

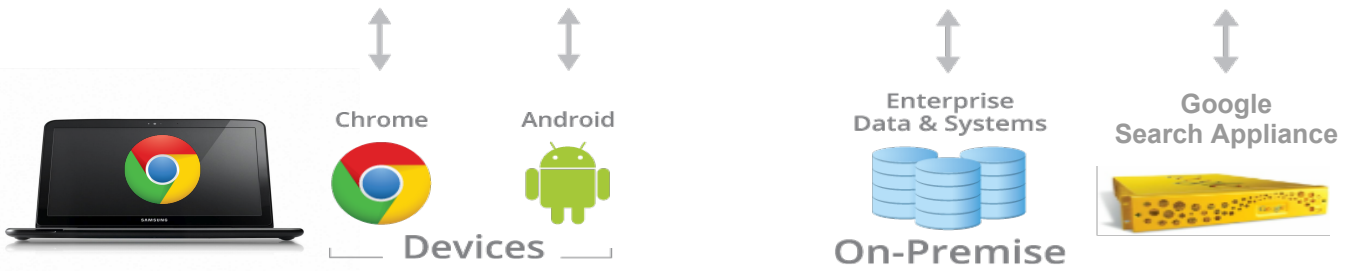
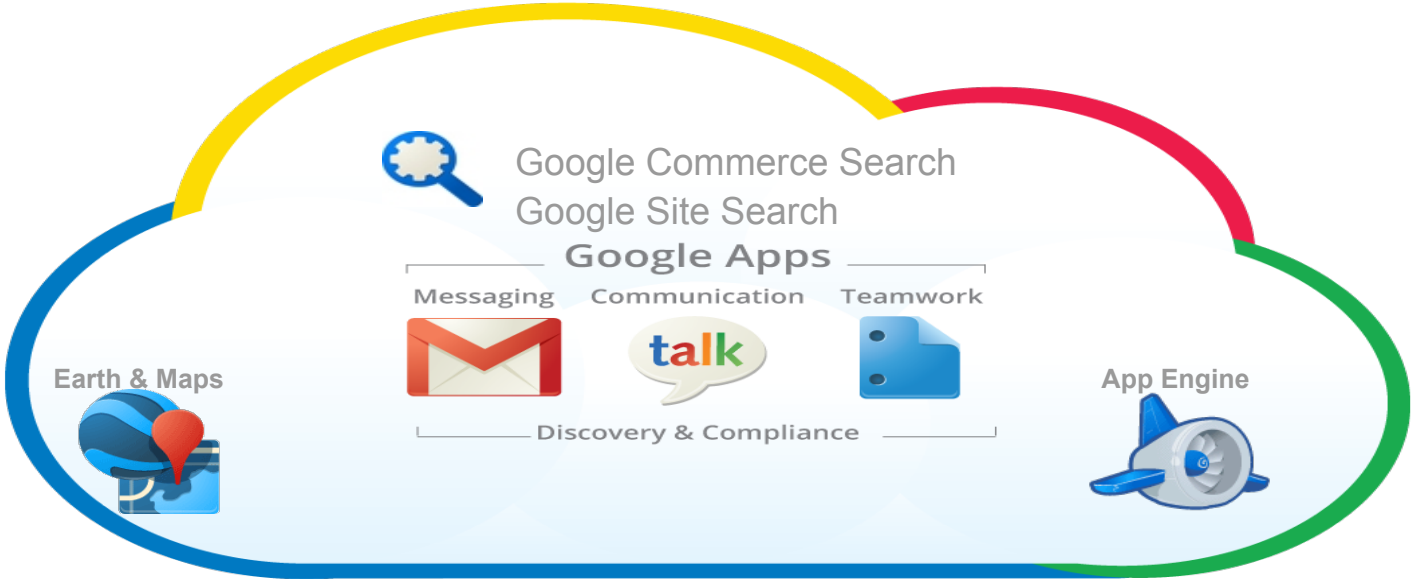


Better web for business

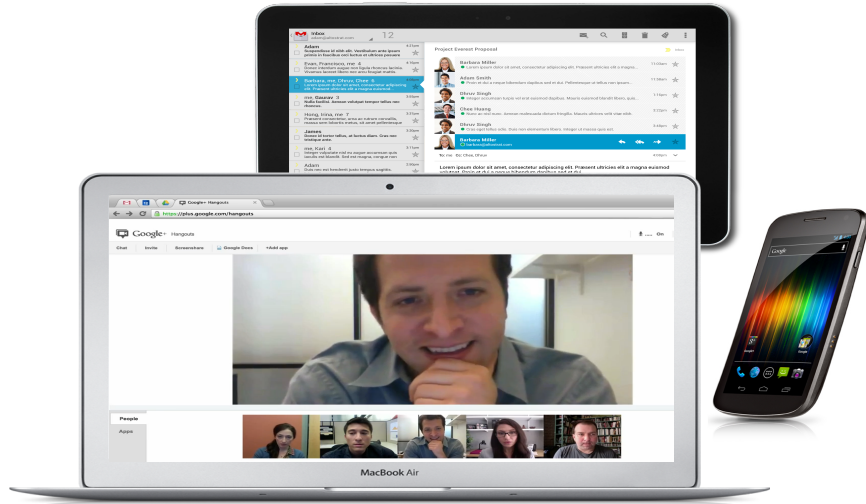
Michael Korbacher

Head of Enterprise Sales D, A, CH

Google Enterprise



The consumerization of IT



Established technology trends

Cloud



By 2016, **50% of global 1,000 companies** will have stored customer sensitive data in the public cloud.

Source: Gartner, 2012

Mobile



>75% of the German population is online, **37% using smartphone or tablet to access the web.**

Source: BITKOM, 2012

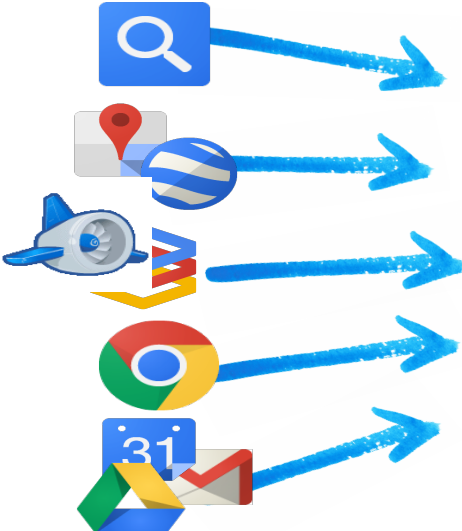
Social



1 in 3 young professionals prioritize choice of devices, apps and **social tools** above salary.

Source: CISCO, 2011

Better Web for Business



Business Features | Administrative Controls
Migration Tools | 99.9% SLA | 24x7 Support



Uniquely positioned to deliver this vision

Web native



Born online

Built for the web from day one

Web user base

100s of millions of online users

1% Testing

with 100s of thousands of users

Enormous scale



Fourth biggest

manufacturer of servers

Third biggest

IP network worldwide

Custom Linux Stack

Built for unique architecture

Engineering Excellence



99.9% Availability SLA

With no maintenance windows

Leading security

SAS70 Type II certified
ISO 27001

> 200 new features

last year in Google Apps

The most intuitive products built on the most scalable infrastructure

Google Apps: Work better together



"... will allow over 90,000 employees to work better together, focusing on our core business, **saving patients' lives.**"



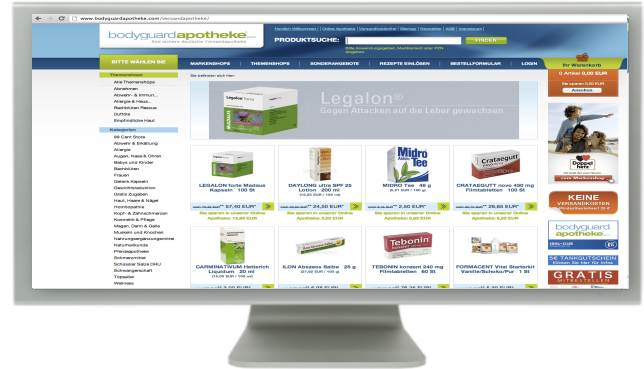
Google Enterprise



Search: Find what you need fast

bodyguardapothek^e.com

“The searches have become faster, the quality of the results as well as the filter functionalities has increased, and the product feed has improved.”



REUTERS

“Our search queries and page views have grown tremendously – and feedback has been overwhelmingly positive.”

Google Maps: Make better decisions



"Ultimately, Google Maps has allowed the company as a whole to **meet and exceed its customer service levels.**"



Cloud platform: Innovate at speed and scale



"Developing apps on Google App Engine takes one-fourth to **one-tenth of the resources and one-fourth of the time.**"



Chrome: Save time and money



“Chromebooks are **almost effortless to manage**. Replacement is as simple as handing out a new device with no IT involvement.”





1

2

|



A movement...

Google Apps



Maps & Earth



Platform



Search



Thank you!