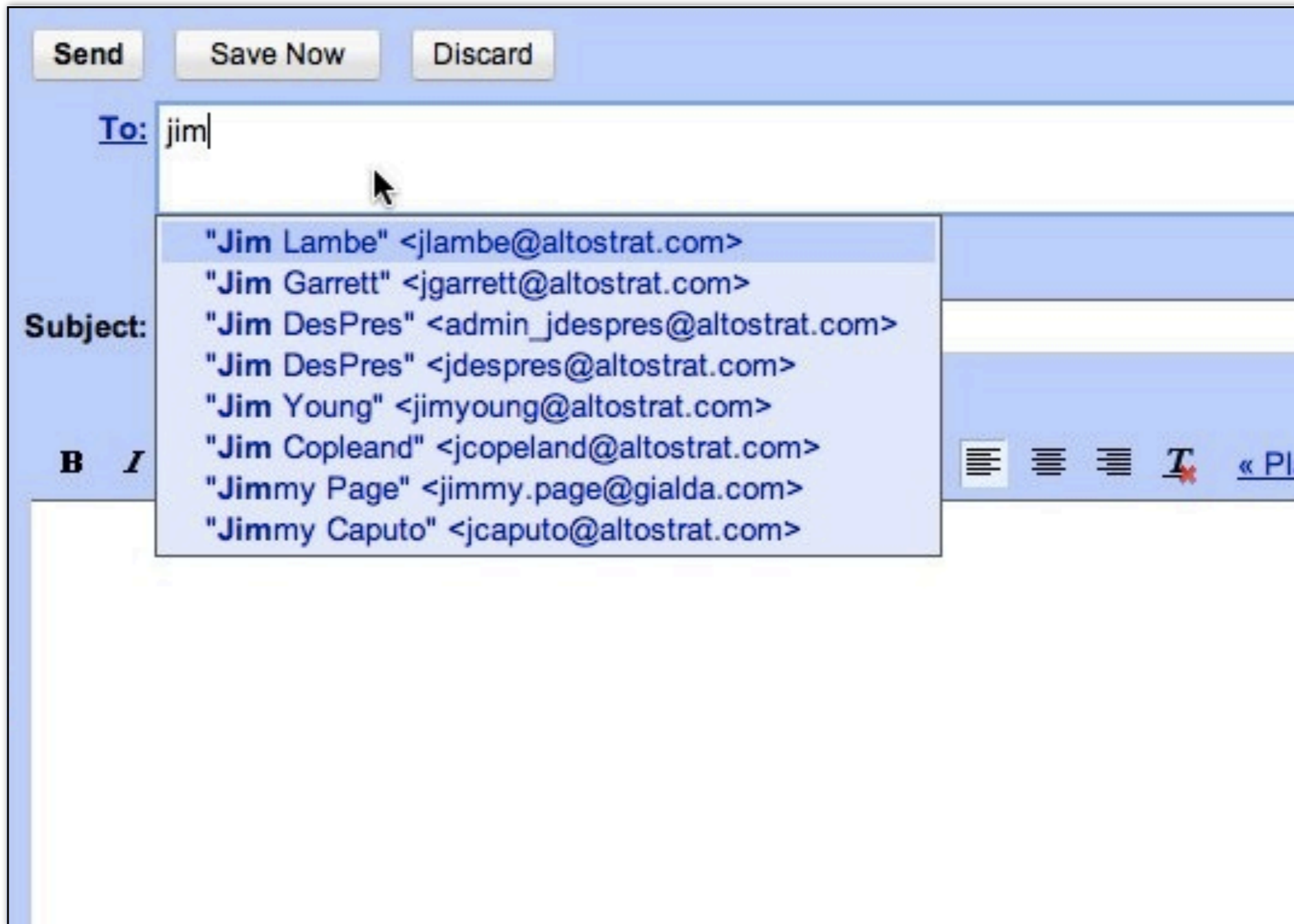
People

Help people connect to customers & coworkers



Data

Help people share important documents and data



Send Save Now Discard

To: jim|

Subject:

- *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>

Add: **Guests** | [Rooms, etc.](#)

Sara|

- rowne@saasycompany.com>
- <sarah.supervisor@altostrat.com>
- sarahspagnol@altostrat.com>
- sarahsouthall@spacertr.com>
- @altostrat.com>

thers
est list

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)
will be included on this email
ns. [Change](#)

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.

To

rya

S Ryan
ryan@saasycompany.com

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

Cancel **Send invitation**

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

Syncs with contacts

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

APIs for Discovering Connections



Contacts

Personal contacts for an individual user



Shared Contacts

Global Address List of non-domain users



Profiles

Global Address List of domain users

APIs for Discovering Connections



Contacts

Personal contacts for an individual user



Shared Contacts

Global Address List of non-domain users



Profiles

Global Address List of domain users



User Feed

Basic list of domain users

APIs for Discovering Connections



Contacts

Personal contacts for an individual user



Shared Contacts

Global Address List of non-domain users

Google Apps
for Business
& EDU Only!



Profiles

Global Address List of domain users



User Feed

Basic list of domain users

Sharing - Docs as storage

The screenshot shows the Gantt project management software interface. The title bar reads "gantter New Business". The menu bar includes "Project", "View", "Actions", and "Help". The "Project" menu is open, showing options like "New", "Open from Google Docs...", "Save to Google Docs", and "Export milestones to iCalendar...". The main workspace shows a Gantt chart with tasks such as "Strategic Plan", "Assessment", "business vision", "the Opportunity", and "Define new entity requirements".

		Dec 26 - Jan 1			
		S	M	T	W
	Strategic Plan				
	Assessment				
	business vision				
	available skills, information and support				
	whether to proceed				
	the Opportunity				
	rch the market and competition				
	ew owners of similar businesses				
	y needed resources				
	y operating cost elements				
	te Business Approach				
Calendars	12				Define new entity requirements
	13				Identify on-going business purchase opportunities

Attach & Share Docs

Share Something Assign Task Create Project

What would you like to share?
or let people know what task or project you are working on...

Attach: **Google docs**

Create Google Doc
List Google Docs

with My Organization

Posts By: **Others** Me All

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Share Something Assign Task Create Project

What would you like to share?
or let people know what task or project you are working on...

Attach: **Google docs**

with My Organization

Posts By: **Others** Me All

Create Google Doc
List Google Docs

My Google Docs Change Google Account

Select one or more Google Docs to attach:

- Copy of Stock Symbols
- RowFeeder - #AppsMarketplace
- Stock Symbols
- Random URLs
- GDD Preso: Selling your App on the Google Apps Marketplace
- Renovation Wishlist

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- Renovation Wishlist

Create Google Doc

Enter Name:

Select Type: Document Spreadsheet Presentation

You will be redirected to Google Docs. Don't forget to return to this screen to add the Google Doc to Manyoon.

Attach & Share Docs

Share Something Assign Task Create Project

What would you like to share?
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Create Google Doc

Enter Name:

Select Type: Document Spreadsheet Presentation

You will be redirected to Google Docs. Don't forget to return to this screen to add the Google Doc to Manyoon.

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

The screenshot shows an email client interface for 'altostrat'. The left sidebar contains navigation options: Mail, Contacts, Tasks, Compose mail, and a list of folders including 'Inbox (9)', Starred, Sent Mail, Drafts, Follow up, Misc, Priority, and 4 more. Below the sidebar is a 'Chat' section with a search bar and a list of contacts: Steve Bazyl, Call phone, and gqueues. The main content area displays an email from 'Jim MacArthur to me' dated 'Mar 1'. The subject is 'Ready for 20 user pilot, potential full rollout in Q3'. The body text reads: 'Thanks for taking the time to meet the other day. After discussing with the rest of our team we'd like to proceed with a pilot with about 20 people. If it goes well we'll look to roll out the solution to the rest of the company in Q3. Looking forward to working with you on the pilot.' Below the email body are 'Reply' and 'Forward' buttons and a text input field.

Big Opportunity!
What do we do?

Information When & Where Needed

[+ Create a contact or company](#) | [Show Clients](#) and search for contains [Data](#) [Horizontal](#)

<input type="checkbox"/>	Name	Last update	<input type="checkbox"/>	Job Title	Home	Cellular	Company
<input type="checkbox"/>	Aaron Foster	1 day ago	<input type="checkbox"/>	Customer Advoc		(111) 222-3333	Vand Manufactur
<input type="checkbox"/>	Aaron Gold Baileys	1 day ago	<input checked="" type="checkbox"/>	Maintenance Me	(33) 934-9392	(333) 828-4633	Amsted Associat
<input type="checkbox"/>	Aaron Newtonss	Dec 30, 2008	<input checked="" type="checkbox"/>	Linen Room Atte			-1234
<input type="checkbox"/>	Agustin Ulrich	Sep 14, 2008	<input type="checkbox"/>	Installer 1 Air Co			ASS Europe
<input type="checkbox"/>	Allen Bird	Sep 14, 2008	<input type="checkbox"/>	Driver Taxi	Allen.Bird@goo		Corks Corporatio
<input type="checkbox"/>	Amanda Pitzer	Sep 14, 2008	<input type="checkbox"/>	Engineer Chemical	Amanda.R.Pitzer@i		Tionsign Japan
<input type="checkbox"/>	Amy Stuart	Sep 14, 2008	<input type="checkbox"/>	Engine Lathe Setup	Amy.S.Stuart@dod		ALM Investment

Page 1 of 2 | [Previous](#) | [Next](#) | [Refresh](#)

[Aaron Crowley](#) [Brandy Little](#) [Brooke Smith](#) [Mike Bautista](#) [Gilbert Markhan](#) [Aaron Flores](#)

[+ Add an activity](#) [Hide comments](#)

Entering & Leaving the Workforce Panel

Disruptive ripples are already flowing through large and small enterprises as Boomer pre-wired to web work are moving in to replace them. How can companies retain the soon departing talent base?

retirement, and an influx of insured operational success

[altostrat](#)

[Mail](#)
[Contacts](#)
[Tasks](#)
[Compose mail](#)

[Inbox \(9\)](#)
[Starred](#)
[Sent Mail](#)
[Drafts](#)
[Follow up](#)
[Misc](#)
[Priority](#)
[4 more](#)

[Chat](#)

[Steve Bazyl](#)
 Set status here
[Call phone](#)
[gqueues](#)

[Back to Inbox](#) [Archive](#) [Report spam](#) [Delete](#) [Move to](#)

Ready for 20 user pilot, potential full rollout in Q3

Jim MacArthur to me [show details](#) Mar 1 [Reply](#)

Thanks for taking the time to meet the other day. After discussing with the rest of our team we'd like to proceed with a pilot with about 20 people. If it goes well we'll look to roll out the solution to the rest of the company in Q3.

Looking forward to working with you on the pilot.

[Reply](#) [Forward](#)

Information When & Where Needed

The screenshot shows an email client interface for 'altostrat'. The left sidebar contains navigation options: Mail, Contacts, Tasks, Compose mail, and a list of folders including Inbox (9), Starred, Sent Mail, Drafts, Follow up, Misc, Priority, and 4 more. Below the sidebar is a 'Chat' section with a search bar and a list of contacts including Steve Bazyl. The main email view shows an email from Jim MacArthur with the subject 'Ready for 20 user pilot, potential full rollout in Q3'. The email body contains a message about a pilot program. Below the message is an embedded 'Solve360' app with the title 'Solve360 - Direct access to your contacts' and two buttons: 'Open Jim MacArthur' and 'Open Smart Lawfirm'. Below the app are 'Reply' and 'Forward' buttons. A red arrow points to the app area.

Apps in mail!

As Simple or Complex as Needed

Solve360 - Direct access to your contacts

Open Jim MacArthur Open Smart Lawfirm

Access to detailed customer info

Show form Refresh view Email vCard Print Shared with Altostrat

Details

Name: Jim MacArthur

Job Title: CTO

Company: [Smart Lawfirm](#)

Business Email: jim@smart-lawfirm.com

Business Direct: 415-555-1212

Personal Email: jim@smart-lawfirm.com

Assigned To: Altostrat

Website: <http://www.smart-lawfirm.com>

Extension: 346

Background **Category Tags**

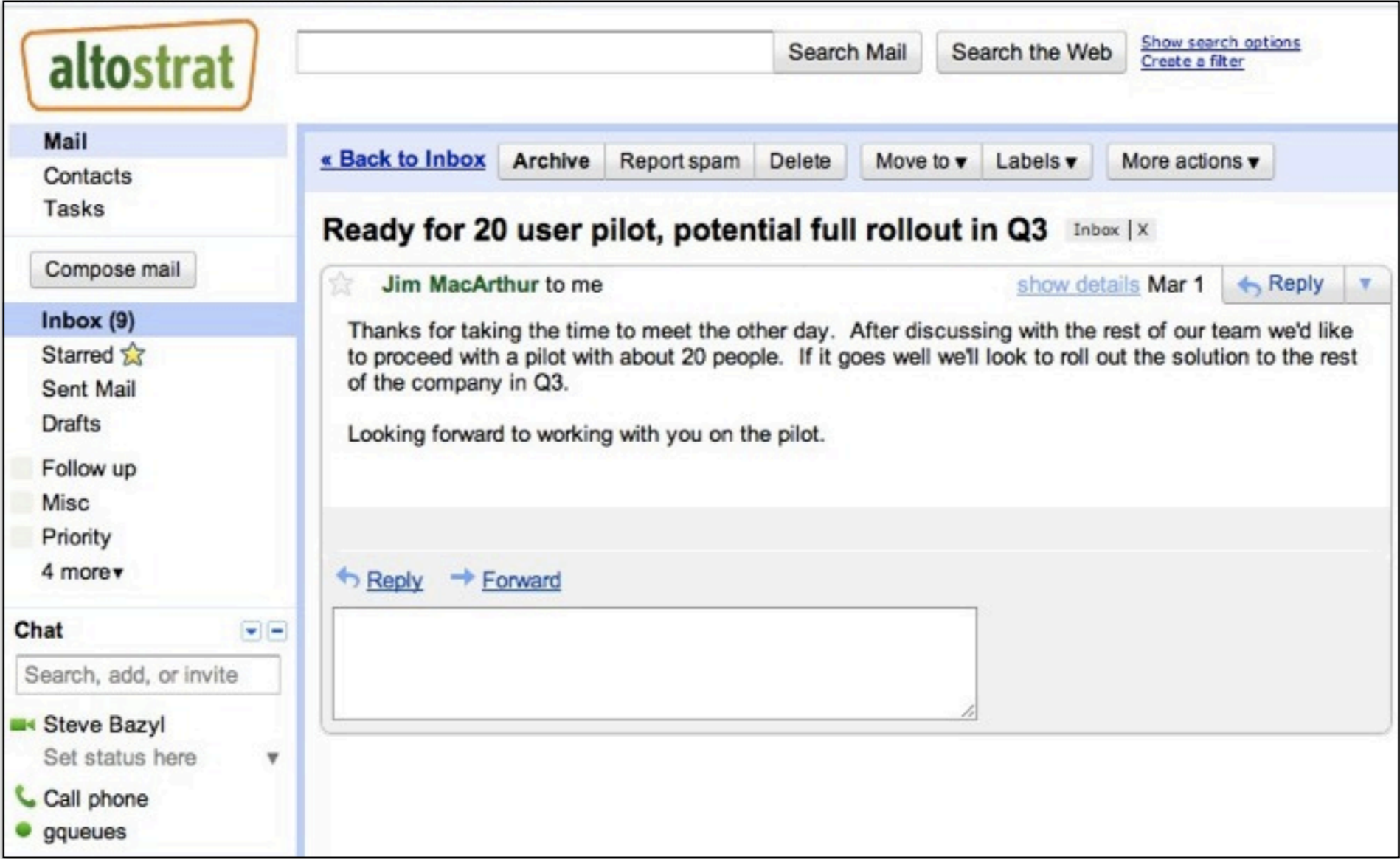
Add an activity Arrange activity template Show related activities Placed order Date Type

- Log a call
- Schedule a follow-up
- Add a formatted note
- Track a revenue opportunity
- Add a scheduled email
- Add a task list
- Upload files from your computer
- Add a container for photos
- Add a link to an external website
- Add a link to a Google Doc
- Add a section header to group items
- Add a view for linked emails

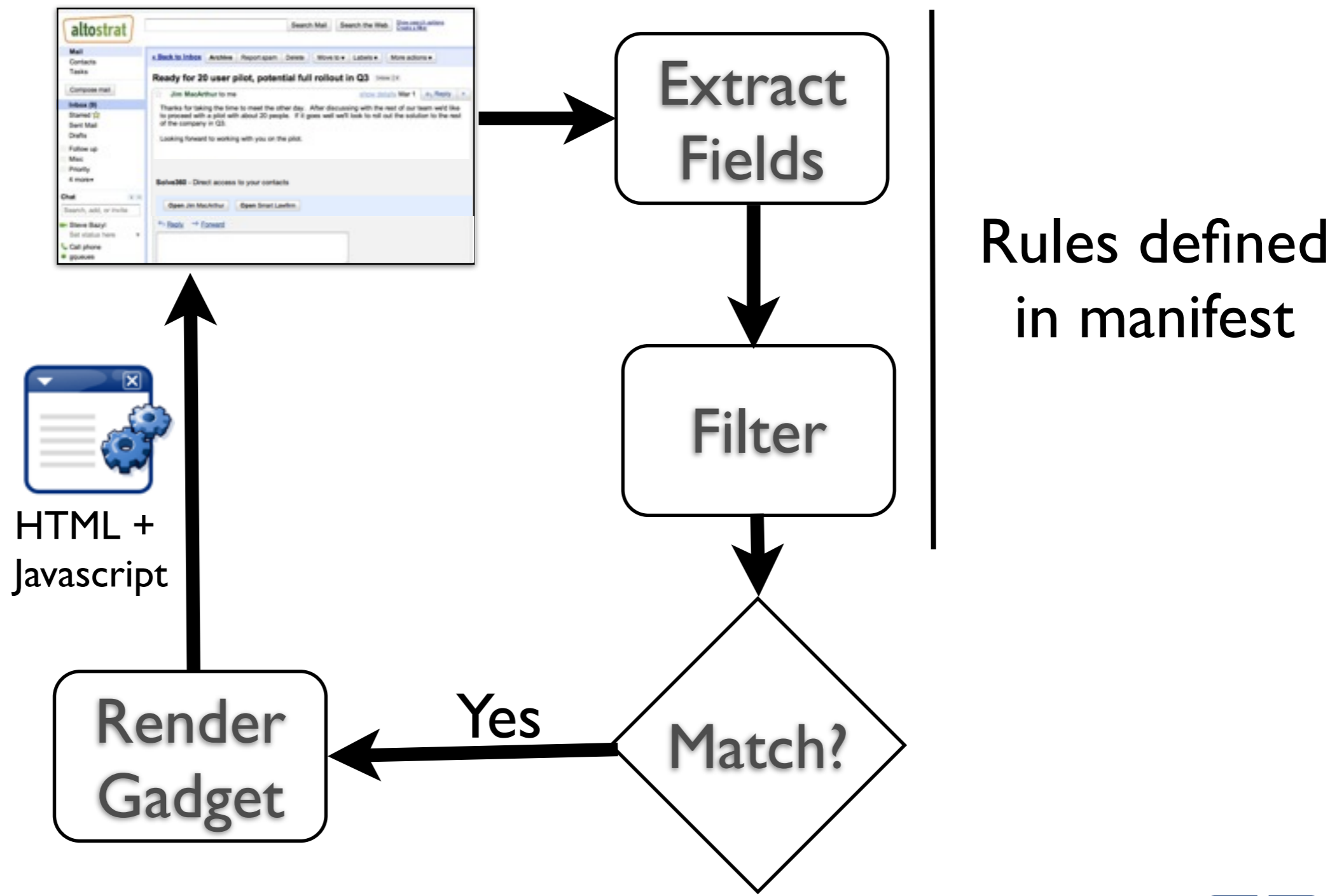
cc'd to **Altostrat@Altostrat.solve360.com** that mention this contact's **Business email** or **Personal** be shown here. The linking criteria can be refined by editing this activity.

Update CRM from email

Contextual Gadgets 101



Contextual Gadgets 101



Tips: Contextual Gadgets

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

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

The screenshot shows the Atlassian JIRA Issue Navigator interface. The browser address bar displays the URL: `http://jira.atlassian.com/secure/IssueNavigator.jspx?reset=true&jqlQuery=project+%3D+JRA+AND+issuetype+in+(Bug,+Improvement,+%22New+Feature%22)+AND+fixVersion+%3D+%224.2%22+AND+status+in+(Resolved,+Closed)+ORDER+BY+votes+DESC,+issuetype+DESC,+priority+DESC`. The search bar contains the query: `project = JRA AND issuetype in (Bug, Improvement, "New Feature") AND fixVersion = "4.2" AND status in (Resolved, Closed) ORDER BY votes DESC, issuetype DESC, priority DESC`. Below the search bar, it indicates "Displaying issues 1 to 50 of 123 matching issues." A table of issues is displayed with columns: T, Key, Summary, Assignee, Reporter, P, Status, Resolution, Created, Updated, Due, Votes, and Backlog Order. The table lists 15 issues, with the top issue being JIRA-868, "Resolve & Time spent", assigned to Unassigned, reported by Primož Prisian, with a status of Resolved and 281 votes.

T	Key	Summary	Assignee	Reporter	P	Status	Resolution	Created	Updated	Due	Votes	Backlog Order
	JIRA-868	Resolve & Time spent	Unassigned	Primož Prisian		Resolved	Fixed	01/Oct/02	13/Aug/10		281	
	JIRA-14076	DoubleConverter / NumberCFTtype is not as 118N as it could / should be - decimal separator does not respect user's locale	Pawel Newiadomski	Brad Baker [Atlassian]		Resolved	Fixed	02/Dec/07	17/Sep/10		12	
	JIRA-21439	Support Transparent Image for Project Avatar	Chris Mountford [Atlassian]	Jack Low [Atlassian]		Resolved	Fixed	27/May/10	11/Aug/10		11	Disabled
	JIRA-21189	View issue screen custom tabs show fields from all	Unassigned	Rahmani Guler [Atlassian]		Resolved	Fixed	29/Apr/10	28/Jul/10		11	Disabled
	JIRA-2		Brenden Bain [Atlassian]	Brad Baker [Atlassian]		Resolved	Fixed	04/Feb/10	27/Sep/10		8	Disabled
	JIRA-2		Unassigned	Dieter Paul		Resolved	Fixed	09/Apr/10	22/Jul/10		7	Disabled
	JIRA-19557	Thumbnail of certain image attachments fail and cause ERROR in log	Chris Mountford [Atlassian]	Michael Tokar [Atlassian]		Resolved	Fixed	27/Oct/09	11/Oct/10		7	Disabled
	JIRA-15862	Thumbnail in JPEG breaks transparency used in PNG/GIF	Chris Mountford [Atlassian]	Peter de Zwart [Atlassian]		Resolved	Fixed	27/Oct/08	11/Aug/10		7	Disabled
	JIRA-20995	Privilege escalation vulnerability when administrator access is compromised	Unassigned	Edwin Wong [Atlassian]		Resolved	Fixed	13/Apr/10	20/Apr/10		6	Disabled
	JIRA-20562	JQL breaks issue security levels based on custom fields	James Winters [Atlassian]	Adam Herbert		Resolved	Fixed	28/Feb/10	17/Sep/10		6	Disabled
	JIRA-17759	CAPTCHA image broken when running in OpenJDK	Unassigned	Jeff Turner [Atlassian]		Resolved	Fixed	23/Jun/09	21/Sep/10		6	Disabled
	JIRA-21605	New UI makes issue key very hard to select for copy and paste	Unassigned	Matt Ryall [Atlassian]		Resolved	Fixed	21/Jun/10	23/Jul/10		5	Disabled
	JIRA-21166	Can't select issue summary in issue view screen	Unassigned	John Sloat		Resolved	Fixed	28/Apr/10	02/Aug/10		4	Disabled

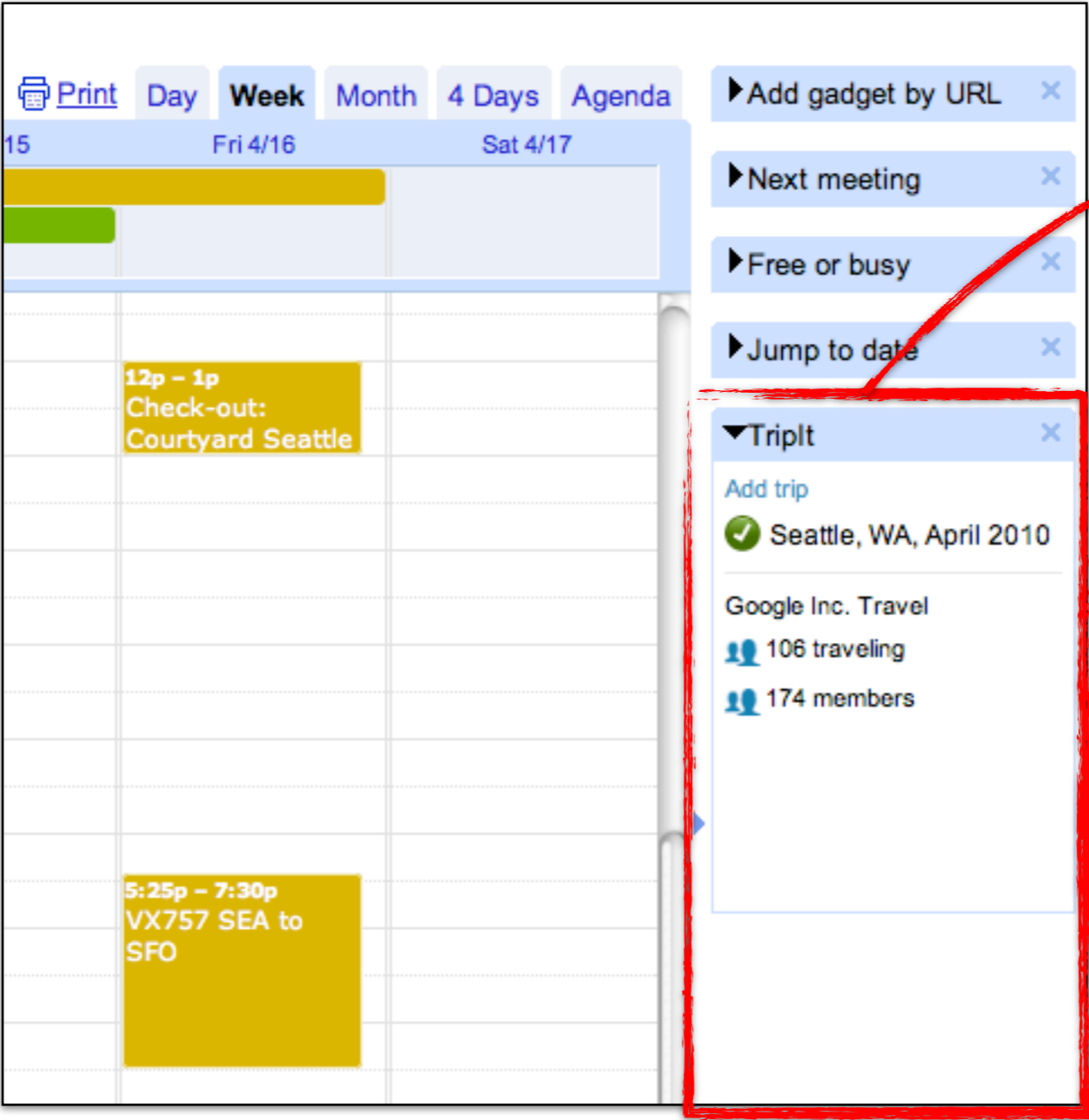
Sidebar gadgets in mail

Atlassian gadget embedded in Gmail

Visit [settings](#) to save time with keyboard shortcuts!
You are currently using 0 MB (0%) of your 25600 MB.
Last account activity: 4 minutes ago at IP 63.246.12.171. [Details](#)
Atlassian Mail view: standard | [turn off chat](#) | [older version](#) | [basic HTML](#) | [Learn more](#)
©2010 Google - [Terms of Service](#) - [Privacy Policy](#) - [Program Policies](#) - [Google Home](#)
Powered by

Gadgets in mail sidebar

Calendar too!



Gadgets in calendar sidebar

Push updates to users with Talk

The screenshot shows a Gmail interface for the user sbazyl@altostrat.com. The left sidebar contains navigation options: Mail, Contacts, Tasks, Compose mail, and a list of folders including Inbox (10), Starred, Sent Mail, Drafts, Follow up, Misc, and Priority. The main area displays a list of 13 emails. The chat window, titled 'Bamboo IM', is open on the right, showing a message that says 'FAILED. http://googledemo.jira.com/bui... Project X - Default build 10 has FAILED. http://googledemo.jira.com/bui... Project X - Default build 11 was SUCCESSFUL. http://googledemo.jira.com/bui... Sent at 3:08 PM on Thursday'. A red arrow points from the chat window to the email list.

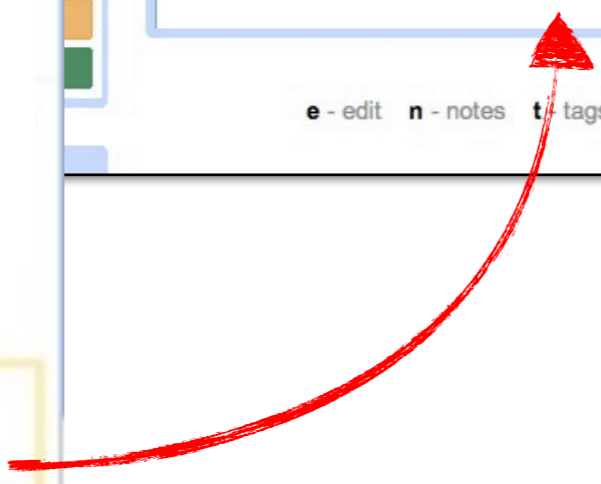
Sender	Subject	Date
Mavenlink	Early Access: File Management - Exclusive Mavenlink access. Read it now. Mavenlin	Apr 21
chrisd	Grocery List (sales-team@altostrat.com) - I've shared Grocery List Click to open: Gro	Apr 6
Mavenlink	One More Week to Trial Premium Features - Learn about some great features. Read i	Mar 22
Triplt for Business	Trip planning just got even easier - Make trips easier with Triplt for Business Is this €	Mar 22
Iorna	Worldwide Smartphone Sales 2Q10 - I've shared a document w	
Jeff, Courtney (2)	Re: New thread - Thanks everyone! On Mon, Feb 28, 2011 at 12:	
Mavenlink	Improve Your Project Financials - Learn about some great feat	
Mavenlink	Getting the Most out of Mavenlink - Learn about some great fea	
Mavenlink	Winning with Mavenlink - Read this & Win with Mavenlink. Reac	
Chandler Henley	Re: Project status update? - Are you sure we can get this done	
Jim MacArthur	Ready for 20 user pilot, potential full rollout in Q3 - Thanks for tak	
Jim MacArthur	Follow up from meeting - Thanks for taking the time to meet the	
Sarah Browne	Mocks for new marketing campaign - Hi Steve, I uploaded a few p	

Lightweight, near real-time notifications

Lightweight data entry via Talk

The screenshot shows the GQueues web application interface. At the top, there are navigation links: "Tell Your Friends", "Discussion Forum", and "Calendar". The user's email "sbazyl@altostrat.com" and a "New: Create Tasks Offline" link are also visible. The main content area is titled "All Items" and includes a "Refresh" button, "Open" and "Completed" tabs, and a "Print" button. The tasks are organized into queues: "Home :: To Do" (with "Update family website", "Call electrician re:garage lighting", and "Pick up milk & eggs"), "Work :: To Do" (with "Update sales presentation for Q1" due Mar 3 and "Submit expense report" due Mar 4), and "Inbox" (with "Review Sarah's mockups" due Mar 3 @ 3:00 PM). A "Keyboard Shortcuts" section at the bottom lists: "e - edit", "n - notes", "t - tags", "s - subtask", "c - complete", "a - assign", "shift-d - delete", and "i - insert item".

The screenshot shows a Google Talk chat window titled "gqueues". The window has a blue header with a green status indicator and a toolbar with icons for video, voice, and adding contacts. Below the toolbar is an "Actions" dropdown menu. The main chat area contains the text "Press Enter to send your message." and a yellow-bordered message box with the text "Review Sarah's mockups Thursday @ 3pm" and a smiley face icon.



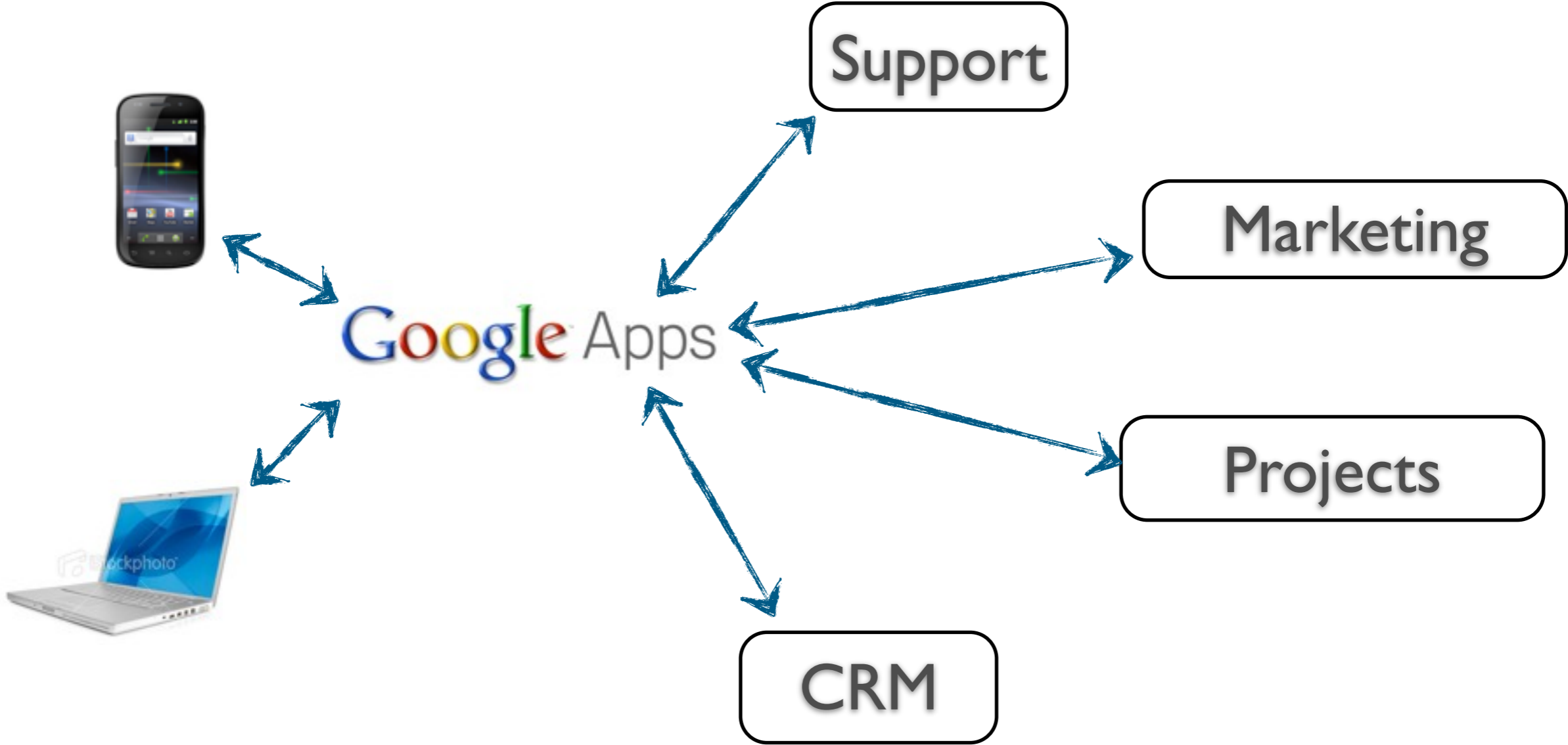
Talk = XMPP

- 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

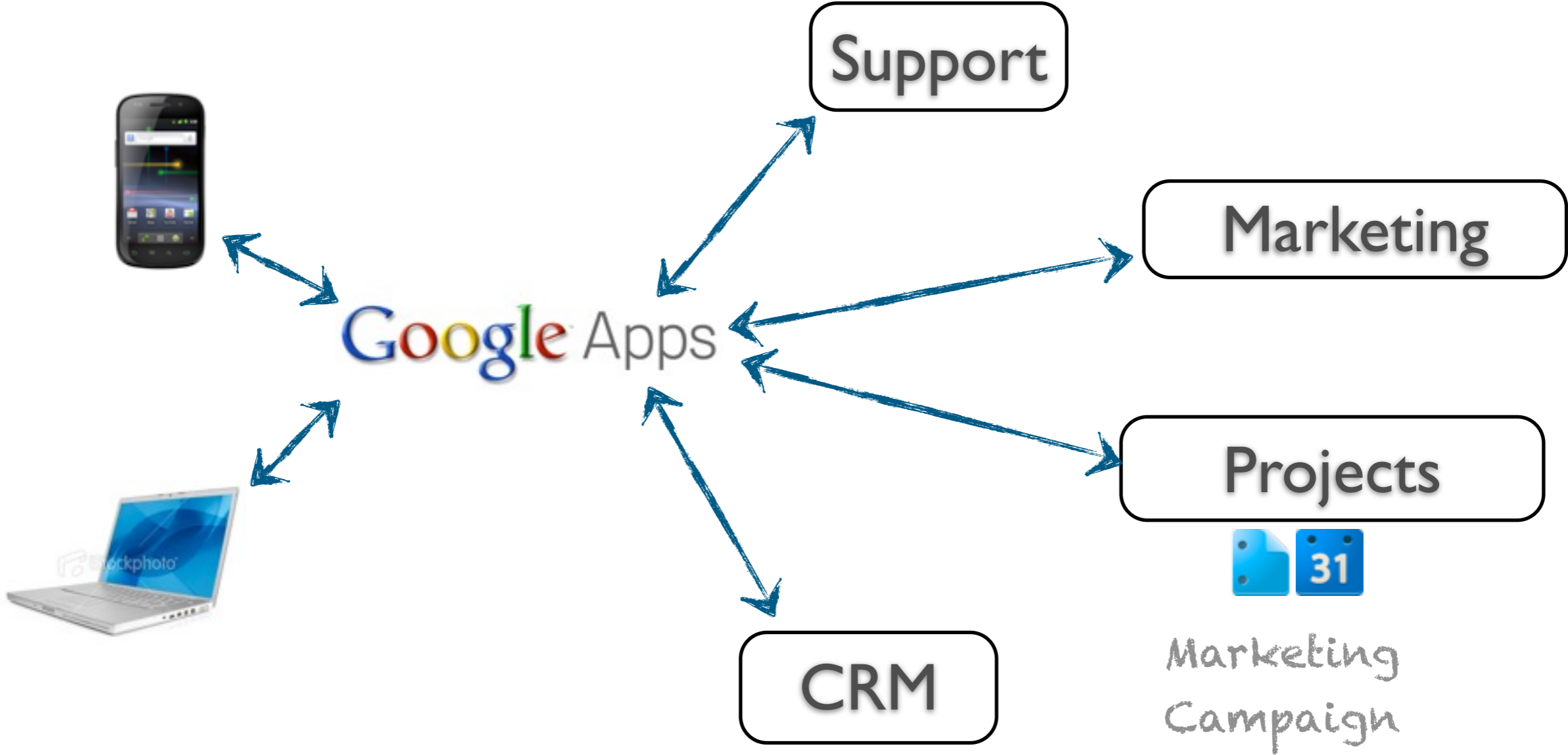
Publishing = Access From Anywhere



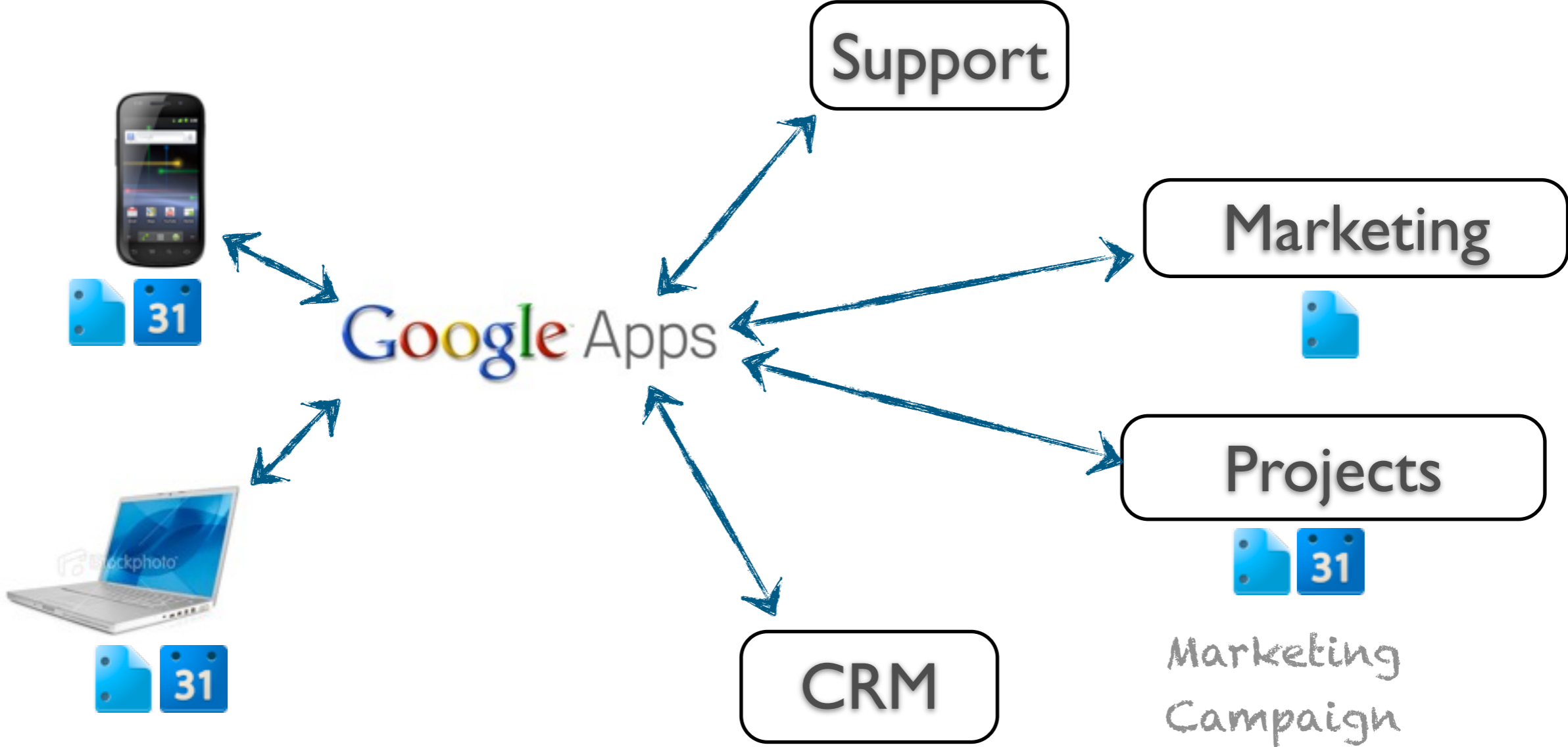
Publishing = Access From Anywhere



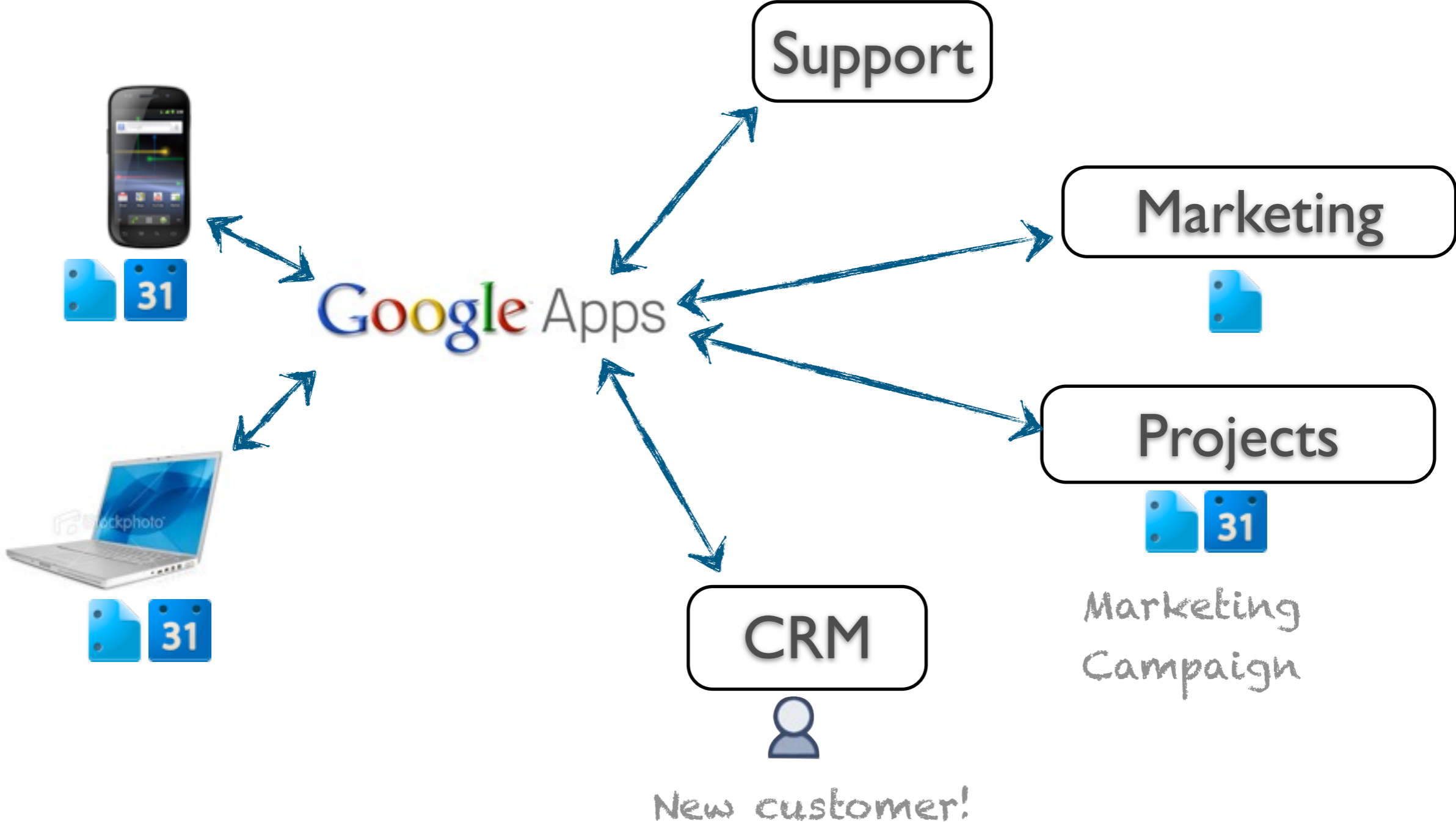
Publishing = Access From Anywhere



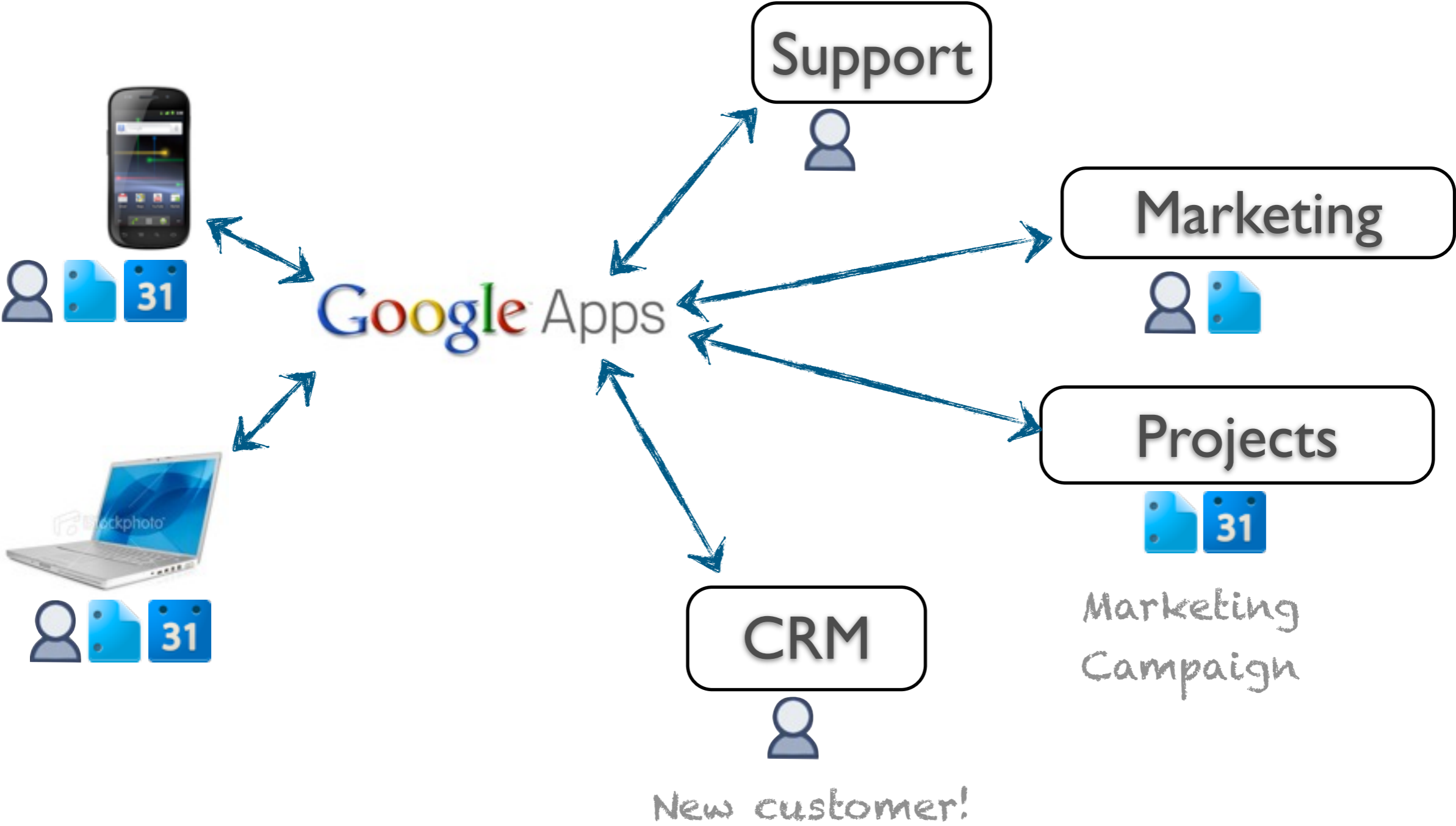
Publishing = Access From Anywhere



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Publishing = Access From Anywhere



Not just Google Apps



Not just Google Apps



Not just Google Apps



Not just Google Apps



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...



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](#)

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.

[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 TRACKER

Add



Create a Workspace

COMPLETED

Sean Crafts
Due: Feb 25



Send Messages and Files to the Team

NOT STARTED

Steven Bazyl
Due: Feb 26



Steven Bazyl
Account | Upgrade

[Home](#) [Settings](#) [Projects](#) [Networks](#)



[Invoices](#)



[Time & Expenses](#)



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TEAM SCHEDULE BUDGET PAYMENT

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Built-in Tutorial

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

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.

This message is viewable by everyone

post a message...

Attach files Attach Google Doc Link to project tracker

Cancel Post

TEAM SCHEDULE BUDGET PAYMENT

Consultant

You, Consultant Lead

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>

Google™

