



# Capgemini Brings SaaS Innovation of Google Apps to Desktop Solutions for Enterprise Clients

## Coverage Report

Announcement: September 10, 2007



As you'll see on the following pages, Capgemini's announcement of our partnership with Google was extremely successful – not only in North America, but also worldwide. We managed to raise awareness of Capgemini and further reinforce our position as a leading innovator by using media relations in a very strategic manner.

Prior to the announcement on September 10, the Global OS Hub Demand Generation Team developed a number of key messages that we used continually throughout the campaign and across all materials. We "bulletproofed" these messages with industry analysts from Forrester and Gartner prior to embarking on a tour in North America and Europe that included more than **105** global media, analyst and advisor briefings.

These pre- and post announcement briefings were very well received, laying the groundwork for strong media coverage and positive future relationships with top tier media, analysts and advisors. The media showed great interest in Capgemini's relationship with Google and there was agreement that Capgemini changes the strategic potential of Google Apps in the marketplace.

Since the September 10 announcement, the Capgemini-Google Apps news has generated more than **195** unique articles and **129** reprints, bringing our total coverage to more than **324** hits. This number includes **49** influential blog postings, while Google Blogs places the total blog coverage at more than **614** postings. A two week broadcast announcement coverage sweep found that the Capgemini-Google Apps news generated **four** unique broadcast hits and one segment appeared in **17** different NA cities.

High profile hits included **The Associate Press, Reuters, Dow Jones News, AFP, Gartner, Ovum, The Wall Street Journal, The Times, The Guardian, The Telegraph, Le Figaro, Le Monde, Bloomberg, CNET, InformationWeek, eWeek, IDG News, CIO, Network World** and **CRN**. The AP article was picked up in more than **90** publications. Rachel Rosmarin mentioned the Capgemini-Google Apps partnership in her weekly wrap-up of tech news for **Forbes.com** and Vishesh Kumar at **TheStreet.com** reported that the alliance was a key strategic development in the marketplace.

The coverage trended neutral to positive in tone, with much of the negative coverage being directed at Microsoft. Any negative commentary directed towards Capgemini demonstrated a desire for more customer examples that will certainly be forthcoming as the partnership proceeds into the marketplace and customer case studies emerge. The influential analyst firm Gartner stated, **"that Google, and the SaaS market in general, will benefit if well-known outsourcers like Capgemini decide it's worth their while to wrap enterprise-class security and management services around hosted software."**

The success of this campaign illustrates that it is possible to deliver clear, consistent messages to the media and marketplace across all geographies by taking a thoughtful, strategic approach to media/analyst relations. You'll notice that we achieved coverage in many languages, which is a very effective method of raising our awareness and credibility worldwide.

On the following pages you'll find a summary of media (divided into North America and Europe) and analyst coverage.

None of this would have been possible without our core team who made this all possible:

#### **NA Spokespeople: (Aug 22 – Sept 10)**

- Steve Jones, Global Head of SOA, Outsourcing Services, Demand Generation Hub
- Dave Rudel, Director, Strategic Alliances, Capgemini Outsourcing, NA

#### **Europe Spokespeople (Aug 31 – Sept 10)**

- Andy Gough, EMEA SaaS Business Development Manager, Outsourcing Services
- Richard Payling, Global Director, Strategic Alliances, Outsourcing Services, Demand Generation Hub

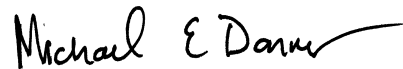
- Norbert Jachmann, Ltr. Demand Management, Capgemini Systems GmbH, Outsourcing Services

I'd also like to thank all of the people "behind-the-scenes" which include:

- Molly Seibel, VP Analyst Relations, Group Marketing
- Cami Granahan, Associate Director, Analyst Relations, Group Marketing
- Amanda Mills, Advisor Relations, Global Demand Generation Hub, Outsourcing Services
- Vanessa McDonald, Group Communications Press Office
- Gary Sutton, Group Communications
- Sheldon Mele, Traffic Manager, Global Demand Generation Hub, Outsourcing Services

If you have any questions about this campaign, please do not hesitate to contact me.

Regards,



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## **Capgemini Brings SaaS Innovation of Google Apps to Desktop Solutions for Enterprise Clients**

### ***Capgemini extends its outsourcing portfolio to include Google Apps™ Premier Edition***

Paris, France, September 10, 2007 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, today announced services supporting the adoption of Google Apps Premier Edition by large-scale enterprises. By partnering with Google, Capgemini extends its portfolio of desktop solutions, enabling it to support more client employees, regardless of their locations, platforms and roles.

Delivered as a Software as a Service (SaaS) solution over the Internet via a Web browser, Google Apps Premier Edition – which includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page – provides powerful collaboration and communication applications for a low annual fee. With Google Apps as part of its desktop solutions portfolio, Capgemini can also capitalize on the rapid growth in SaaS solutions. According to industry analyst firm Gartner, a 25 percent compound annual growth rate is predicted for the SaaS market through 2010<sup>[1]</sup>.

This partnership extends Capgemini Global Outsourcing's desktop offering which encompasses the complete asset lifecycle from procurement, installation, deployment and management through to disposal. Already supporting more than 1 million desktop users worldwide, Capgemini has considerable experience managing the challenges and opportunities of incorporating new applications into existing, complex IT infrastructures. With its highly regarded transition services, Capgemini can extend the value of Google Apps for large-scale enterprises by maximizing adoption and fostering real-time collaboration – even for mobile workers, partners and other user groups that were previously disconnected from corporate email and applications.

*“Capgemini’s hallmark is enabling companies to create an effective and collaborative business platform for its clients,”* said Paul Spence, Chief Executive Officer, Global Outsourcing,

Capgemini. *“Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers and the latest technologies. Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework.”*

SaaS solutions, such as Google Apps Premier Edition, provide a cost-effective, easy-to-deploy alternative to installed, licensed desktop software; they are delivered over the Internet via a Web browser and do not require companies to install or maintain software locally, or to tap into internal IT resources. Having the ability to share, review, and edit data in a collaborative environment on the Web naturally serves the needs of Capgemini’s enterprise clients with multiple facilities, global locations and distributed employees.

*“With its focus on collaboration and communications, Google Apps is a natural addition to Capgemini’s lineup of desktop services,”* said Dave Girouard, Vice President and General Manager, Google Enterprise. *“Capgemini’s strong heritage providing technology and consulting services to large organizations will provide tremendous support for organizations looking to benefit from Google’s hosted services.”*

Capgemini application and infrastructure management experts can help clients develop a strategy for the most effective use of Google Apps Premier Edition, whether as an enterprise-wide office application or as a complementary solution for select departments or employees within a traditional managed desktop environment. As part of providing these services, Capgemini has also joined the Google Enterprise Professional program.

To learn more about Capgemini’s distributed desktop offering, please visit: [www.capgemini.com/google](http://www.capgemini.com/google).

#### About Capgemini

**Capgemini, one of the world’s foremost providers of Consulting, Technology and Outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, which it calls the Collaborative Business Experience. Capgemini reported 2006 global revenues of EUR 7.7 billion (approx. US\$10 billion) and employs more than 75,000 people worldwide. More information is available at [www.capgemini.com](http://www.capgemini.com).**

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<sup>111</sup> Gartner, Dataquest Insight: Service Providers Must Prepare for the Software-as-a-Service Wave, Figure 1, Ben Pring, December 13, 2006. Google, Google Apps Premier, Gmail, Google Talk, Google Calendar, Start Page, Docs & Spreadsheets are the trademarks of Google Inc.

**The following Media, Analyst and Advisors were pre-briefed prior to the announcement:**

**Associated Press**

Michael Liedtke, Business Writer, NA

**Barron's**

Eric Savitz, West Coast Editor, NA

**Bloomberg**

Ari Levy, Reporter, NA

**BusinessWeek**

Aaron Ricadela, Reporter, NA

**CIO Magazine**

Lori McLaughlin, Technology Editor, NA  
Christopher Lynch, Associate Staff Writer, NA

**CNETNews.com**

Elinor Mills, Senior Writer, NA  
Martin La Monica, Senior Writer, NA

**Computer Business Review**

Nick Mayes, Contributing Editor, UK

**ComputerWire**

Tony Baer, Analyst/Writer, NA

**Computerworld**

Linda Rosencrance, Reporter, NA

**CRN**

Stacy Cowley, Senior Editor, NA

**Daily Telegraph**

Jo(sephine) Moulds, Tech Correspondent, UK

**Dallas Morning News**

Andrew Smith, Personal Technology Reporter, NA

**Database Trends & Applications**

Joe McKendrick, Contributing Editor/Blogger, NA

**Enterprise Irregulars**

Vinnie Mirchandani, Blogger, NA  
Josh Greenbaum, Blogger, NA  
Michael Krigsman, Blogger, NA  
Phil Wainwright, Blogger, NA  
Mark Crofton, Blogger, NA  
Anshu Sharma, Blogger, NA

**eWeek**

Clint Boulton, Senior Writer, NA

**Financial Times**

Maija Palmer, Tech Correspondent, UK

**Guardian**

Richard Urbay, Reporter, UK

**Harvard Business School**

Andrew McAfee, Associate Professor/Blogger, NA

**IDG News Service**

Juan Carlos Perez, Assistant News Editor, NA

**Independent**

Nick Fields, Reporter, NA

**InformationWeek**

Mary Hayes Weier, Editor at Large, NA  
Nicholas (Nick) Hoover, Senior Editor, NA

**InfoWorld**

Ephraim Schwartz, Editor at Large, NA  
Eric Knorr, Executive Editor at Large, NA

**Intelligent Enterprise**

Doug Henschen, Editor in Chief, NA

**International Herald Tribune**

Victoria Shannon, Tech Editor, UK

**Investors Business Daily**

Pete Barlas, Internet Reporter, NA

**IT Week**

Martine Veitech, UK

**MarketWatch**

John Shinal, Technology Editor & Team Leader, NA

**Network Computing**

Andrew Conry-Murray, New Products & Business Editor, NA

**Network/Systems Management newsletter**

Dan Twing, Enterprise Management Associates COO/Columnist, NA  
Julie Craig, Senior Analyst, NA

**PC World**

Harry McCracken, VP & Editor in Chief, NA

**Rough Type**

Nicholas Carr, Blogger, NA

**San Francisco Chronicle**

Verne Kopytoff, Business Reporter/Blogger, NA

**Silicon Valley Watcher**

Tom Foremski, Editor/Blogger, NA

**TechTarget (SearchCIO, SearchSMB)**

Linda Tucci, Senior News Writer, NA

**The Economist**

Ludwig Siegele, Berlin-based Tech Correspondent, UK

### **The New York Times**

Miguel Helft, Internet Search Engine Reporter, NA  
Steve Lohr, Senior Writer, NA

### **TheStreet.com**

Vishesh Kumar, Senior Writer, NA

### **The Wall Street Journal**

Ben Worthen, Tech Industry News Reporter, NA

### **TMCNet/Internet Telephony**

Richard Grigonis, Executive Editor & Columnist, NA

### **ZDNet**

Dan Farber, Editor-in-Chief, NA

## **Advisors Briefed**

### **Alsbridge**

Ben Trowbridge, CEO, NA  
Rick Towner, ITO, NA  
Anna Zhikhareva, Provider Research, NA  
Jeff Anderson, Provider Interface, NA

### **Clearview**

Frank Dzierzon, Advisor, Germany

### **Experton Group AG**

Jürgen Brettel, CEO, Munich

### **Everest Group**

Kathy Sadden, Vice President, Marketing, NA  
Ross Tisnovsky, Vice President, Research ITO, NA

### **PA Consulting**

Edmond Cunningham, Partner Information Technology, NA  
Peter Siggins, Partner Information Technology, NA  
Chris Nuttall, Partner Information Technology, NA  
Ross Smith, Managing Consultant Information Technology, NA  
John Stone, Managing Consultant Information Technology, NA  
Craig Rintoul, Managing Consultant Information Technology, NA  
Nick Semple, Managing Consultant Information Technology, NA

## **Technology Analysts Briefed**

### **AMR**

Ian Finley, Research Director, NA  
Jim Murphy, Analyst, NA  
Dana Stiffler, Research Director, NA  
Amanda Dyson, Client Manager, NA

### **Burton Group**

Guy Creese, Analyst, Collaboration and Content Strategies, NA

**Forrester**

Ray Wang, Senior Analyst, NA  
Matt Brown, Senior Analyst, NA  
Rob Koplowitz, Principal Analyst, NA  
John McCarthy, Vice President, Asia Pacific Research, NA  
Kyle McNabb, Senior Analyst, NA  
Euan Davis, Principal Analyst, UK  
Andrew Parker, Research Director, UK

**Gartner**

Ben Pring, Research Vice President, NA  
Alex Soejarto, Research Director, NA  
Dane Anderson, Research Director, NA  
Allie Young, Research Vice President, NA  
Kurt Potter, Research Director, NA  
Bill Maurer, Research Vice President, NA  
Alexa Bona, Research Director, UK  
Alan Mac Neela, Research Vice President, UK  
Khaldia Parveen, Principal Research Analyst, UK  
Gianluca Tramacere, Research Director, UK  
Michael von Uechtritz, Analyst, Germany

**IDC**

Sean Hackett, Program Manager, NA  
Marianne Hedin, Program Manager, NA  
Patrick Levy, Program Manager, NA  
Gard Little, Program Manager, NA  
Jony Moe, Senior Research Analyst, NA  
Alex Motsenigos, Program Director, NA  
Rebecca Segal, Analyst, NA  
David Tapper, Program Vice President, NA  
Stephanie Torto, Program Manager, NA  
Bob Welch, Lead, NA  
Roberta Powell, Sales Director, NA  
Nancy Dougherty, Analyst, NA  
Mette Ahorlu, Research Manager, UK  
Douglas Hayward, Research Manager BPO, UK  
Chris Ingle, Consulting and Research Director, European Systems Group, UK

**NelsonHall**

Katharina Grimme, Analyst, Germany

**Nucleus Research**

Rebecca Wettemann, Vice President, Research, NA

**Ovum**

Tim Kucharvy, President & Chief Research Officer, NA  
Angel Dobardziev, Practice Leader, IT Services, UK  
David Bradshaw, Principal Analyst, UK

**PAC**

Karsten Leclerque, Senior Consultant, Munich



# North America



find what you need.



Official Google Enterprise Blog  
A blog about Enterprise information, search, and the users that live there.



**Capgemini to back Google office software**

Associated Press

By Michael Liedtke

9/10/2007



## Major boost for Google's online suite

By Michael Liedtke  
ASSOCIATED PRESS

Technology consultancy Capgemini will begin recommending Google Inc.'s online suite of office software to its corporate customers, bolstering the Internet search leader's effort to drum up more sales to big businesses.

The partnership to be announced today represents the first time one of the world's top technology consulting services has embraced Google's software bundle, which includes e-mail, word processing, spreadsheets and calendar management.

Capgemini, based in Paris, influences the type of software used on more than 1 million personal computers in companies worldwide. Its major customers include drugmaker Eli Lilly & Co. and accounting firm PricewaterhouseCoopers.

Capgemini also will continue to support business software made by other vendors, including Microsoft Corp. and IBM Corp. — the dominant forces in a field that Mountain View's Google only recently entered.

Hoping to diversify beyond the online advertising market that generates most of its revenue, Google in February began selling a souped-up version of its office applications for a \$50 annual fee per user.

While the low cost has appealed to small businesses and universities operating on tight budgets, Google has had a tougher time winning over large companies — a market segment more likely to worry about other key issues besides price. The security, reliability and performance of technology also sway corporate buying decisions.

Capgemini's move will help businesses better understand when it makes sense to subscribe to Google's applications instead of paying higher licensing and maintenance fees for similar products from Microsoft, IBM and other vendors, said Ovum analyst Tom Kucharvy.

Those competing programs typically are on discs that directly install the coding on a hard drive, while Google's applications can be accessed from any computer with an Internet connection.

Article also appeared in:

*CNNMoney.com, Forbes, Euro2day, Seattle Post Intelligencer, Town Hall, News & Observer, TheNewsTribune.com, Washington Post, Washington Times, Seattle Times, Denver Post, Forbes, Town Hall, News & Observer, TheNewsTribune.com, Washington Post, FOX News, WJLA, MSN Money, KPLC-TV, Wilmington Morning Star, The State, Macon Telegraph, SF Examiner, Philadelphia Inquirer, Worcester Telegram, KTAR.com, Newsday, Baltimore Sun, Centre Daily Times, Chicago Tribune, Fort Wayne Journal Gazette, Contra Costa Times, Times Daily, NewsMax.com, San Mateo Daily Journal, Munster Times, North County Times, MLive.com, Creative Mac, Lakeland Ledger, Sun-Sentinel.com, WCAX- VT, News 10NBC, KSTP.com, USA Today, Lompoc Record, PhillyBurbs.com, TMC Net, KVOA.com, KTIV, WREX-TV, WVVA TV, CBC, ABC News, Globe and Mail- Canada, Redmondmag.com, ENT News, San Jose Mercury News, San Luis Obispo Tribune, BusinessWeek, Enterprise-Record, Central Florida News 13, Redmond Channel Partner, KSBY, Canada East, Lompoc Record, Chippewa Herald, Fox 28, St Petersburg Times, Dow Jones, San Francisco Chronicle, The Canadian Press, Jordan Falls News, Hinesberg Journal, New Hope Courier, Meadow Free Press, Ely Times, Pierceland Herald, The Benton Crier, The Westfall Weekly News, Olberlin, Sky Valley Journal, Ottawa Recorder, Brocktown News, Dunton Springs Evening Post, White Rock Reviewer, The Kindred Times, Pioneer Times-Journal, The Kindred Times, Pioneer Times-Journal, Herald News Daily, Chandler News-Dispatch, Akron Farm Report, Prescott Herald)*

## Google May deny it, but the Microsoft Battle is on

Globe and Mail

By Mathew Ingram

9/13/2007

# Google may deny it, but the Microsoft battle is on



**MATHEW INGRAM**

mingram@globeandmail.com

Not all that long ago, Google executives would routinely disavow any plans to use the company's various Web-based services — which offer free e-mail, an online calendar and a document-editing tool, among other things — to compete with Microsoft's market-dominating Office suite.

As recently as April, in fact, Google CEO Eric Schmidt told the Web 2.0 conference "I don't think we compete with them." That comment came just after the company announced that it was going to add a PowerPoint-style presentation feature to its suite of online tools.

By now, it seems fairly obvious that Google is competing with Microsoft's Office, although the question of whether online applications can stack up against a full-fledged desktop software package continues to be the subject of heated debate.

The latest sign that the competitive pressure might be ratcheting up came this week, when Google announced a deal with France's Capgemini, a large IT management company that specializes in helping corporations with their software needs.

Under the terms of the arrangement, Capgemini — which has about \$10-billion (U.S.) in revenue and a roster of large and medium-sized corporate clients — has agreed to market the company's Google Apps Premier Edition as one of its business offerings.

Google Apps Premier Edition includes Web-based mail with 10 gigabytes of storage for each user, an instant-messaging and voice-calling service (GTalk), Google's online calendar, the Google Docs spreadsheet and document-editing service and other features such as Google Page Creator (an easy Web design tool).

The Google suite costs \$50 a user annually, while Microsoft Office costs about \$1,000 a user, once you include upgrades, training and other related costs.

ing some hackles at Microsoft's Redmond headquarters. After the Capgemini announcement, Microsoft released a statement to the media with a list of suggested questions to ask its competitor, all of which were designed to point out the weaknesses of an online Office-style suite as compared with a desktop suite.

Among other points, the release focused on the fact that Google Apps all require an Internet connection, and therefore can't be used when a person is offline (although Google does have a feature in beta testing that caches data for offline use, and then synchronizes that data with its online services once a user is online again).

It's not surprising that Microsoft would focus on that particular issue, since it is one of the main weaknesses of an online Office suite. Another concern for companies is security, since their data is hosted on servers that belong to Google (or Zoho or ThinkFree, two of the other companies that offer Office-style services similar to Google's).

Microsoft's release also noted that Google's services tend to be in "beta" mode for long periods of time, and that corporate software is a sideline for the company, whose main business is Web search and the advertising related to search terms.

Google's Office-style services exist "on the very fringe, and ... only account for 1 per cent of the company's revenue," the software company said. "What happens if Google executes poorly? Do they shut them down, given it will only cost them in a minimal and short-term way? Should customers trust that this won't happen?"

Those concerns and others — such as the need to retain a "document trail" for legal or securities-related purposes — are likely to keep large companies away from Google's services. At the same time, however, many employees are using Google's Web apps as a way around what they see as overly restrictive corporate IT requirements, and that trend is likely to continue.

In many ways, Google's CEO is right — the company's applications don't really compete with Microsoft's Office. That's because Google's services are primarily about being online

Some analysts called the Caggemini deal a clear shot across the software giant's bow. "This move is squarely aimed at Microsoft," Forrester Research analyst Ray Wang told Investors Business Daily. "Google went out and found some trusted advisers with relationships with the enterprise market who have been providing these services already."

Google's move into the corporate arena seems to be rais-

and using the Web to enhance collaboration, while Microsoft's software remains anchored to the desktop, with very few collaborative features.

But as Microsoft turns to the Web to enhance Office, which virtually everyone agrees it must, one thing will become increasingly obvious: Google may not be competing with the software giant right now, but it is already where Microsoft eventually wants to be.

## Capgemini To Offer Its Customers A New Option — Google Applications

Investor's Business Daily

By Pete Barlas

9/10/2007

# Capgemini To Offer Its Customers A New Option — Google Applications

## A Google Vs. Microsoft Twist

BY PETE BARLAS  
INVESTOR'S BUSINESS DAILY

Google has found an ally to help it challenge Microsoft in the desktop services market.

Capgemini, a global consulting company, is slated to begin marketing Google's<sup>GOOG</sup> office software services on Monday to thousands of its customers worldwide.

The Web's search leader is trying to build a business around Google Apps — a set of business services that offers many of the features found in Microsoft's<sup>MSFT</sup> Office software, including text documents, spreadsheets and e-mail. Instead of installing software on their own computers, though, Google Apps users store files on Google's servers, so they're available anywhere there's an Internet connection.

Google offers the services free to consumers and sells a premium version to companies that has more on-line storage and technical support.

Most paying customers of Google Apps have been small businesses. Capgemini aims to help Google take the concept to next level, says Steve Jones, head of Capgemini's service-oriented architecture unit.

"This is not about delivering these services to mom and pop shops; it's about delivering it to the Global 1000," he said.

Teaming with Capgemini serves another purpose for Google, says Ray Wang, an analyst for Forrester Research.

"This move is squarely aimed at Microsoft," he said. "Google went out and found some trusted advisers with relationships with the enterprise market who have been providing these services already — it's another way to attack this market."

Google launched Google Apps last year and followed up in February with the \$50-per-year premium version, which offers 10 gigabytes of e-mail storage and other features. So far, more than 100,000 companies worldwide use either the free or paid versions of Google Apps.

Google is hoping that Capgemini can sell the service to a new audience, says Kevin Smith, head of Google's enterprise partnerships.

"They have a global presence, a trusted adviser status," he said. "Having Capgemini aboard will help bring those features to companies of a certain size."

It's the first time Google has teamed up with another company to help sell Google Apps. But it might not be the last, Smith says.

The company wants to build a network of partners large and small to offer a range of products and services to different types of customers.

With \$10.2 billion in revenue in 2006, Capgemini is roughly the same size as Google. Its customers

run the gamut from professional services provider PricewaterhouseCoopers to Global Pharmaceuticals, a drug company.

Many of those customers use desktop software from companies including Microsoft.

Capgemini will examine each customer's communications systems and suggest changes if necessary.

The Capgemini deal came about almost by accident, Jones says. The consulting firm had approached Google about offering an enterprise search product to customers.

"We started talking to them about search, and they asked us if we could do anything with Google Apps," Jones said.

Google will pay a commission for each paid Apps customer the consulting firm signs on. But neither company is saying how much.

Despite the financial incentive, Jones says his company won't push Google Apps onto customers.

"We are not a software reseller," he said. "If this was software reseller agreement, we wouldn't be interested in it. Companies pay us to get the right services for them — that is where we make our revenue."

Even when it recommends Google Apps, he adds, that won't mean dumping Microsoft or other wares. The goal is to see whether Google's software can make companies more efficient — and save them money.

(Article also appeared in CNNMoney.com.)

# Bloomberg

## **Capgemini to Offer Clients Google Mail, Web Programs (Update3)**

Bloomberg

By Rudy Ruitenberg and Tara Patel

9/10/2007

Sept. 10 (Bloomberg) -- **Capgemini** SA, Europe's largest provider of computer services, agreed to offer clients a collection of Web-based programs that Google Inc. developed to compete with Microsoft Corp.'s products.

**Capgemini** signed a strategic partnership with Google, owner of the world's most popular search engine, to offer Google Apps, which includes e-mail, word-processing and spreadsheet programs, the Paris-based company said today in an e-mailed statement.

The partnership with **Capgemini**, which manages desktop applications of almost 1 million users worldwide, bolsters Google's customer base as it expands beyond advertising. The market for software as a service, as opposed to a onetime purchase, may grow 25 percent by 2010, **Capgemini** said, citing research firm Gartner Inc.

"By integrating Google Apps in our service offer, we are offering our clients an innovative technology that will allow them to improve communication inside the company but also with partners," Paul Spence, head of outsourcing at **Capgemini**, said in the statement.

**Capgemini** shares fell 1.25 euros to 43.06 euros in Paris and have dropped 9.4 percent this year.

Because Google Apps is available over the Internet, customers no longer have to maintain and install desktop applications, **Capgemini** said. The software can also be used by workers away from the office.

### Primary Business

Google, based in Mountain View, California, released Google Apps a year ago. Chief Executive Officer Eric Schmidt said in May that it has become a primary business along with advertising on Google's pages and partner Web sites, which now account for 99 percent of Google's revenue.

Google has introduced services and made acquisitions to compete with Microsoft, the world's largest software maker. Google agreed to buy Postini Inc. in July for \$625 million, adding e-mail security to its programs for small businesses.

Microsoft has a "long history in meeting the complex needs of enterprise customers," the Redmond, Washington-based company said today in an e-mailed statement. "Customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need."

Google shares fell \$4.87 to \$514.48 at 4 p.m. New York time on the Nasdaq Stock Market. Microsoft rose 4 cents to \$28.48.



## Google taps Capgemini to bring big business to Apps

CNET News.com

By Martin LaMonica

9/10/2007

URL: [http://news.com.com/Google+taps+Capgemini+to+bring+big+business+to+Apps/2100-1032\\_3-6206751.html](http://news.com.com/Google+taps+Capgemini+to+bring+big+business+to+Apps/2100-1032_3-6206751.html)

*(Article also appeared in ZDNet.)*

Global consulting firm **Capgemini** believes that GoogleApps--Google's online alternative to Microsoft Office--appeals to more than college students and small businesses.

The two companies on Monday announced a partnership under which **Capgemini** will offer desktop support and installation services to large corporations that use Google Apps Premier Edition.

Google Apps--which includes Web-based Gmail, a calendar, and document editor--can fill a role in large corporations even though the product suite is used mainly by individuals and small businesses, according to **Capgemini** executives.

These Web-based applications make sense for employees who typically don't have their own PCs, such as factory line or retail workers, where the cost of a PC and Microsoft Office is hard to justify, said Steve Jones, head of SOA (services-oriented architecture) at **Capgemini**.

The Google suite also makes sense for people collaborating over the Internet with business partners, he added.

**Capgemini** will provide support to corporations and customize Google Apps to fit a company's business processes.

For Google, the arrangement helps Google Apps' entry into large corporations, which tend to be conservative about new technology adoption.

A report published last month by research firm the Burton Group argued that corporations that use Google Apps Premier Edition are taking risks, even though the product is relatively inexpensive at \$50 per user per year.

Most corporations are not experienced in getting productivity applications delivered over the Web from Google, which is primarily a consumer company. The applications themselves lack features that Microsoft Office has, such as the ability to access documents based on an employee's role, the report noted.

"While the \$50 per user per year price point is attractive, enterprises are not getting a lot for their money," wrote Burton Group analyst Guy Creese.

"While Google's entrance is adding momentum to using software as a service (SaaS) for communication, collaboration, and content management, it's unclear at this point whether Google will be able to capitalize on the trends that it's accelerating," he added.

**Capgemini's** Jones said that **Capgemini** decided to offer a Google Apps service in part because employees often use the applications without the approval of corporate technology departments, which can lead to problems managing important company documents.

"If companies don't proactively control this, then they will lose control. This is going to happen no matter what. The question is whether you enable it or not," he said.

Microsoft issued a response to the announcement, arguing that enterprise customers have voted with their wallets in consistently buying Microsoft Office because of its rich features and reliability.

"Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43 percent on the Office platform since last year and our current and future investments in the software plus services arena will deliver even more flexibility to customers," the Microsoft statement read.



### **French stocks - Factors to watch on Sept 10**

Reuters News

9/10/2007

PARIS, Sept 10 (Reuters) - Below are leading stories from the French press and company-related news which could have an impact on the French market or individual stocks.

### **CAPGEMINI**

Europe's largest computer consultancy will partner Google Inc in supporting the Google Apps software package. [nL1083169].



### **Capgemini Includes Google Apps For Enterprise Clients**

Dow Jones News

9/10/2007

PARIS (Dow Jones)-- **Capgemini** (CAP.FR), one of the world's foremost providers of consulting, technology and outsourcing services, today announced services supporting the adoption of Google Apps Premier Edition by large-scale enterprises. By partnering with Google (GOOG), **Capgemini** extends its portfolio of desktop solutions, enabling it to support more client employees, regardless of their locations, platforms and roles.

Delivered as a Software as a Service (SaaS) solution over the Internet via a Web browser, Google Apps Premier Edition - which includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page - provides powerful collaboration and communication applications for a low annual fee. With Google Apps as part of its desktop solutions portfolio, **Capgemini** can also capitalize on the rapid growth in SaaS solutions. According to industry analyst firm Gartner, a 25 percent compound annual growth rate is predicted for the SaaS market through 2010.

This partnership extends **Capgemini** Global Outsourcing's desktop offering which encompasses the complete asset lifecycle from procurement, installation, deployment and management through to disposal. Already supporting more than 1 million desktop users worldwide, **Capgemini** has considerable experience managing the challenges and opportunities of incorporating new applications into existing, complex IT infrastructures. With its highly regarded transition services, **Capgemini** can extend the value of Google Apps for large-scale enterprises by maximizing adoption and fostering real-time collaboration - even for mobile workers, partners and other user groups that were previously disconnected from corporate email and applications.

" **Capgemini**'s hallmark is enabling companies to create an effective and collaborative business platform for its clients," said Paul Spence, Chief Executive Officer, Global Outsourcing, **Capgemini**. "Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners,

## Prep-Cyber-Corner

Broadcast News

By Unavailable

9/10/2007

URL: Unavailable

It's something that may turn out to be a pretty big deal for Google -- literally.

Technology consulting firm **Capgemini** will begin recommending the search engine's online suite of office software to its corporate customers.

The move is expected to boost Google's effort to drum up more sales to big businesses.

The partnership is to be announced today.

And it represents the first time one of the world's top technology consulting services has embraced Google's software bundle.

The array of programs Google offers online includes e-mail, word processing, spreadsheets and calendar management.

Google hasn't made much of a dent in the business software market yet.

The company says hundreds of thousands of businesses currently use its applications, but most of those appear to be using a free version introduced last year.



## Google recruits Capgemini to open enterprise doors

Datamonitor News and Comment

By Unavailable

9/10/2007

URL: Unavailable

Google has recruited IT services vendor **Capgemini** to help it push its Google Apps office software suite into enterprise accounts.

Paris, France-based **Capgemini** will provide consulting, integration, helpdesk, and support services around Google's Apps Premium Edition offering which was launched in February and covers the search engine giant's word processing, spreadsheet, email, messaging, and Start Page applications.

The partnership is not exclusive. **Capgemini** already manages more than 1 million desktops worldwide as part of its outsourcing contracts, and has a close relationship with Microsoft. Richard Payling, director of sales channels at **Capgemini**, told Computer Business Review that the company would deliver Google Apps as a complementary offering to its existing managed desktop services.

He said: "It doesn't have to be one or the other...Office productivity tools have moved away from a one-size-fits-all model because companies have realized that not all users need access to everything We want to give customers freedom of choice rather than being prescriptive."

Customers will pay **Capgemini** an annual fee for a managed service, the exact price of which will be calculated based on what services the client requires, the level of helpdesk support, the duration of the contract, and the number of users being supported.



The two companies said that while Google will continue to host the applications, **Capgemini** will help to provide the secure, managed services wrap that most IT departments require. Payling said: "We are helping to make Google Apps enterprise-class, by providing services such as back-up, single sign-on and security, and migrating data to the Google environment, while ensuring that it is compliant."

**Capgemini** said a lot of people within its own organization are using Google Apps and it expects to announce its first client in the next few months. It added that the alliance with Google highlights its willingness to address the software-as-a-service model, which many believe will have a negative impact on the IT services community as Web-based software delivery removes the need for a lot of installation and integration work.

Andrew Gough, UK alliance manager at **Capgemini**, said: "We see SaaS as both a challenge and an opportunity. We have worked with SAP in the area of SaaS for some time, and clients will still need someone to help them tackle issues such as security and archiving."

#### Our View

We won't be able to judge the success of this alliance for some time as Google Apps Premium Edition has only been available for just over six months and the two companies are just beginning to take their joint proposition to market.

**Capgemini** is the first services partner that Google has recruited to help it establish Google Apps as a key player in the enterprise office applications market. And it is an essential move with more and more clients outsourcing their desktop estates as they become increasingly commoditized, and users look to take advantage of the centralized management and support functions that the likes of **Capgemini** can deliver.

Google argues that it doesn't lack credibility in the enterprise space as a software provider, but it will only benefit from having a major services organization such as **Capgemini** offer a robust support layer around its applications, at a time when compliance and security are top of most CIOs' lists of priorities. Google won't make major inroads into Microsoft's dominant position in the office space, but it may pick up business with organizations with a number of low-power users.

One of the big selling points of Google Apps against Microsoft, and also Sun's StarOffice, is that it is internet-based, with users gaining access through a web browser without having to install the software locally. Google also talked up its collaboration tools which enable users to share and publish data in real-time, while it may also be attractive for organizations with a lot of low-power users, who may occasionally need to access applications such as email, but don't justify the cost of investing in a full office suite.

So why **Capgemini**? It is not the biggest desktop management company in the world - IBM Global Services supports over 4 million desktops, while EDS manages more than 3 million. But Google tells us that it was impressed by **Capgemini**'s commitment to the SaaS model and its understanding of the growing impact of consumer technology in the work environment.

The pricing model that **Capgemini** will use is a further step down the road towards the utility-style charging that the software-as-a-service movement is working towards where users pay only for what they use rather than a flat, multi-year license fee. It is not yet at the level where clients use and pay for the service in the same way that they do their electricity or water, but the two companies said they will look to "industrialize" the offering in coming years.



### **Capgemini launches desktop software partnership with Google**

AFX International Focus

By Vicky Buffery

9/10/2007

URL: Unavailable

PARIS (Thomson Financial) - IT services company **Capgemini** said it has signed a partnership agreement with Google under which it will incorporate the Google Apps Premier Edition desktop suite into its product catalogue.

In a statement, **Capgemini** said it will offer the application package to its business customers and provide all related services including installation, deployment and management.

Google Apps Premier Edition includes word-processing, spreadsheet, messaging and calendar software and is Google's alternative to existing licensed packages such as Microsoft Office.



### **Paris shares TFN at a glance outlook**

AFX International Focus

By Unavailable

9/10/2007

URL: Unavailable

PARIS (Thomson Financial) - Shares are expected to open flat as investors cautiously wait for more direction after Friday afternoon's sell-off that followed much weaker than expected US jobs figures for August.

On Friday, the CAC-40 index finished down 146.52 points or 2.63 pct at 5,430.10.

On the Matif, CAC-40 futures were trading at 5,432 points ahead of the official opening, and the euro was at 1.3774 usd versus 1.3765 usd late Friday.

### COMPANY NEWS

**-Capgemini** launches desktop software partnership with Google

### **Google targets enterprise with Apps**

Penton Insight

By Rich Karpinski

9/10/2007

URL: Unavailable

Making office-style apps available over the Web is one thing. Getting large enterprises to bet their business on them is quite another. Recognizing this reality, Google said it will work with IT consulting firm **Capgemini** to deliver Google Apps to enterprise desktops.

Google Apps is a roll-up package of Google online applications—including e-mail, calendar, word process and spreadsheets—designed specifically for corporate use.

In particular, Google Apps Premier, priced at \$50 per user per desktop, includes the ability to integrate Google's applications into a corporate computing infrastructure. It includes support for integrating the applications into an enterprise single sign-on environment as well as tools for user provisioning and management, and integrating Gmail with a corporate email gateway.

It's the Premier version that no doubt interests **Capgemini**, which will offer integration and consulting services to help large users bring Google Apps into their IT environments.

Google's main target, of course, is Microsoft, which already works with not only **Capgemini** but thousands of other IT outsourcers large and small to help enterprises install Windows-based networks and applications. And IT shops remain overwhelmingly Microsoft-based, particularly on the desktop where not only Microsoft Office, but Outlook/Exchange dominates. In addition, Microsoft's SharePoint intranet server and portal-building tool has won many converts with its deep integration with Office and slick collaboration tools.

Microsoft is also moving its Office applications online, announcing a unified installer last week with support for apps that span the desktop and the network cloud.



### **Zimbra: Google Apps Not Ready for the Enterprise**

Mashable

By Kristen Nicole

9/10/2007

URL: <http://mashable.com/2007/09/10/zimbra-google-apps-enterprise/>

It was announced today that Google Apps will soon be available for enterprise use through **Capgemini**, a consulting and outsourcing service, in a non-exclusive deal. For about \$50 per user per year, companies will be able to use the Google Apps Premier Edition, which includes Google Docs, Spreadsheets, Gmail, Calendar, Google Talk, Page Creator, Start Page, the necessary administrative tools, APIs, 24/7 tech support and 99.9% uptime guaranteed for Gmail.

But we also know the limitations of Google, in terms of options for offline capabilities with this current offering. Zimbra, the web-based email option and a rival to Google Apps, is pointing out Google's shortcomings, and proposes itself as an option that can be hosted, or deployed on your site. This grants the offline access that Google Apps Enterprise doesn't yet have, as well as more flexibility for employees, with access across platforms. Zimbra had this to say in an email sent to Mashable:

“Google’s deal with **Capgemini** today definitely raises visibility for the SaaS market. However, the pair face a challenge: since all Google Docs are stored on Google’s servers, public companies would face big Sarbanes-Oxley compliance issues if they deployed Google Apps. Zimbra’s Web 2.0 messaging and collaboration platform provides enterprise customers with freedoms that Google Apps just can’t provide, including the ability to archive for compliance purposes. They can use Zimbra as a hosted service or deploy it on-site. They can use it online or offline while retaining killer AJAX functionality. They can offer their employees access from any desktop, Web, or mobile client.”

Zimbra is trying to grab a slice of that Google hype for itself, and it’s not the only company to do so: Microsoft is also taking shots at Google Apps today.

## Google Operating System Unofficial news and tips about Google™

### Google Apps Gets Important Endorsement

Google Operating System

By Unavailable

9/10/2007

URL: <http://googlesystem.blogspot.com/2007/09/google-apps-gets-important-endorsement.html>



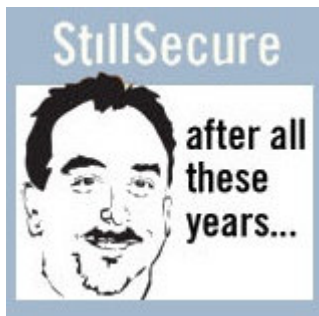
AP reports that Google Apps gained more credibility as "technology consultancy **Capgemini** will begin recommending Google Inc.'s online suite of office software to its corporate customers. (...) **Capgemini**, based in Paris, France, influences the type of software used on more than 1 million personal computers in companies worldwide. Its major customers include drug maker Eli Lilly & Co. and accounting firm PricewaterhouseCoopers."

While this doesn't mean Google is going to get a lot of new customers, the awareness of Google Apps will increase. **Capgemini** will explain the advantages of a hosted solution and will provide ways to integrate it with the current systems.

"SaaS solutions, such as Google Apps Premier Edition, provide a cost-effective, easy-to-deploy alternative to installed, licensed desktop software; they are delivered over the Internet via a Web browser and do not require companies to install or maintain software locally, or to tap into internal IT resources. Having the ability to share, review, and edit data in a collaborative environment on the Web naturally serves the needs of **Capgemini**'s enterprise clients with multiple facilities, global locations and distributed employees," detailed **Capgemini** in a press release.

**Capgemini** will continue to recommend software from companies like Microsoft and IBM. Google Apps could complement these solutions or replace them. "**Capgemini** application and infrastructure management experts can help clients develop a strategy for the most effective use of Google Apps Premier Edition, whether as an enterprise-wide office application or as a complementary solution for select departments or employees within a traditional managed desktop environment."

Capgemini becomes the first global IT consultancy company that recommends software-as-a-service solutions and it could play an important role in the rise of the collaborative IT - "real-time collaboration unlimited by location, platform, versions, user roles or proximity to the IT hub."



### **Yesterdays argument, tomorrows solution**

Still Secure, After All These Years

By Alan Shimel

9/10/2007

URL: <http://www.stillsecureafteralltheseyears.com/ashimmy/2007/09/yesterdays-argu.html>

One of the classic mistakes that armies on the losing side make is fighting the next war with the last wars weapons and tactics. I am afraid Mr Hoff is guilty as charged in talking about the recent Google/**Capgemini** deal. In case you have not heard, **Capgemini** will offer Google Apps to the one million strong corporate desktops that it services.

Chris does a nice job of explaining how CG will make money on this and some of the advantages of Google Apps. However, Chris seems to side on the camp of those who think that SaaS based, centrally managed applications and the data that goes with it, will present compliance and security concerns that could slow adoption.

I say poppycock to that. I heard the same thing about Qualys storing vulnerability data 5 years ago and over the intervening time have seen that argument melt away except for maybe in the federal government space. In fact Qualys has now become the tester of choice for PCI compliance in many cases. But beyond that, the whole issue of outsourcing application hosting brings me back to my days at Interliant, an early entrant into the ASP market. We hosted Lotus Notes, PeopleSoft and other enterprise level applications. As well as managed security (mostly checkpoint firewalls, which was sold to Akiva).

One thing that we learned the hard way at Interliant is that people will not outsource applications which they consider critical and core to the business. So for instance, if they were an accounting firm, they would probably not outsource the hosting and management of their accounting software. However, critical, non-core applications are good candidates for outsourcing. I think for the most part, this is exactly where the Google Apps fall. I think the success of hosted CRM like Salesforce.com also shows that people are willing to outsource critical, non-core applications.

Now the fact that it is Google after all, raises in my mind anyway, two other issues. One is the privacy of my data from Google. Is Google going to use that to hone the ad words they serve up to me? The other is that as Google continues to grow, will it suffer from Microsoft like "evil empire" syndrome, where people attach dark aspirations to everything they do. I guess we will have to see how this plays out.

## Microsoft Issues 10 Reasons Why Enterprises Shouldn't Use Google Apps

Read/WriteWeb

By Richard MacManus

9/10/2007

URL: [http://www.readwriteweb.com/archives/microsoft\\_10\\_reasons\\_against\\_google\\_apps.php](http://www.readwriteweb.com/archives/microsoft_10_reasons_against_google_apps.php)

*(Article also appeared in Discoverion.)*

Up till now, Microsoft has been very quiet about the nascent Web Office threat from Google. But today, in response to the news that IT systems consultancy **Capgemini** has partnered with Google to sell Google Apps Premier Edition (GAPE) to enterprises, Microsoft issued an email listing 10 "top questions that enterprises should ask when considering the switch to GAPE." The questions read more like reasons why enterprises shouldn't choose Google Apps. This list was first published by Mary Jo Foley, who says it was an unsolicited email from a Microsoft "corporate spokesperson".

The 10 reasons make for fascinating reading - and show just how concerned Microsoft really is about not only Google Apps, but Web Office in general. Here is a copy of the email list:

- “1. Google touts having enterprise level customers but how many “USERS” of their applications truly exist within the enterprise?
- “2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a “known only to Google” schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?
- “3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?
- “4. Google's primary focus is on ad funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services only account for 1% of the company's revenue. What happens if Google executes poorly? Do they shut down given it will them in a minimal and short term way? Should customers trust that this won't happen?
- “5. Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps – doesn't this equal a very small % of global information workers today? –On a feature comparison basis, it's not surprising that Microsoft has a huge lead.
- “6. Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?
- “7. Enterprise companies have to constantly think about government regulations and standards – while Google can store a lot of data for enterprises on Google servers, there is no easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9% uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the definition Google has for “downtime” – ten consecutive minutes of downtime. What happens if throughout the day

Google is down 7 minutes each hour? What does 7 minutes each hour for a full work day that cost an enterprise?

“8. In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google’s tech support is open M-F 1AM-6PM PST – are these the new hours of global business? And if a customer’s “designated administrator” is not available (a requirement) does business just stop?

“9. Google says that enterprise customers use only 10% of the features in today’s productivity applications which implies that EVERYONE needs the SAME 10% of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information – how does Google’s generic strategy address role specific needs?

“10. With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features – how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?

“I invite you to speak with customers, partners and analysts who can validate Office’s business model.”

There's no doubt these are compelling reasons why an enterprise should choose Microsoft Office over Google Apps, at this point. But it's noticeable that the list doesn't mention the word "collaboration", which is probably the key benefit of Google Apps compared to MS Office.

Nor does Microsoft adequately rebut that Google Apps will be a complement to Microsoft Office (as CapsGemini and Google claimed yesterday). Microsoft says in point 3 that "the costs actually become greater for a company as they now have two IT systems to run and manage and maintain." But that doesn't address the features that Google Apps offers and how it might complement an enterprise's office software set-up.

What do you make of Microsoft's response? It certainly brings up some valid criticisms of Google Apps and Web Office, but then Google isn't claiming their product is a replacement of MS Office. Their stance is that it's a complement - and so in that respect this list by a Microsoft spokesperson is probably an over-reaction. It looks like someone in Redmond hit the panic button a bit too early.



## En Garde, Zoho! Capgemini Backs Google Office

CMS Wire

By Angela Natividad

9/10/2007

URL: <http://www.cmswire.com/cms/enterprise-20/en-garde-zoho-Capgemini-backs-google-office-001680.php>

**Capgemini**, based in France, will officially become the first top tech consultant to begin recommending Google’s office suite to corporate clients. The partnership was announced early today.

According to Forrester Research’s Ray Wong, **Capgemini**’s support will help Google gain street cred in the enterprise sector, where people are used to spending big dollars on cumbersome software.

**Capgemini** is a voice of influence for over 1 million personal computers in companies around the globe, according to CNN.

Google’s biggest competitor in serving SaaS-style office tools to businesses is Zoho, which plans to release Zoho Business at a cost US\$ 10 lower than the search giant’s office suite.



**Podcast: News to know midday: AMD Barcelona; 1 million iPhones; Google Apps**

ZDNet.com

By Larry Dignan

9/10/2007

URL: <http://blogs.zdnet.com/BTL/?p=6203>

Categories: General, Apple, Google, AMD, News to know

Tags: Apple iPhone, Google Inc., Google Apps, Podcast, Apple Inc., Advanced Micro Devices Inc., Larry Dignan

On today's podcast:

It's Barcelona day for AMD. The Intel dogfight is far from over though.

Apple sells 1 million iPhones.

Google Apps for Enterprise gets a **Capgemini** boost.



**Google's Web-based apps get a big-business boost**

Todd Bishop's Microsoft Blog

By Todd Bishop

9/10/2007

URL: <http://blog.seattlepi.nwsource.com/microsoft/archives/121486.asp?source=rss>

The big news today in the productivity software market is the decision by tech consultancy **Capgemini** to add Google's Web-based programs, including Docs & Spreadsheets, to the offerings it supports for large companies. See the press release here: [PDF](#).

As noted in this AP story, analysts say **Capgemini's** decision will give Google's productivity applications more credibility in the eyes of large businesses. That, in turn, could put added pressure on Microsoft to move more in the direction of a Web-based productivity suite.

At the same time, the Redmond company already appeared to be headed in that direction. Microsoft Business Division President Jeff Raikes, talking to financial analysts in July, said the company is "investing substantially in Web productivity as a complement to what we do in our traditional Office productivity." While declining to elaborate, he indicated that there's something more coming on that front sometime this year.



## Google Apps Goes After Enterprise Market

Read/Write Web

By Richard MacManus

9/10/2007

URL:

[http://www.readwriteweb.com/archives/google\\_apps\\_goes\\_after\\_enterprise\\_market\\_Capgemini.php](http://www.readwriteweb.com/archives/google_apps_goes_after_enterprise_market_Capgemini.php)

UK newspaper The Guardian is reporting that Google has partnered with major IT consultancy and outsourcing specialist **Capgemini**, to sell Google Apps to enterprises. **Capgemini**, which is also a partner of Microsoft and IBM, will keep the \$50 per user fee that Google charges for Google Apps Premier Edition. They will also make money off services. **Capgemini** currently manages about a million desktops for corporate clients.

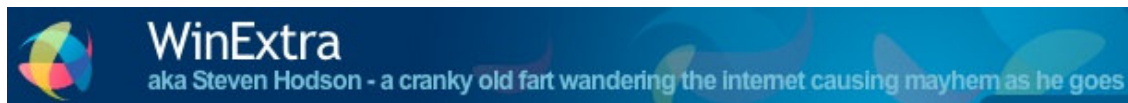
Interestingly, **Capgemini**'s strategy is to "mix and match" Microsoft and Google office products - so it seems Google Apps will be a complement, more so than a replacement, for Microsoft Office. Google too seems to be pushing the complement line. Robert Whiteside, Google enterprise manager for UK and Ireland, is quoted as saying: "If you look at the traditional desktop it is very focused on personal productivity. What Google Apps brings is team productivity."

Nick Carr has some more info on this news. He spoke to Steve Jones, a **Capgemini** outsourcing executive, who told Carr there were two main advantages of Google Apps:

"First, it allows the many thousands of workers who don't have their own PCs or their own copies of Office - from factory hands to call-center agents - to gain access to email, calendars, and other personal-productivity applications. Up to now, says Jones, licensing and data-storage costs have prohibited these "disenfranchised employees" from being given access to Office-style apps. Because Google charges only \$50 a year per user for Apps and stores all email messages and other data in its own systems, it lowers the cost barrier substantially.

Second, says Jones, Google Apps simplifies collaboration, particularly between employees working at different companies [...]"

This is an interesting move by Google - not so much the outsourcing to **Capgemini**, because that is a common and almost necessary way to crack the enterprise market. Of more interest to me is how Google is positioning Google Apps as a complement to Microsoft Office. It's almost admitting that Google Apps isn't good enough to be a standalone office suite yet. And to be frank, they are right - it isn't. So for now, riding into the enterprise on the coattails of the big kahunas (MS Office and to a lesser extent IBM) is a pretty cunning strategy.



## Off The Cuff: Sitting in the Google Basket

WinExtra

By Steven Hodson

9/10/2007

URL: <http://www.winextra.com/2007/09/10/off-the-cuff-sitting-in-the-google-basket/>

In the on going skirmishes between Google and Microsoft over Google's supposedly non-existent web office suite one has to wonder which basket is safer to sit in.

Show Title: Sitting in the Google Basket

Referenced Posts:

Mary Jo Foley - Is Google Apps now a real Microsoft Office competitor?

Nick Carr - **Capgemini** to pitch Google Apps

Mathew Ingram - Google turns up the heat on Office

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Conversation Tags: Google, Microsoft, web office suite, **Capgemini**, Web 2.0

### Why Does Capgemini Need An Agreement With Google To Push Google Apps?

Discoverion

By Unavailable

9/10/2007

URL: <http://www.discoverion.com/archive/venture-WhyDoesCapgeminiNeedAnAgreementWithGoogleToPushGoogleApps1189476780.shtml>

The media is having a field day with the news that IT consulting firm **Capgemini** has come to an agreement with Google to push Google's online apps into enterprise customers. It's true, as many of the stories point out, that this is a huge win for Google, and is likely to help increase adoption of its apps within the enterprise. However, what's not clear and not explained is why the two companies needed an agreement first. As the article notes, it appears that there were financial considerations in the agreement as well. If anything, this should call into question **Capgemini's** impartiality in recommending apps to its customers. If Google Apps is the best solution, then shouldn't **Capgemini** support it with or without an agreement? Waiting until the two companies have an agreement (and announcing that fact) just makes it sound like **Capgemini's** recommendations are going to be based on who paid them some money, rather than on what's the best solution for customers.



### Microsoft Office vs. Google Apps: Latest Skirmishes

PC World's Techlog

By Harry McCracken

9/10/2007

URL: <http://blogs.pcworld.com/techlog/archives/005388.html>

It may be premature to call the competition between Microsoft Office and Google Apps a war--"spat" might be more accurate as of yet--but whatever it is, it continues to heat up.

Today, **Capgemini**, the great big global consulting company that works with great big global clients, announced that it'll provide service and support for Google Apps. I chatted with some **Capgemini** folks about their plans last week, and they said they don't envision big companies dumping Microsoft Office for Apps, but that it can make sense as a complement to Microsoft's wares--especially for companies who have lots of employees who don't have their own PCs (such as workers on factory floors).

I dunno how many of **Capgemini's** customers will take the plunge, but it's an interesting development--and certainly a sign that Google wants to take the, um, spat to the enterprise front, where so much of Microsoft's profits from Office originate.

And Microsoft has fired back, at least verbally: Mary Jo Foley of ZDNet's All About Microsoft has published a list that Microsoft sent her of ten questions Microsoft says that enterprises should ask themselves before switching to Google Apps Premier Edition. Here's they are.

Many of Microsoft's points are absolutely legitimate. Google Apps isn't a good option for power users (well, at least not as their only suite--but some of the most power-hungry users I know like to use it at least part of the time). It only works when you've got an Internet connection. And it offers no Visual Basic-style programmability or, actually, much in the way of customization features at all.

Others seem like odd issues for Microsoft, of all companies, to bring up, like its criticism of Google for not releasing updates on a known schedule. (Memo to Redmond: Nobody really knows when you're going to release updates to Office, either.)

Short term, there are at least as many reasons for companies not to use Google Apps--or at least not to bet their business on it--as there are for them to adopt it. Long term, though, there's every reason to think that Office's deskbound foundation is going to feel more and more archaic. And if Google chooses to pour resources into Apps--not a given, although they seem committed to it at the moment--most or all of Microsoft's ten questions will be irrelevant.

In other words, the Microsoft points feel a little like a 2007 edition of the arguments that Wang Labs probably used in the late 1970s to discourage companies from considering PC word processing software such as The Electric Pencil. By the mid-1980s, all the arguments in favor of dedicated word processors had crumbled, and there was nothing the least bit risky about PC-based word processing.

If I were an enterprise Office customer who was considering Apps, I'd ask Google many of the questions Microsoft has so helpfully supplied. But I'd also ask Microsoft why Office, whose roots go back a quarter century, still doesn't have collaboration tools to compare with those in Apps. I'd ask it why Office doesn't have any straightforward way to save documents to the Internet so they're available anywhere. I'd ask it what its plans were for providing a hosted office suite that doesn't require installing a bunch of big fat applications on multiple PCs.

I've said before that I can't tell if Google is committed to Apps, or whether it's simply yanking Microsoft's chain. (We've seen evidence lately that Google isn't above giving up on unsuccessful products even when it causes problems for people who have given it money.) But I have no doubt that Apps represents the future of office-productivity software. Some Web-hosted suite is going to cut dramatically into Office's market share over the next few years...though I'm entirely prepared to believe that it might be a Web-hosted suite from Microsoft that does the job.

# TechCrunch

## Google Makes Its Enterprise Move

Tech Crunch

By Duncan Riley

9/10/2007

URL: <http://www.techcrunch.com/2007/09/10/google-makes-its-enterprise-move/>

Google is yet to finalize its office suite (powerpoint is on the way), but it now has a major ally in distributing it to big enterprise customers.

**Capgemini**, who control a million or so enterprise desktops and are one of the largest IT consulting businesses, will offer Google Apps to its clients. Google Apps include services such as email, calendar, word processing and spreadsheets.

**Capgemini**, which has distributed desktop applications from Microsoft and IBM (Lotus Notes) for years (and will continue to do so), says this is the move towards the trend of "team productivity." Traditional Microsoft products, they say, are geared towards individual productivity. What they are referring to is Google Docs' most important feature - the ability for users to collaborate over documents online, and simultaneously.

**Capgemini** will collect a £25 licence fee for each install, plus additional fees for service and maintenance.

This is a big step for Google, but there's one little problem, as Nick Carr points out: the security issues around Google Docs remain. All documents are stored on Google's servers, which is a big problem for Sarbanes Oxley strapped public companies. Noticeably absent from the announcement were any customer announcements, for the simple reason that there are none of note yet. A large telco is supposedly ready to install Google Docs on some of its desktops this month, though. Google will certainly announce that when it happens.

Google still has a long way to go before it makes any kind of dent in Microsoft's \$12 billion/year Office revenues. But the future of Office documents is becoming increasingly clear - online collaboration is the killer app, not the number of new fonts and features in this year's version of Word.



### Google Apps Enterprise Push

Screenwerk

By Unavailable

9/10/2007

URL: <http://gesterling.wordpress.com/2007/09/10/google-apps-enterprise-push/>

The Guardian reports on **Capgemini** jumping on the Google Apps bandwagon (at the behest of Google of course):

Google has linked up with IT consultancy and outsourcing specialist **Capgemini** to target corporate customers with its range of desktop applications, in the search engine's most direct move against the dominance of Microsoft.

**Capgemini**, which already runs the desktops of more than a million corporate workers, will provide its customers with "Google Apps" such as email, calendar, spreadsheets and word processing.

**Capgemini** is one of Microsoft's partners for its new Vista operating system and will continue to use products from Microsoft and Lotus Notes owner IBM, but adding Google is a vote of confidence in the company's applications. **Capgemini** is already installing Google Apps in its first major corporate customer.

There's not a ton to say here except that Google continues to push into the enterprise — although this will be seen in some quarters as a vote of confidence for the software. I go back to earlier comments by Eric Schmidt (in his recent Wired Interview) about Google's interest in the enterprise:

Wired: I'll phrase the question differently. Google gets its revenue essentially from one source — online ads. One could argue that it's not diversified enough.

Schmidt: The criticism is valid. We do get the vast majority of our revenue from advertising, which is a business that a lot of other people would like to be in. But there are some new revenue models on the horizon. The most interesting is probably Google Apps, where we're already beginning to get some significant enterprise deals.

Google Apps don't replace Microsoft Office, but they supplement Office and provide some valuable collaborative features and, of course, online access from any computer. Google Apps is one reason that Microsoft is pushing services like Windows Live Services and moving "into the cloud."

There's something of an irony here as Microsoft builds more Web-based consumer services to counter Google and Google aims for the Fortune 500 to diversify its business.

**The Office Application space is no longer dull - Nick Carr notes that Capgemini is pushing Google Apps:**

Cin Com Small Talk

By James Robertson

9/10/2007

URL: <http://www.cincomsmalltalk.com/blog/blogView?showComments=true&entry=3366858981>

In the clearest sign yet that Google Apps may be about to make the leap from small businesses to large ones, a major systems consulting firm, **Capgemini**, is announcing today a partnership with Google to push Apps into the enterprise market. **Capgemini** is incorporating Apps into its outsourcing service for managing companies' PC networks. It currently manages about a million desktops for corporate clients. In a statement that is sure to annoy Microsoft, which has long dominated business PCs with its Office suite, **Capgemini** says that Google Apps represents "the next-generation communication and collaboration tools [workers] need to manage electronic communications, share and publish information, and stay connected while on the go."

Over on the Mac, iWork has added a spreadsheet, which makes that suite much more compelling as well - and if you run Parallels, you can open Word docs (et. al.) directly into iWork from your Windows mail client.

Microsoft's tidy little office monopoly is getting some actual competition, and from more than one direction. Even if you like MS Office, this is good news - recall that Internet Explorer has only improved when competition (Netscape in the 90's, Firefox now) has shown up.

## mathewingram.com/work

**Google turns up the heat on Office**

mathewingram.com/work

By Matthew

9/10/2007

URL: <http://www.mathewingram.com/work/2007/09/10/google-turns-up-the-heat-on-office/>

Not that long ago, Google CEO Eric Schmidt would routinely deny that the company had any intention of using its Gmail, Google Docs and other services to compete directly with Microsoft's Office suite. "We're just playing around with some Web stuff," he seemed to be saying. "Nothing important to see over here."

We all knew differently, of course, and now we have even further evidence that Google is intent on moving into the corporate space, with the news that it has signed a deal with **Capgemini** to push Google Docs and other apps at small and medium-sized businesses.

Until now, Microsoft has remained relatively mum about Google, but apparently this latest move was a little too much for the software behemoth to take. As ZDNet reports, the company issued a somewhat defensive-sounding statement about its Office software dominating the market, etc. etc. — and then followed up with some helpful questions for journalists to ask Google, such as:

1. Google touts having enterprise level customers but how many "USERS" of their applications truly exist within the enterprise?

and

2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners.

Microsoft goes on to take thinly-veiled and not-so-thinly veiled shots at the fact that Google apps depend on Internet access, that they don't let you create headers and footers, and other earth-shattering revelations (the company's statement also flicks at the issue of corporate security, which others have mentioned as well).

Of course, the overwhelming impression created by the note is that Google is starting to get under the software titan's skin. Larry and Sergey are probably chuckling to themselves even now.



### **SearchCap: The Day In Search, September 10, 2007**

Search Engine Land

By Barry Schwartz

9/10/2007

URL: <http://searchengineland.com/070910-180515.php>

Google Office Gains New Enterprise Credibility

**Capgemini** Backs Google's Software Push from the Associated Press covers how Paris-based tech and business consultancy **Capgemini** is going to start recommending and installing Google Apps on enterprise desktops, a move viewed as a big boost for Google's "office" application aspirations.

**Capgemini** also works with Microsoft and IBM and "influences..."



### **Capgemini: Bringing Google Apps to Large Enterprises**

Google Enterprise Blog

By Kevin Smith, Head of Enterprise Partnerships

9/10/2007

URL: <http://googleenterprise.blogspot.com/2007/09/Capgemini-bringing-google-apps-to-large.html>

If you haven't yet caught today's news, global services provider **Capgemini** just announced their partnership with us and their focus on Google Apps for large enterprises. The crux of their announcement is that they'll be integrating Google Apps into their world-class managed desktop services, bringing email and collaboration tools to employees of large enterprises who do not currently have the right tools (or any tools, in some cases).

We're very excited about this, since it means many of our larger customers will have access to the high-quality services and support that **Capgemini** provides to its clients. Thousands of large, medium, and small organization are adopting Google Apps daily, and this partnership now gives larger enterprises--who often have very specialized requirements--a new choice of a trusted advisor to help them make the transition.

For details on what **Capgemini** is offering, I suggest going directly to the source:

<http://www.Capgemini.com/google>

### Court Lets Google File Brief Against Microsoft

Technology Daily AM

By Unavailable

9/10/2007

URL: Unavailable

The Google Internet firm filed a court brief last week that outlines its objections to a June agreement between regulators and Microsoft concerning the Microsoft computer-operating system Windows Vista, Computerworld reports. U.S. District Judge Colleen Kollar-Kotelly on Tuesday allowed Google to file the brief, even though she earlier said Google was not a party in the case. Google had complained to federal antitrust officials that Vista is anti-competitive because it discourages customers from using non-Microsoft search software. In other news, AP reports that the technology consultancy **Capgemini** will begin recommending Google's online suite of office software to its corporate customers. AP, the Los Angeles Times and The Mercury News report that Advanced Micro Devices is set to launch its highly publicized server chip Monday.

## InfoWorld

### Capgemini to provide IT services for Google Apps

IDG News Service

By Juan Carlos Perez

9/10/2007

URL: [http://www.infoworld.com/article/07/09/10/Capgemini-provides-IT-services-for-Google-Apps\\_1.html](http://www.infoworld.com/article/07/09/10/Capgemini-provides-IT-services-for-Google-Apps_1.html)

*(Article also appeared in InfoWorld)*

Google aims to make its hosted suite more palatable to large businesses by offering training, support, and integration from **Capgemini**

Google has formed a partnership with **Capgemini**, which will provide IT services to large businesses that adopt the Google Apps Premier Edition hosted suite of collaboration and communication software.

A new member of the Google Enterprise Professional program, **Capgemini** now offers training, support, integration, and other services for Google Apps Premier Edition customers, the vendors plan to announce Monday.

The partnership with **Capgemini**, one of the world's largest IT services companies with over 75,000 employees in 32 countries, makes Google Apps more palatable to large organizations that prefer IT services providers to assist them with changes and additions to their large, complex IT architectures.

"Our overall partner strategy is to make sure that those customers that come on board have the services they need or request," said Kevin Smith, Google's head of enterprise partnerships.

In the case of Google Apps Premier Edition customers, some may hire **Capgemini** to help them with e-mail migration, with adding the suite to an existing single sign-on system, or with making sure that the Calendar component synchronizes properly with employees devices, Smith said.

Meanwhile, **Capgemini**, which generated revenue of \$10.4 billion in 2006, added Google Apps to the portfolio of products it supports because it believes that demand for software-as-a-service (SaaS) collaboration and communication suites will grow strongly in coming years, company officials said. For **Capgemini**, offering services for a SaaS suite like Google Apps Premier Edition is a natural extension of its broad expertise providing outsourced desktop support to more than 1 million users worldwide, they said.

The Premier Edition, introduced in February, is a fee-based version of the Google Apps suite that is tailored for workplace use in organizations of all sizes. For \$50 per user per year, it offers phone technical support, software interfaces for integrating suite components with other systems and more e-mail storage than the free Standard Edition.

As CIOs and IT managers in large companies warm up to the idea of these Web-hosted suites, global IT services providers like **Capgemini** are drawn to develop services for them, said Rebecca Wettemann, an analyst with Nucleus Research Inc.

"We'll likely see services providers start to recognize the opportunity to help implement these applications within enterprises, going beyond desktop management and delivering a heterogeneous desktop to an organization," Wettemann said.

Google, which generates most of its revenue from the consumer market through online ads delivered via its search engines and partner Web sites, has decided to broaden its scope and become a provider of IT products for enterprises.

In so doing, it is locking horns with established players in markets like collaboration and communication software, and in enterprise search.

Google Apps, with its Web hosted approach to collaboration and communication software, is seen as emblematic of the threat this SAAS model presents to Microsoft's Office, the quintessential fat-client software suite.

With an installed base of about 450 million users, Microsoft Office doesn't have a hosted version that is comparable to SAAS suites like Google Apps and others from companies like Zoho, Zimbra and WebEx.

Google Apps includes word processing, calendar, Web page creation, spreadsheet applications, Webmail and instant messaging communication services.

Among the advantages of Web-hosted applications is that, by holding documents in a central server, they allow users to share files and collaborate on them. Also, because vendors host them, customers don't have to worry about installing or maintaining the software nor about issues with the server hardware in which they run.

Downsides include security concerns over the hosting of sensitive data with a vendor outside the corporate firewall, server downtime problems and feature sets that often are less extensive than the ones from packaged software products.



**Bloomberg: National Programming**

Scheduled Program: In Focus ( Bus./financial )  
September 10, 2007; 1:08 PM Eastern D.S

Link to view:

[http://www.criticalmention.com/components/email/email\\_landing.php?random\\_string=cddb7bb56beb2027bdc6b7c0116d4b84](http://www.criticalmention.com/components/email/email_landing.php?random_string=cddb7bb56beb2027bdc6b7c0116d4b84)



>>it looks like we are seeing the rivalry between Google and mike hoss of starting to heat up. **Capgemini** i, europe's largest provider of computer services that serve about a million customers and manage desktop applications, it is not offering those clients google apps, which is essentially microsoft office suite. e-mail, spreadsheets, word processing. these can be accessed from the internet instead of being installed on desktops. if you have workers who are traveling or away from the office bacon easily access all of their projects and e-mail. capt. german i am google down on the day. microsoft is little change -- **Capgemini** and global down on the day.

Microsoft is little changed. why are both stocks down, and in particular, google down so much today? well, the European union antitrust regulators are asking google's customers and rivals on more information on what accompanies proposed \$3 billion takeover of double-click will restrict competition for on-line ads. i think that is what is weighing on the shares -- the ec sent 100 questions to companies last week and they are waiting for responses. and that is the reason why we are seeing this. back to you.



**ABC- KGO: San Francisco, CA**

Scheduled Program: ABC 7 Morning News (News)  
September 10, 2007; 6:46 AM Pacific D.S

Link to view:

[http://www.criticalmention.com/components/email/email\\_landing.php?random\\_string=da5dda276f6c6a13b3b2b08f3795c39b](http://www.criticalmention.com/components/email/email_landing.php?random_string=da5dda276f6c6a13b3b2b08f3795c39b)

>>> google's push for a bigger presence among big businesses is getting a boost. **Capgemini** today will announce a partnership with google. it recommends google office software to the many corporate customers including price waterhouse cooper. i includes e-mail, word processing, spreadsheet and calendar management. >>>



**ABC- KTVX: Salt Lake City, UT**

Scheduled Program: Good Morning Utah (News)  
September 10, 2007; 6:17 AM Mountain D.S

Link to view:

[http://www.criticalmention.com/components/email/email\\_landing.php?random\\_string=49c1624d02fcc36e392d45c76aab46fb](http://www.criticalmention.com/components/email/email_landing.php?random_string=49c1624d02fcc36e392d45c76aab46fb)

*Clip also appeared in ABC- KGO: San Francisco CA (5:18 AM Pacific D.S), ABC- KXTV: Sacramento CA (5:16 AM Pacific D.S), ABC- KNXV: Phoenix AZ (5:07 AM Mountain), ABC- WEWS: Cleveland, OH (5:21 AM Eastern D.S), ABC- WSET: Roanoke VA (5:43 AM Eastern D.S), ABC- WJLA: Washington DC (5:46 AM Eastern D.S), ABC- WMTW: Portland ME (5:47 AM Eastern D.S), ABC- KVUE: Austin TX (6:13 AM Central D.S), ABC- KVIA: El Paso TX (5:07 AM Mountain D.S), ABC- WAAY: Huntsville AL (5:43 AM Central D.S), ABC- WEAR: Mobile AL (5:40 AM Central D.S), ABC- WPLG: Miami FL (6:17 AM Eastern D.S), ABC- KATV: Little Rock AR (5:16 AM Central D.S), ABC- KSAT: San Antonio TX (5:15 AM Central D.S), ABC- KCRG: Cedar Rapids IA (5:15 AM Central D.S), ABC- WHAS: Louisville KY (6:09 AM Eastern D.S), ABC- WMAR: Baltimore MD (6:06 AM Eastern D.S)*

>>> google is getting a major boost to its online software suite.technology consultancy **Capgemini** is going to begin recommending the software to businesses. the programs are an alternative to microsoft office. google began selling the applications to businesses in February.. in a bid to diversify from online advertising. >>>



**CRITICAL MENTION**  
The TV Search Engine Company

find what you need.

**Fox- WXMI: Grand Rapids, MI**

Scheduled Program: FOX 17 Morning News (News)  
September 10, 2007; 7:45 AM Eastern D.S

Link to view:

[http://www.criticalmention.com/components/email/email\\_landing.php?random\\_string=37c5c59fd02ede68393ea603a00677e](http://www.criticalmention.com/components/email/email_landing.php?random_string=37c5c59fd02ede68393ea603a00677e)

>>> google, getting a healthy dose of new publicity for its online office software. technology consulting firm cap-gemini will begin recommending google's products to its corporate customers. the move is expected to boost google's effort to drum up more sales to big businesses. the partnership is to be announced today. it represents the first time one of the world's top technology consulting services has embraced google's office software. it includes e-mail, word processing, spreadsheets and calendar management. >>>



**Competition comes to the Office market...on two fronts**

CNET Blogs

By Matt Asay

9/10/2007

URL: [http://blogs.cnet.com/8301-13505\\_1-9774980-16.html](http://blogs.cnet.com/8301-13505_1-9774980-16.html)

Microsoft may finally have a real fight on its hands to maintain its Office monopoly. In separate news over the last few days, **Capgemini** put its muscle behind Google Apps, as Nick Carr details, and today IBM announced that it will be contributing significant resources to the development of OpenOffice.

About time on both counts. Microsoft could use a little competition. It does its best work when it has real competitors.

From the OpenOffice announcement:

IBM will be making initial code contributions that it has been developing as part of its Lotus Notes product, including accessibility enhancements, and will be making ongoing contributions to the feature richness and code quality of OpenOffice.org. Besides working with the community on the free productivity suite's software, IBM will also leverage OpenOffice.org technology in its products. This translates into 35 developers, as Savio Rodrigues of IBM notes. That is significant headcount for any project, and especially one as interesting as OpenOffice.

See, OpenOffice isn't just interesting as a direct competitor to Microsoft Office. It's also interesting in how it gets sliced and diced into other projects (something to which IBM's announcement alludes). Alfresco, for example, embeds OpenOffice functionality into Alfresco to do file conversions and other functions. The better OpenOffice becomes, the better Alfresco's product becomes. We're not alone.

Google's announcement with **Capgemini** is also intriguing, though not open source. Here's just one reason (via Nick):

For the near term, **Capgemini** is pitching Apps largely as a complement to Microsoft Office. Google's package offers two immediate advantages, according to Jones. First, it allows the many thousands of workers who don't have their own PCs or their own copies of Office - from factory hands to call-center agents - to gain access to email, calendars, and other personal-productivity applications. Up to now, says Jones, licensing and data-storage costs have prohibited these "disenfranchised employees" from being given access to Office-style apps. Because Google charges only \$50 a year per user for Apps and stores all email messages and other data in its own systems, it lowers the cost barrier substantially. This is shrewd. Begin as a complement and end up as a substitute. I still think Google needs to clarify its privacy policy around Google Apps, but I believe it will (or already does, and hasn't told us yet) come down on the right side of that debate.

So, where does this leave us? With two big Microsoft competitors - IBM and Google - going for Microsoft's jugular. They're not attacking head-on, in either case, but rather disrupting with disruptive distribution and development methodologies.

I can't imagine this being bad for customers. Not in the slightest.



### **Capgemini to Recommend Google Apps to Enterprise**

BetaNews

By Ed Oswald

9/10/2007

URL:

[http://www.betanews.com/article/Capgemini\\_to\\_Recommend\\_Google\\_Apps\\_to\\_Enterprise/1189456101](http://www.betanews.com/article/Capgemini_to_Recommend_Google_Apps_to_Enterprise/1189456101)

French technology consultant company **Capgemini** will recommend Google's online office suite to its enterprise customers, giving the software a huge boost against competitors such as Microsoft.

The move should also put to rest once and for all the argument that Google is not attempting to compete against Office, and instead has its sights set squarely on grabbing a portion of the lucrative enterprise software market.

Google Apps Premier Edition includes a full suite of applications that together match the capabilities of Office - including e-mail, calendaring, word processing, and spreadsheets. In the near future, the suite will likely include presentation software as well.

**Capgemini** has the ability to steer companies towards software worldwide, amounting to approximately one million computers. It also works with Microsoft and IBM to recommend software from those companies to its clients.

"Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers and the latest technologies," **Capgemini** CEO Paul Spence said. "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

The cost for GAPE is \$50 per user according to the Mountain View, Calif. company's Web site. It was not specified whether clients of **Capgemini** would pay this or a reduced free to obtain the software.

Even at \$50, however, GAPE may look like a great deal to many companies. To license Microsoft Office for each user, a company may be paying two or three times that - if not more. GAPE would generally provide the same services at a lower cost.

"I would love to see Microsoft Office get some real competition. Competition would force Microsoft to be more responsive to user demands on features, pricing and more," noted Microsoft pundit Mary Jo Foley wrote. "Is GAPE -- in spite of Google and its partners' denials -- that head-to-head competitor? I still don't see it that way."



## Google Turns up Heat on Office

WebProNews

By Mathew Ingram

9/10/2007

URL: <http://www.webpronews.com/blogtalk/2007/09/10/google-turns-up-heat-on-office>

Not that long ago, Google CEO Eric Schmidt would routinely deny that the company had any intention of using its Gmail, Google Docs and other services to compete directly with Microsoft's Office suite. "We're just playing around with some Web stuff," he seemed to be saying. "Nothing important to see over here."

We all knew differently, of course, and now we have even further evidence that Google is intent on moving into the corporate space, with the news that it has signed a deal with **Capgemini** to push Google Docs and other apps at small and medium-sized businesses.

Until now, Microsoft has remained relatively mum about Google, but apparently this latest move was a little too much for the software behemoth to take. As ZDNet reports, the company issued a somewhat defensive-sounding statement about its Office software dominating the market, etc. etc. — and then followed up with some helpful questions for journalists to ask Google, such as:

1. Google touts having enterprise level customers but how many "USERS" of their applications truly exist within the enterprise?

and

2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners.

Microsoft goes on to take thinly-veiled and not-so-thinly veiled shots at the fact that Google apps depend on Internet access, that they don't let you create headers and footers, and other earth-shattering revelations (the company's statement also flicks at the issue of corporate security, which others have mentioned as well).

Of course, the overwhelming impression created by the note is that Google is starting to get under the software titan's skin. Larry and Sergey are probably chuckling to themselves even now.

# InformationWeek

## IBM Adds Lotus Notes Code To OpenOffice Project

InformationWeek

By Paul McDougall

9/10/2007

URL: <http://www.informationweek.com/news/showArticle.jhtml?articleID=201805296>

IBM's participation could make OpenOffice.org a more serious threat to Microsoft's stranglehold on the productivity software market.

In the latest challenge to Microsoft(MSFT)'s stranglehold on the productivity software market, IBM(IBM) said Monday that it will donate part of the code behind its Lotus Notes package to OpenOffice.org, a Sun Microsystems(SUNW)-backed group that offers open source office software as a free download.

IBM officials said the move is part of a broader effort that IBM is undertaking to support OpenOffice.org, which produces free word processing, spreadsheet, and presentation software that competes with Microsoft's pricey Office 2007 suite.

IBM's support for OpenOffice will help "accelerate the rate of innovation in the office productivity market," said Mike Rhodin, general manager of IBM's Lotus division, in a statement. Among other things, IBM plans to donate to OpenOffice.org some of the code that it uses to make its Lotus products accessible to visually impaired users.

IBM's contribution to OpenOffice.org represents a give-back of sorts. The company used OpenOffice's open source software to build some of the productivity applications embedded in Lotus Notes 8.

IBM's participation in the project could make OpenOffice a more serious threat to Microsoft. The group is competing with Redmond not just on finished products, but also on the document formats underlying them.

OpenOffice software is based on the Open Document Format, which has been certified as a standard by the International Organization for Standardization. A proposal that would have given fast-track ISO approval to Microsoft's rival product, Office Open XML, was voted down last week by ISO member countries. Microsoft has said it will continue to seek ISO approval for OOXML.

The stakes are high as an increasing number of government and enterprise software buyers are insisting that the applications they purchase conform to internationally recognized standards.

OpenOffice isn't the only challenge to Microsoft's dominance in the productivity software market. Google recently entered the fray with an array of hosted applications sold as a service under the Google Apps brand. On Monday, outsourcer **Capgemini** said it would add support for Google Apps Premier 8 to its service offerings.

# InformationWeek

## Microsoft Throws Daggers At Google Apps

InformationWeek

By Mary Hayes Weier

9/10/2007

URL: <http://www.informationweek.com/news/showArticle.jhtml?articleID=201805282>

*(Article also appeared in Intelligent Enterprise)*

Following a deal with **Capgemini** to push Google Apps into global companies, Microsoft comes out swinging.

Microsoft(MSFT) faces the first formidable threat in years to its desktop domination from Google(GOOG) Apps, and it is taking the threat seriously. The proof? A scathing statement the company issued Monday in response to **Capgemini**'s announcement that it'll offer Google Apps through its desktop outsourcing service.

Microsoft's statement covers eight questions it says companies should consider before choosing Google Apps, even after both **Capgemini** and Google executives have stressed that they're not looking to outright replace Microsoft Office desktops. Rather, they're looking to put in Google Apps where it "makes sense." That includes organizations where employees don't have their own personal computers, or rely heavily on mobile devices.

They've also suggested that some companies might want to deploy Google Apps alongside Microsoft Office. **Capgemini** is trying to walk a tightrope of neutrality as it already offers Microsoft Office through its desktop outsourcing service. Microsoft says that when considering Google Apps, companies should question the actual number of users Google has "within the enterprise." It also points to Google's history of releasing "incomplete products, calling them beta software," and says that desktop costs will rise for companies trying to offer both Microsoft Office and Google Apps.

Microsoft takes shots at Google's primary focus on ad-funded search -- even as it looks to expand into that area. It also criticizes features lacking in Google Apps, such as support for headers, footers, tables of content, and footnotes, and says it's not appropriate for "power users." That's something **Capgemini** and Google agree on, too.

Microsoft says companies should be concerned about how they would meet government regulations and standards for data management if data within Google Apps is hosted on Google servers. But this argument could apply to any company that's hosting software for customers -- something that Microsoft does, too, with its Dynamics enterprise apps. And Microsoft criticized Google's limited technical support hours: certainly a potential problem if you don't go through **Capgemini** or some other service organization that has expanded technical support hours.

In sum, Microsoft makes some good points about Google Apps, including ones neither **Capgemini** nor Google would argue with. But its response underlies something else neither **Capgemini** or Google appear willing to own up to: in many cases, business going to Google through **Capgemini's** desktop outsourcing service would have otherwise gone to Microsoft.

## ChannelWeb NETWORK

### **Capgemini Opens Google Apps Services Practice**

CRN

By Stacy Cowley

9/10/2007

URL: <http://www.crn.com/software/201805256>

**Capgemini** announced Monday an alliance with Google to support enterprise deployments of Google Apps Premier Edition, marking one of the largest channel partnerships to date for Google's hosted, Web-based office productivity applications.

A lightweight rival to Microsoft Office, Google Apps offers hosted e-mail, instant messaging, calendar, word processing and spreadsheet applications through the SaaS (software-as-a-service) model.

**Capgemini**, which supports 1 million outsourced desktop users worldwide, will add the service to its portfolio of enterprise desktop offerings.

**Capgemini** declined to say whether it's reselling and making margin on Google Apps Premier, which carries a list price of \$50 per user annually. The financial arrangements around purchasing the service will vary for each customer engagement, according to Steve Jones, **Capgemini's** head of SOA (services-oriented architecture) for **Capgemini's** global outsourcing unit.

But where **Capgemini** sees its real profit opportunity is in the services around Google Apps. The firm will offer training, level 1 and 2 support, provisioning, security consultation and integration with corporate single-sign on systems, among other services, Jones said.

**Capgemini** sees two particular cases where a hosted solution like Google Apps will be effective: for companies that want a low-cost way to push electronic communication out to workers in "uncarpeted" offices, such as manufacturing line employees; and for easing collaboration between geographically distributed teams. Serving as its own guinea pig, **Capgemini's** global outsourcing group adopted Google Apps internally and has found Google Docs particularly useful for collaboratively drafting and revising documents like white papers, Jones said.

"Clients say to us, 'How do I enable collaboration?'" Jones said. "What we found is that they weren't asking for Google Apps, but covertly, they were using it to do just that."

Google Apps has some significant limitations compared to the more robust, traditional desktop software with which it competes. Right now, it can only be used online, cutting remote users off from their data stash. (Google's Gears technology for offline document storage is under development.) The applications also lack all the bells-and-whistles of more mature applications like Microsoft Word.

On the other hand, the ubiquitous Web availability of Google's applications make them the best fit for some client needs, Jones said. **Capgemini** is currently working with one customer that is using Google Apps for call-center employees who share desks and workstations.

Microsoft, which is building out its own rival portfolio of Web-based applications, was sufficiently spooked by **Capgemini**'s Google alliance to fire off a pointed critique. Microsoft's press office sent a mass mailing touting the company's Office partner ecosystem and tossing barbs at Google's downtime potential, "history of releasing incomplete products" in perpetual beta, and lack of "essential document creation features."

**Capgemini**'s Jones was frank about Google's limitations. He cast Google Apps as an addition to a portfolio that will continue to feature rival desktop offerings from Microsoft, IBM and other vendors.

"The Google thing doesn't work for all customers. This is all about choice and flexibility," Jones said. "In some scenarios Google works, in some this other thing works, and in some, neither works and we're still looking for a solution. This is an iterative, changing market, and we're enabling clients to take advantage of that."



### Google Apps Gets Enterprise Partner

Internet Financial News

By Nathan Weinberg

9/10/2007

URL: <http://www.internetfinancialnews.com/financialblogtalk/news/ifn-6-20070910GoogleAppsGetsEnterprisePartner.html>

Google Apps, Google service for running corporate email, calendaring and documents, has gotten a new partner in the form of **Capgemini**...

...a major systems consulting firm. **Capgemini** will incorporate Google Apps into its outsourcing service, which currently manages over a million corporate desktop PCs. The goal of the partnership is to bring Apps into larger companies, past just the educational and small business clients the service currently enjoys.

Regarding the big question, if Google Apps is even ready for big companies, Nick Carr got an interesting answer from **Capgemini** outsourcing exec Steve Jones:

I asked Jones about the commonly heard claim that Google Apps, while fine for little organizations, isn't enterprise-ready. He scoffed at the notion, saying that the objection is just a smokescreen that some CIOs are hiding behind. Google Apps, he says, is already being used covertly in big companies, behind the backs of IT staffers. The time has come, he argues, to bring Apps into the mainstream of IT management in order to ensure that important data is safeguarded and compliance requirements are met. Jones foresees a lot of big companies announcing the formal adoption of Apps.

They go on to say that Apps will be marketed as a complement to Microsoft Office, but that it should prove a good idea for employees who the company can't afford to give copies of Office. Both are interesting arguments, but here's a counter:

\* Yes, some employees are using Gmail behind the scenes instead of their corporate email, but plenty are using Hotmail or Yahoo Mail. Employees are always going to have personal webmail accounts in addition to their corporate accounts, and it proves no trend.

\* If the arguments go beyond that, that employees are collaborating in secret with Google Docs, as surprising as that may be, it wouldn't surprise me if plenty of those employees are also using OpenOffice. In fact, it would surprise me even less if stats backed up this hypothesis: More outsourced employees, without licensed copies of Microsoft Office, are pirating Office than using a free alternative.

\* I've long argued that at \$50 per user per year, Apps is either barely cheaper than Microsoft Office, or actually more expensive as that subscription fee adds up. This decision can't be made on a purely financial basis, but has to be won on features.

Both Carr and TechCrunch point out the obvious problems with accounting under current U.S. law, and the fact that no new customers were being announced with this news. Supposedly a big telco is going to announce a switch to Google Apps on some of its computers, so we'll have to wait and see.



### Google Apps Pairs Up With Capgemini to Go After Big Fish

Tech News World

By Fred J. Aun

9/10/2007

URL: <http://www.technewsworld.com/story/59257.html>

*(Article also appeared in E-Commerce Times.)*



Google is partnering with French firm **Capgemini** to help promote its Google Apps suite to enterprises as a Software as a Service offering. The Paris-based firm helps companies implement technologies, and plans to help enterprise-level users of Google Apps Premier Edition put it to work for them. The companies anticipate a 25 percent annual growth rate for SaaS for the next.

Google (Nasdaq: GOOG) signaled its intention to go after enterprise users by announcing a partnership with a French firm that will help it deliver Google Apps as a Web-based service.

**Capgemini**, a major global provider of outsourced business technology, will now provide professional support for enterprises that adopt the Web-based desktop solutions found in Google Apps Premier Edition.

Adding Google software to **Capgemini's** portfolio will help it "capitalize on the rapid growth" of Software as a Service (SaaS) solutions, said the Paris-based company, which operates in 30 countries, employs about 75,000 people and reported 2006 revenues of about US\$10 billion. Citing Gartner (NYSE: IT) research, **Capgemini** said the SaaS market is predicted to grow 25 percent compounded annually through 2010.

Google Apps Premier Edition is a beefed-up version of the free Google Apps package. Designed for large enterprises and priced at \$50 per user per year, it provides Web-based collaboration and communication applications including Google Docs and Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page.

#### A Guiding Hand

The pairing will allow **Capgemini** to broaden its outsourced desktop offering which, it said, "encompasses the complete asset lifecycle from procurement, installation, deployment and management through to disposal." The company is already supporting more than a million desktop users worldwide.



SaaS differs significantly from "fat client" business applications requiring software to be installed on individual desktop PCs, or even "thin client" systems that centralize the applications on a company server and use simple terminals instead of full-fledged computers at the workstations. With SaaS, the applications are Web-based and externally hosted.

Nevertheless, there is a need for professional services to help large enterprises roll out SaaS packages, said **Capgemini**, asserting it has "considerable experience managing the challenges and opportunities of incorporating new applications into existing, complex IT infrastructures."

Voice of Experience

Companies can better benefit from the cost savings and other efficiencies provided by SaaS solutions if those implementations are handled by its experts, **Capgemini** said.

"With its highly regarded transition services, **Capgemini** can extend the value of Google Apps for large-scale enterprises by maximizing adoption and fostering real-time collaboration -- even for mobile workers, partners and other user groups that were previously disconnected from corporate email and applications," said **Capgemini**.

To ensure it does the best job possible in helping companies adopt Google Apps Premier Edition, **Capgemini** said it has joined the Google Enterprise Professional program.

The partnership is a smart one that should benefit both companies, Nucleus Research analyst Rebecca Wettemann said.

Credibility for Google

"Certainly, **Capgemini** knows the enterprise space well," Wettemann told the E-Commerce Times. "It's a great opportunity for them to have another partner in the software space and Google recognizes they need those kinds of enterprise partners to be effective in the enterprise space and add credibility. So this is good news for both of them."

While **Capgemini** has significant experience supporting the traditional installed and licensed type of desktop applications, both it and Google are recognizing "the standardized desktop is not necessarily the most effective," said Wettemann. However, both also realize that large enterprises often need help from specialists, such as **Capgemini**, to "walk in and provide that global enterprise support" for SaaS adoptions, she added.

Google Enterprise Vice President and General Manager Dave Girouard cited the French company's "strong heritage providing technology and consulting services to large organizations" and said it will provide "tremendous support for organizations looking to benefit from Google's hosted services."

Not for Everyone

However, many large enterprises might never feel comfortable letting Google, or any other SaaS vendor, have control over hosting corporate data, said Chris Swenson, NPD's director of software industry analysis.

"Enterprises might be hesitant to move to Google apps," he told the E-Commerce Times. "You have to store all your docs on Google servers and I don't know too many companies that will do that. Maybe some churches, nonprofits and universities, where there are people who don't really care if the newsletter is stored on a Google server. But ... enterprises, to varying degrees, will be hesitant."

The fact that sales of Microsoft (Nasdaq: MSFT) Office 2007 were about double those of Office 2003 proves SaaS has a long hill to climb, he said.

"There is also a chance of user revolt," said Swenson. "People know how to use Office. They've been using it for years and there's a lot of learning that goes into that. You can't necessarily throw that out the window overnight ... However, Google Apps is not necessarily an Office competitor. It can be a supplement. You can use both Office and Google Apps for your domain."



## In Google Capgemini Trusts

Internetnews.com

By Nicholas Carlson

9/10/2007

URL: <http://www.internetnews.com/ent-news/article.php/3698771>

*(Article also appeared in Addict 3D)*

Google Apps Premier Edition got the stamp of approval from technology consulting and outsourcing firm **Capgemini** today. It's a big deal for Google, industry watchers say, because corporate CIOs don't all trust Web-based services yet. **Capgemini**, however, is a trusted name.

**Capgemini** said it will include Google's Web-based applications, including Docs & Spreadsheets, Gmail, Google Calendar and Google Talk, as a part of its Global Outsourcing desktop offering. The product covers product procurement, installation, deployment and management, according to a statement.

Launched in February, Google Apps Premier Edition also includes 10 gigabytes of storage per user and phone support, and it guarantees that e-mail will be available 99.9 percent of the time. Google also offers application-level control for administrators who want to adapt services, such as calendars or spreadsheets to business policies.

Until now, Google positioned Google Apps Premier Edition as a product for small to medium sized businesses (SMBs). But that will start to shift today, Google spokesman Emmanuel Evita told InternetNews.com.

"As the first Google Enterprise Professional partner with global expertise in the integration of collaboration solutions for large enterprises, **Capgemini** is a great fit to help our larger customers take full advantage of the power of Google Apps Premier Edition," Evita said.

Forrester Research analyst Ray Wang told InternetNews.com he buys the hype. **Capgemini** will be a great fit for Google, Wang said, because the technology consulting firm is a name corporate buyers will trust.

Wang said that one of the reasons Yahoo Enterprise failed was that it went to the enterprise with a direct sales force, and corporate CIOs didn't trust a Web company with their software.

If, however, a trusted adviser such as **Capgemini** introduces corporate buyers to Web-based applications, vouching for their security and utility, "that's a whole different game," Wang said.

Whenever Google makes a push for the enterprise, the question always comes up as to how much the move will impact market leader Microsoft. Typically the answer is not much.

But this time, Wang said, Google might have found a market more ready to migrate from Microsoft than most.

Wang said **Capgemini's** strength is in Europe, where the enterprise is more eager to try out software-as-a-service (SaaS). According to a recent study Wang authored for Forrester, 13 percent of European large enterprises are "currently or planning to pilot" SaaS. In North America, that number is only 8 percent.

And according to the study, those European businesses are looking for what **Capgemini** and Google will offer. At European businesses of all sizes using or piloting SaaS, 52 percent are using messaging, e-mail and calendar applications similar to Google Apps Premier Edition.

In July, Google acquired security firm Postini to protect, encrypt, archive and enforce policies for the Web applications included in Google Apps Premier Edition.



## Microsoft offers its take on Capgemini-Google deal

ZDNet

By Mary Jo Foley

9/10/2007

URL: <http://blogs.zdnet.com/microsoft/?p=706>

Worthwhile? Microsoft has been noticeably quiet whenever we bloggers/press folk ask them for comments on Google various announcements. Today's **Capgemini**-Google partnership to sell Google Apps Premier Edition (GAPE) must have struck a nerve, as Microsoft sent out a lengthy and unsolicited response on the deal.

Here's what Microsoft said via an emailed statement, attributable to a "corporate spokesperson:

"We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need. This is validated in the strong reception we've seen to 2007 adoption and usage and by having achieved more than 90% enterprise agreement renewal in the fourth quarter of our last fiscal year. Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43% on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers."

That was the "official" statement. Microsoft also suggested a list of "top questions that enterprises should ask when considering the switch to GAPE. Microsoft's suggested list:

"1. Google touts having enterprise level customers but how many "USERS" of their applications truly exist within the enterprise?

"2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?

"3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?

"4. Google's primary focus is on ad funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services only account for 1% of the company's revenue. What happens if Google executes poorly? Do they shut down given it will them in a minimal and short term way? Should customers trust that this won't happen?

"5. Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps – doesn't this equal a very small % of global information workers today? –On a feature comparison basis, it's not surprising that Microsoft has a huge lead.

"6. Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?

"7. Enterprise companies have to constantly think about government regulations and standards – while Google can store a lot of data for enterprises on Google servers, there is no easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9% uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the

definition Google has for “downtime” – ten consecutive minutes of downtime. What happens if throughout the day Google is down 7 minutes each hour? What does 7 minutes each hour for a full work day that cost an enterprise?

“8. In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google’s tech support is open M-F 1AM-6PM PST – are these the new hours of global business? And if a customer’s “designated administrator” is not available (a requirement) does business just stop?

“9. Google says that enterprise customers use only 10% of the features in today’s productivity applications which implies that EVERYONE needs the SAME 10% of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information – how does Google’s generic strategy address role specific needs?

“10. With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features – how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?

“I invite you to speak with customers, partners and analysts who can validate Office’s business model.”

What do you think of Microsoft’s retort? See any examples of the pot calling the kettle black?



### Google Twins With Capgemini

Forbes.com

By Lionel Laurent

9/10/2007

URL: [http://www.forbes.com/markets/2007/09/10/Capgemini-google-tech-markets-equity-cx\\_11\\_0910markets06.html](http://www.forbes.com/markets/2007/09/10/Capgemini-google-tech-markets-equity-cx_11_0910markets06.html)

Google has often traded on its image as a geeky upstart, but on Monday it donned a corporate collar and announced a partnership with French information technology firm **Capgemini** to supply businesses with a credible rival to Microsoft’s Office.

The software package, known as Google (nasdaq: GOOG - news - people ) Apps, includes well-known mail client Gmail and word processor Docs & Spreadsheets, as well as Google Talk, Google Calendar and Start Page, all freely available on the Internet.

France’s **Capgemini** (other-otc: CGEMY - news - people ) said Monday it would offer the premier version of this bundle, which gets rid of the advertisements and adds various tweaks in exchange for an annual subscription fee of \$20, as part of its much pricier complete desktop solutions package for clients.

"With its focus on collaboration and communications, Google Apps is a natural addition to **Capgemini**'s lineup of desktop services," said Google Enterprise Vice President Dave Girouard. "**Capgemini**'s strong heritage providing technology and consulting services to large organizations will provide tremendous support for organizations looking to benefit from Google’s hosted services."

Shares in **Capgemini** fell 43 eurocents (59 cents), or 1.0%, to 43.88 euros (\$60.51) during midday trading in Paris. The CAC 40 index stayed rather flat, ticking down 26.50 points, or 0.5%, to 5,403.60 points.

Shares in Google nudged up \$3.65, or 0.7%, to \$519.35 during pre-market trading in New York.

"It's a good step forward for Google, getting a heavyweight partner," said Dave Bradshaw, analyst with Ovum Research. The software would benefit from **Capgemini**'s add-on services and support structure, which together made a better offer for clients than the \$20 package with no tech support included.

Bradshaw added that Google was eyeing Microsoft (nasdaq: MSFT - news - people )'s lucrative sales from its Office platform, which accounts for some \$10 billion in sales. One application that has not yet been launched is an obvious rival to presentation package Powerpoint, which would allow greater flexibility with online capabilities.

"There will definitely be an effect from this, because it gives so much more weight to the offering," said Bradshaw, but he said he did not believe there would be an "enormous" ramp-up in sales just yet.

**Capgemini** serves over 1 million desktop users and brought in 7.7 billion euros (\$10.6 billion) in sales last year. It has additional software partnerships with Microsoft and Germany's SAP (nyse: SAP - news - people ).

Indian technology firm Infosys (nasdaq: INFY - news - people ) was rumored to be preparing a bid for **Capgemini** back in June, but last week its Chief Executive Kris Gopalakrishnan told IndiaInfoLine that there was "no deal" on the table.



## **CAPGEMINI AND GOOGLE HOOK UP, BRING APPS TO THE ENTERPRISE**

SearchCIO.com

By Linda Tucci

9/10/2007

URL: [http://searchcio.techtarget.com/originalContent/0,289142,sid19\\_gci1271484,00.html](http://searchcio.techtarget.com/originalContent/0,289142,sid19_gci1271484,00.html)

Google Inc.'s designs on corporate desktops got a little more real with the announcement today from consulting firm **Capgemini** that it's partnering with the search giant to bring Google Apps to the enterprise market.

Paris-based **Capgemini**, which has \$10 billion in revenue and supports about 1 million desktop users worldwide, said the partnership with Google bolsters its portfolio of desktop solutions, bringing "next generation" communication and collaboration services to corporate employees, from deskless seasonal workers who need email, for example, to employees in need of efficient ways to collaborate on documents.

Google Apps Premier Edition, which includes Docs & Spreadsheets, Gmail, Google Calendar and Google Talk products, will be delivered as Software as a Service (SaaS) Software as a Service (SaaS) over the Internet through an employee's Web browser. Over the next five years, this delivery model of software is expected to have an annual compound growth rate of 25%, according to Gartner Inc. And the price for **Capgemini** clients is cheap -- \$40 per user per year.

Ben Pring, an analyst at Stamford, Conn.-based Gartner who is following the partnership closely, said he sees the news as a "relatively big deal," providing a road map for Google's foray into the enterprise territory, a nice bit of publicity for **Capgemini** and legitimacy to the SaaS model. One could potentially raise an eyebrow that the partnership is not with one of the leading firms in the U.S. market, but he said it is an "important first step."

"From Google's perspective this is the beginning of developing relationships with the large outsourcing vendors, the integrators, the consultants, the professionals services firms, who are a very important channel for software companies traditionally," Pring said. "These people have good relationships with CIOs and with other C-level executives at big corporations and are often are very influential in the software decisions and the downstream implementation and management of technology."

As Mountain View, Calif.-based Google pushes into selling enterprise-class applications to large companies it will need to work through this channel, Pring said.

**Capgemini**, which is better known in Europe where it's based, shares in the Google "halo" effect and gains some short-term competitive advantage among peers by being first to market, Pring said. More significant for the software market at large, the venture indicates there is interest in Google and this kind of service among the firm's large corporate clients.

"Most people have thought that the SaaS story is just for small companies, and Google is just for consumers. And we have long felt this is not an accurate picture of what is going on," Pring said. "There is a desire [for SaaS] amongst big companies, and particularly among big companies that operate in a federated or independent way, with divisions that more or less do their own thing."

Ray Wang, an analyst at Forrester Research Inc., said, "This is one of those interesting deals where you have a preeminent Web 2.0 company and what they're offering on the app side, partnering with **Capgemini**, one of the big systems integrators. Google gets to make a play into the enterprise market with a trusted partner, and **Capgemini** gets the credibility of putting a Web.2.0 app like Google Apps before its customers as an alternative. I look at it as a pretty good win/win."

Wang said the Forrester data on SaaS shows two important points. "The interest in SaaS is actually on the enterprise side. The No. 2 thing people are looking for in SaaS is not CRM [customer resource management], CRM [customer resource management], but e-mail/collaboration software." **Capgemini** already provides email services to lots of companies around the world, so this is a "natural extension" for clients who want an email alternative to Microsoft or different deployment options, he said.

In its announcement materials, **Capgemini** took pains to address the impact of this partnership on its relationship with Microsoft, an important client. The firm said it will continue to promote and support Microsoft Office, but by offering support for both solutions it gives clients a choice.

The partnership is not likely to surprise or give much pause (publicly anyway) to Microsoft, Pring and Wang agreed. Pring said Microsoft is very "clued up" to "in the cloud" computing, as indicated by its massive public relations campaign to get out its "Software-Plus-Services" version of SaaS. And, Google's application offerings are still "a fly on an elephant's backside."

"Microsoft will shrug their shoulders and say, 'Well it's not a big deal.' But it is a big deal in the context we talked about before -- that it begins to show that corporations are looking for alternatives to Microsoft's way of doing this. Someone who can come in with a cheaper price point will always be attractive," Pring said.

SaaS providers, from Salesforce.com on down, will also take notice. While they have been friendly to and encouraging to Google so far, Pring said, "they are very conscious now that Google could quickly swallow up, or even develop organically, competing capabilities.

"I think they are seeing that Google could quickly layer on top of Google Apps lots of other functionality and very quickly become the 800-pound gorilla in this."



### **Capgemini to Provide Enterprise IT Support for Google Apps**

IT Business Edge

By Susan Hall

9/10/2007

URL: <http://www.itbusinessedge.com/blogs/hdw/?p=857>

Google has partnered with **Capgemini**, one of the world's largest IT services providers, to provide large-scale adoption of the enterprise version of Google Apps, reports InfoWorld.

The venture, it says, signals growing business interest in free Web-based apps that look and feel like Word, Excel and other Microsoft Office software.

**Capgemini** will provide training, support, integration, and other services, making Google Apps more appealing to large organizations that prefer to have IT services providers assist them with changes and additions to their complex IT architectures, according to PCWorld.com.

# Web Strategy by Jeremiah

Jeremiah discusses how web tools enable companies to connect with customers

## Video: Webex guns for Enterprise Web Collaboration, joins Widget craze

Web Strategy

By Jeremiah Owyang

9/10/2007

URL: <http://www.web-strategist.com/blog/2007/09/09/video-webex-guns-for-enterprise-web-collaboration-join-widget-craze/>

Above: For those using a feedreader or email subscription, See video interview with Shankur Iyer, VP of Strategic Initiatives at WebEx

The trend for companies to use Gadgets and Widgets is not uncommon, Google and **Capgemini** are in partnership to reach the enterprise market as **Capgemini** has links to Microsoft's Vista's product.

I had morning coffee with Shankur Iyer, Vice President, Strategic Initiatives of WebEx, they use PodTech (where I'm employed for another week) for Audio and Video podcasting solutions. A few years ago, Webex purchased intranets.com an internal collaboration tool they've started to fold into their platform. A few years ago, they released a secure IM tool, which a scaled down version has been used by AOL's AIM product.

Most recently, WebEx has been putting resources into it's WebEx Connect platform, which Shankur described as a "Business mashup collaboration platform". Think widgets on top of a communication platform for extranet and intranet. There's two major elements of this platform, one is a server side platform and the second is a client based widget platform. Inside of the client platform is a web based and desktop based program, each will quickly integrate widgets from third parties.

A practical use case of their platform could be for internal sales teams to collaborate build documents, proposals and plans, they could then work with prospects, sharing data, bringing the process to the close, then pass on to delivery and fulfillment teams. The toolset could comprise of video, IM, synchronous tools like persistent chat, document sharing, and even the dreaded email. Existing CRMs could create widgets that could deploy, making the process seamless. I'm somehow reminded of the portal movement in the late 90s which I was deploying at Exodus.

I asked Shankur a few other questions, and found out that this is part of the overall corporate strategy of WebEx, and also their recently new parent company, Cisco. In the future they will align with Cisco's "Unified Communications" strategy, and integrate other products. I asked about Five Across, Tribes, and other acquisitions, but he didn't give me any hard answers. The Widget framework should be able to support widgets from other platforms, like NetVibes, Google Desktop and Google Widgets, Facebook and Microsoft Gadgets. "Do you have Live Video?" Shankur responded that they have partners like Veodia who are building a widget.

### Web Strategy Recommendations

For companies wanting to reach the enterprise web space, I highly recommend you take a closer look at the WebEx Connect platform, they may already have the install base, corporate footprint in SMB, and may offer yet another distribution platform for your web service.

On a personal note, anything we can do to make meetings less painful or time consuming, let's do it.

**Google Inks Apps Deal with Capgemini**

Sci-Tech Today

By Jennifer LeClaire

9/10/2007

URL: [http://www.sci-tech-today.com/news/Google-Inks-Apps-Deal-with-Capgemini/story.xhtml?story\\_id=022002GFLD0Q](http://www.sci-tech-today.com/news/Google-Inks-Apps-Deal-with-Capgemini/story.xhtml?story_id=022002GFLD0Q)*(Article also appeared in CIO Today, Top Tech News)*

Google has reason to be bullish about the **Capgemini** relationship, as **Capgemini** can extend the value of Google Apps for large-scale enterprises. "With its focus on collaboration and communications, Google Apps is a natural addition to **Capgemini**'s lineup of desktop services,"

On Monday, I.T. services company **Capgemini** announced a new partnership designed to make Google Apps a more viable option for large enterprises. The partnership between the Paris-based consulting, technology, and outsourcing-services firm and the world's leading search engine could have implications for Microsoft and its Office suite.

**Capgemini** has agreed to provide Google Apps Premier Edition, which includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk, and Start Page, to its clients. With **Capgemini** having a client base of one million, the partnership could mean a significant number of new installs for Google Apps. For **Capgemini**, the deal means a broader portfolio of desktop solutions to support more of its clients.

"Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers, and the latest technologies," Paul Spence, CEO of **Capgemini**'s Global Outsourcing unit, said in a statement. "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

**Bullish on SaaS**

Delivered as a software -as-a-service (SaaS) application over the Internet, Google Apps Premier Edition offers collaboration and communication applications for an annual fee. Industry research firm Gartner predicts a 25 percent compound annual growth rate for the SaaS market through 2010. With Google Apps as part of its desktop portfolio, **Capgemini** will be able to capitalize on the rapid growth in SaaS solutions.

Google has reason to be bullish about the **Capgemini** relationship. **Capgemini** can extend the value of Google Apps for large-scale enterprises by fostering real-time collaboration -- even for mobile workers, partners, and other user groups that were previously disconnected from corporate e-mail and applications.

What's more, **Capgemini**'s application and infrastructure experts can help its clients develop a strategy for using Google Apps Premier Edition, whether as an enterprise-wide office application or as a complementary solution for select departments.

"With its focus on collaboration and communications, Google Apps is a natural addition to **Capgemini**'s lineup of desktop services," Dave Girouard, vice president and general manager of Google Enterprise, said in a statement. "**Capgemini**'s strong heritage providing technology and consulting services to large organizations will provide tremendous support for organizations looking to benefit from Google's hosted services."

Beyond the mutual back-patting, what does this deal really mean for the state of productivity software? Jim Murphy, an analyst at AMR Research, said it bodes well for Google and SaaS as a whole.

"There's a certain appeal to SaaS approaches in general and Google specifically, but there's a lot of trepidation as to what that means in terms of privacy and security concerns and compliance," Murphy said. "Enterprises are also trying to figure out what the use case is for Google versus traditional approaches to office suites, for instance."



Still, the approach makes sense for companies that are looking for a cost-efficient way to deal with upgrades and meet the needs of field employees, he said. Murphy offered two examples of audiences that might benefit from a corporation's decision to go with Google's solution: retail store managers and shop floor managers in manufacturing plants.

"Field employees don't always need or want a full desktop suite," Murphy explained. "That software is accessible at the shop but it is not accessible from their homes. That is part of the appeal of software as a service. Microsoft has these capabilities with Office Live. It just depends on how aggressively the company wants to promote those in light of the fact that they are trying to get people to upgrade their traditional software."

## InfoWorld

### Cooler weather brings hotter news

InfoWorld

By Steve Fox

9/10/2007

URL: [http://www.infoworld.com/article/07/09/10/37OPeditor\\_1.html](http://www.infoworld.com/article/07/09/10/37OPeditor_1.html)

Finally, the long, languid, slow news days of summer are behind us. New products are rolling out, people are heading to a myriad of conferences (including, I hope, our own Virtualization Executive Forum, two weeks away), companies are making announcements, and Steve Jobs is handing out refund checks. Yes, it's a great time to be a tech journalist.

The next seven days won't offer any letdown.

AMD kicks off the week with the release of its quad-core Barcelona chip, and our own Tom Yager will be on-hand at the Monday launch, blogging live and offering blow-by-blow coverage. Then VMware and BEA get "worldly," with dueling partner/customer conferences -- VMworld and BEAWorld, respectively -- both in San Francisco.

Meanwhile, Web-based productivity apps get their own coming-out party of sorts with today's announcement that **Capgemini** will be recommending and supporting Google Apps for the enterprise. You read that right. A major consultancy -- the kind of firm that has traditionally glommed onto complex multimillion-dollar software installations -- will now be pointing customers toward lightweight Web 2.0-style tools delivered not in a box but in a Web browser. That dull thud you hear is probably the sound of a Microsoft Office product manager punching the wall in frustration.

## NETWORKWORLD

### Powerhouse player blesses Google Apps

NetworkWorld.com

By Paul McNamara

9/10/2007

URL: <http://www.networkworld.com/community/node/19268>

This one had to get their attention in Redmond: Heavyweight systems integrator **Capgemini**, a worldwide IT buying influencer for major corporations, has given its seal of approval to Google Apps as an option for the enterprise.

From an IDG News Service report:

A new member of the Google Enterprise Professional program, **Capgemini** now offers training, support, integration and other services for Google Apps Premier Edition customers, the vendors plan to announce Monday.

The partnership with **Capgemini**, one of the world's largest IT services companies with over 75,000 employees in 32 countries, makes Google Apps more palatable to large organizations that prefer IT services providers to assist them with changes and additions to their large, complex IT architectures.

**Capgemini's** customer roster includes such household names as Lily and PriceWaterhouseCoopers.

While **Capgemini's** blessing will carry weight, expert opinion regarding the enterprise-worthiness of Google Apps has been all over the map as of late.

Our Network World Clear Choice Test earlier this year found both elements to like and serious gaps, although Google has been at work adding features such as e-mail migration tools since that review was conducted.

A Burton Group analyst recently warned that a premature embrace of Google Apps could prove to be a "career-limiting move for enterprise architects."

"Google has caught the attention of enterprises with its inexpensive Google Apps Premier Edition (GAPE) product: available at \$50 per user, per year," wrote Guy Creese. "However, the seductive price can spell trouble for enterprise architects and their companies if they don't do their homework: the solution's rudimentary feature set means that enterprises need to pick carefully and implement slowly."

Nevertheless, a survey by Osterman Research found a surprising degree of receptiveness among network execs toward Google Apps, and in particular Gmail.

**Capgemini**, a \$10 billion company, has been in acquisition mode of late and has also been the subject of takeover rumors.



## **Capgemini Will Watch Your Back on Google Apps**

CIO

By C.G. Lynch

9/10/2007

URL: [http://www.cio.com/article/135950/Capgemini Will Watch Your Back on Google Apps](http://www.cio.com/article/135950/Capgemini_Will_Watch_Your_Back_on_Google_Apps)

**Capgemini** announced today that it will offer services supporting Google Apps, bolstering Google's efforts to sell its Web-based software to large businesses and companies with workers like shop-floor personnel who have limited access to corporate systems. This new option could also help companies who want to rein in "rogue" use of Google Apps and bolster security for key documents and e-mail. But don't expect businesses to trade in their Microsoft Office suites, say analysts and consultants.

"Larger enterprises have very complex and specific requirements and they often prefer to have the assistance of a trusted adviser," says Kevin Smith, head of enterprise partnerships for Google.

"**Capgemini** can help clients develop a strategy for the most effective use of Google Apps, whether as an enterprisewide collaboration solution, or for employees not served in a traditional desktop application environment."

Today's news comes on the heels of two major announcements signaling Google's desire to bring its suite of e-mail (Gmail), Calendar, and Docs & Spreadsheets from the small and midsize business market, where it boasts more than 100,000 customers, to large-scale companies—where Google has been criticized as lacking the security and support necessary for wide-scale adoption.

First, in February, the \$10 billion Internet company announced the launch of its "Enterprise Premier" version of Google Apps, which mirrored the free consumer version with a couple notable exceptions: For

\$50 per license per year, customers received 24/7 support (including phone support), with an interface free from ads. This version also offered more storage per user, as well as the ability to add corporate logos to customize the interface for specific businesses. Then in July, Google acquired security vendor Postini for \$625 million, hoping to convince more large businesses to trust Google with corporate e-mail.

Today's **Capgemini** services deal will help Google push its suite into the large enterprise space, says Kyle McNabb, a principal analyst with Forrester. But McNabb doesn't think the software will gain much traction with anyone other than manufacturing workers and other "non-power users."

"This is a milestone, but it's not going to force a lot of large companies to look at Google Apps for the whole enterprise," he says. "The non-information workers in the plants and factories are the low-hanging fruit."

Indeed, Google sees real potential in the manufacturing sector and other businesses where companies would like to get employees basic access to tools like e-mail, but don't want to spend money equipping each worker with PC hardware to access it, says Steve Jones, **Capgemini's** head of service-oriented architecture. Now, using Google Apps and Internet kiosks in a break room, for instance, those workers could be connected by simply accessing a Web browser.

"This helps us bridge that corporate digital divide that's grown up between the haves and have-nots," Jones says. "It will really help companies engage more users."

But there is another market for Google Apps: A growing number of information workers, frustrated by traditional corporate IT systems, have flocked to the consumer version of Google Apps covertly (forming their own "Shadow IT" department). When this happens, Jones notes, companies can put themselves at risk of breaking compliance rules.

"The covert use of Google Apps is almost becoming ubiquitous," he says. "Companies can try to shut it down, but the reality is the business users will go on using it," he says. "The implications if you don't do this in a controlled way are huge."

**Capgemini's** support of the Google suite will legitimize its use, allowing business users to come out of the shadows and use it in an open and controlled way that doesn't endanger businesses' compliance requirements or compromise corporate data, Jones says.

Customers who signed up for Google Apps' Enterprise Premier suite will still have the 24/7 support, with or without a decision to enlist the services of **Capgemini**, which will customize its pricing based on customer needs, as with other consulting services, says Google's Smith.

**Capgemini** says there was no exclusivity agreement in the Google Apps deal, and Smith leaves the door open for pursuing more partnerships with consulting firms in the future. "While we don't discuss any specific future plans, we do see enormous benefit for our customers to exploring more partners for this program," Smith says.



## Google Apps Gain New Enterprise Credibility With Capgemini Nod

Search Engine Land

By Greg Sterling

9/10/2007

URL: <http://searchengineland.com/070910-103833.php>

**Capgemini** Backs Google's Software Push from the Associated Press covers how Paris-based tech and business consultancy **Capgemini** is going to start recommending and installing Google Apps on enterprise desktops, a move viewed as a big boost for Google's "office" application aspirations.

**Capgemini** also works with Microsoft and IBM and "influences the type of software used on more than 1 million personal computers in companies worldwide" according to the article.

The Google Apps Premier Edition suite costs \$50 per user account per year and includes phone support, additional storage and other services. Missing from Google Apps are a presentation application (coming soon) and a Wiki (coming as a rebranded Jotspot). Google bundles Sun Microsystem's free StarOffice as part of its Google Pack, but it is not included in Google Apps for the enterprise.

In addition Google Gears is seeking to address, among other things, one of the persistent objections among enterprise users to working with Google Apps: they're not available and can't be used offline (e.g., on planes). Google Gears makes that possible.

Google CEO Eric Schmidt, in his recent Wired Interview, alluded to the company's coming enterprise push:

Wired: I'll phrase the question differently. Google gets its revenue essentially from one source — online ads. One could argue that it's not diversified enough.

Schmidt: The criticism is valid. We do get the vast majority of our revenue from advertising, which is a business that a lot of other people would like to be in. But there are some new revenue models on the horizon. The most interesting is probably Google Apps, where we're already beginning to get some significant enterprise deals.

Currently Google Apps doesn't replace Microsoft Office (and many complain about data security with Google Apps) but Google is building out a formidable offering for businesses, app by app. Now **Capgemini's** endorsement of Google Apps will cause many enterprise IT managers to take another look.

# InformationWeek

## Google Taps Capgemini To Push Its Desktop Apps Into Global Companies

InformationWeek

By Mary Hayes Weier

9/10/2007

URL: <http://www.informationweek.com/news/showArticle.jhtml?articleID=201805099>

*(Article also appeared in Intelligent Enterprise.)*

After months of dabbling with small businesses and schools, Google(GOOG)'s ready to get more global businesses using its Google Apps suite of productivity tools.

**Capgemini** this week will begin offering the premier edition of the suite -- including word processing, spread-sheets, customizable home pages, e-mail, chat, and calendar apps -- to its desktop outsourcing

customers. Google will host the apps from its data centers, and **Capgemini** will support them, charging additional fees for services such as deployment, integration, help-desk support, software and hardware provisioning, and security monitoring and software.

Google's low-cost Web software delivered as a subscription service saves money and eliminates installation hassles for companies that have employees who aren't regular desktop users, or who rely heavily on handheld devices, such as those working on retail or manufacturing floors. It also facilitates collaboration by letting people work together online on one master document rather than trading large e-mail attachments that require version tracking and coordination. People already are using Google Apps, sometimes without the blessing of their IT departments, and that can spell trouble, said Steve Jones, **Capgemini's** global head of software as a service and SOA, in an interview.

**Capgemini** says it's not looking to transition its outsourcing customers from Microsoft(MSFT) Office to Google Apps, and the two may be complementary. But if a business tries to put the kibosh on Google Apps, employees will go underground and use the suite in ways it shouldn't be used, Jones said. "In pharmaceuticals, for example, you don't want to use this for exchanging information on clinical trials, because the data is in the cloud," he said.

**Capgemini** offers multilingual desktop support services from 17 cities worldwide, from Kansas City to Krakow to Mumbai. Google already has some big names using the suite -- Procter & Gamble, General Electric, and L'Oreal among them.



#### **Google (GOOG) Apps gets a big boost from Capgemini**

BloggingStocks.com

By Douglas McIntyre

9/10/2007

URL: <http://www.bloggingstocks.com/2007/09/10/google-goog-apps-gets-a-big-boost-from-Capgemini/>

**Capgemini**, the largest computer consulting firm in Europe, will begin to market Google (NASDAQ: GOOG) Apps to its corporate customers. It would have been hard for the big search company to get a better endorsement. **Capgemini** global outsourcing chief executive Paul Spence said, "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

Google Apps has companies' e-mail, spreadsheet, word processing, and presentation software packaged into one bundle. The software operates on PCs with most of the processing being done on Google servers instead of one the PC itself, the way that Microsoft (NASDAQ: MSFT) has done so far.

The move has to be considered as a fairly big blow to Microsoft Office. Since its launch, Google Apps has been characterized as a nice, inexpensive solution for small businesses. It does not appear to have been widely adopted even in that market, but having a large IT consulting firm offering the software could begin to change that perception.

Microsoft, which is beginning to market desktop software that operates on servers to compete with Google, does not need a big boost for Google right now.



#### **Before the bell: GOOG, YHOO, INTC, EBAY ...**

BloggingStocks

By Melly Alazraki

9/10/2007

URL: <http://www.bloggingstocks.com/2007/09/10/before-the-bell-goog-yhoo-intc-ebay/>

Europe's largest computer consultancy, **Capgemini**, announced today it would partner with Google Inc (NASDAQ: GOOG) to help market Google Apps software package, a suite similar to Microsoft (NASDAQ: MSFT) Office suite but online. So far Google hadn't manage to diversify its income much beyond its core businesses of internet searches and advertising. Perhaps this could help. This could be a blow to Microsoft should Google manage to push its Google Apps enough.

Yahoo Inc (NASDAQ: YHOO), which recently had a management change and launched a strategic review, may not overhaul its business, according to the Wall Street Journal. Nearing his 100-day deadline, when new chief Yang is supposed to deliver a new strategic plan for the company, it seems now that no big strategic announcements are planned at the end of that period. Talks of outsourcing search-advertising activity have cooled and no significant layoffs are expected.

While AMD prepared to unveil its new chip today, Intel Corp. rival (NASDAQ: INTC) said Saturday that construction work is underway at its \$2.5 billion chip manufacturing plant in China.

Private equity firm Kohlberg Kravis Roberts appears now willing to concede to certain condition on bank debt it needs to close \$24 billion in financing to buy payment processing firm First Data (NYSE: FDC).

Utility Belt is examining not only Apple Inc.'s (NASDAQ: AAPL) new iPods, but also Hewlet-Packard's (NYSE: HPQ) new iPAQ phone, a RIM (NASDAQ: RIMM) BlackBerry competitor and the Blackbird, a luxury PC.

L'Oreal has launched legal action against eBay (NASDAQ: EBAY). Once again, another company sues the online auctioneer for not doing enough to combat the sale of counterfeits. Last year Louis Vuitton and Tiffany's (NYSE: TIF) launched similar suits. On its part, eBay says it acts once notified by firms of counterfeits.



### Is Google Apps now a real Microsoft Office competitor?

ZDNet

By Mary Jo Foley

9/10/2007

URL: <http://blogs.zdnet.com/microsoft/?p=705>

An alliance forged between Google and systems integrator **Capgemini** was the talk of the blogosphere on September 10. Many commentators are looking at the new partnership as proof that Google finally is ready to make business inroads with Google Apps Premier Edition (GAPE) — mostly at Microsoft's expense.

To me, there are some pieces that still don't quite add up.

**Price:** How did **Capgemini** make its \$10 billion in revenues in 2006? By charging for consulting, outsourcing and other related services. That's the business it is in. Google has been touting the \$50 per user per year price point of GAPE as one of its main selling points. But once you add the fees for the services **Capgemini** provides — procurement, installation, deployment, management and “disposal” — that \$50 will be just the tip of the iceberg in terms of what customers will pay for GAPE from **Capgemini**.

**Demand:** **Capgemini** has signed up one customer for Google Apps Premier Edition (GAPE), according to a story in the UK Guardian. On Nick Carr's Rough Type blog, a **Capgemini** executive says it has signed up no customers, but is really close to finalizing a deal with an unnamed U.S. telecommunications firm. I'm sure there will be more enterprise users kicking the tires of GAPE. But when will these dabblers turn into switchers? And will they be willing to pay a premium for guaranteed 24X7 support and 99.9 percent guaranteed uptime for Gmail, among other enhancements?

Integration: Google continues to deny that it sees GAPE as a head-on competitor to Office. **Capgemini** execs also cite GAPE and Office as complementary, not competitive. I have yet to see anyone explain exactly how Google's own email, instant-messaging, spreadsheet, calendaring, word processing and other applications (all of which overlap with what Microsoft has) are complementary to Office. Is GAPE supposedly the "online" complement to the (mostly) offline Microsoft Office? What happens in shops where some of your customers are standardized on Office and others are standardized on GAPE?

Again, as I've said before: I would love to see Microsoft Office get some real competition. Competition would force Microsoft to be more responsive to user demands on features, pricing and more. Is GAPE — in spite of Google and its partners' denials — that head-to-head competitor? I still don't see it that way. Do you?



### Morning Chill

Smartmoney

By Unavailable

9/10/2007

URL: <http://www.smartmoney.com/bn/index.cfm?story=20070910084729&hpadref=1>

**Capgemini** will recommend Google (GOOG: 514.48, -4.87, -0.9%) office software to its large clients, the tech consulting firm said. The partnership is intended to legitimize the premium version of Google Apps as a cheaper alternative to comparable office software from Microsoft (MSFT: 28.48, +0.04, +0.1%) and IBM (IBM: 115.80, +0.25, +0.2%).



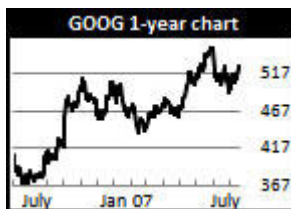
### Wall Street Breakfast- Capgemini to Offer Clients Google Apps

Seeking Alpha

By Unavailable

9/10/2007

URL: <http://seekingalpha.com/article/46824-wall-street-breakfast>



Google's efforts to increase sales to big business may get a boost as French technology consultancy **Capgemini**, whose major customers include Eli Lilly & Co. and PricewaterhouseCoopers, plans to recommend the Internet search company's on-line office software to its corporate clients. The partnership is the first time a top a major technology consulting firm has endorsed Google's software package, though **Capgemini** also will continue to support software from vendors such as Microsoft and IBM. Google has made inroads with small businesses given the cheap \$50 annual cost for the package, but has had a more difficult time penetrating larger corporations. The package includes the Gmail e-mail service and word processor, spreadsheet and Business presentation software. By using software as a service, customers don't have to maintain and install systems because it is available on the Internet. **Capgemini** has influence over the software used on more than a million PCs worldwide. Citing Gartner research, **Capgemini** said the market for software as a service could grow 25% by 2010. Software licenses, at \$70M, accounted for less than 1% of Google's total revenue in the first half.

## Capgemini Embraces Google Apps

eWeek

By Clint Boulton

9/10/2007

URL: <http://www.eweek.com/article2/0,1895,2180503,00.asp>

*(Article also appeared in Channel Insider.)*

**Capgemini** has agreed to provide Google Apps Premier Edition, Google's enterprise applications suite, to its vast client list, giving Google a potential giant boost in customer adoption.

Financial terms of the deal, to be announced Sept. 13, were not made public. But the deal is a sign that the broader business market is set to accept hosted SAAS (software as a service) and Google Apps as an alternative to Microsoft Office in the enterprise.

Google has more than 100,000 businesses using the portfolio, but should be able to boost that figure considerably with **Capgemini**, one of the biggest IT consulting companies, as an ally.

Is Google Apps Premier Edition suitable for enterprise use? [Click here to read more.](#)

Google and **Capgemini** are not championing the agreement as a coup against Microsoft's dominance in the office applications space, as **Capgemini** has pledged to offer customers both GAPE and Office as part of its desktop and distributed services offering. However, the simple SAAS delivery model could easily help the outsourcing vendor expand GAPE's reach to the more than 1 million desktop users it already supports, New York-based **Capgemini** told eWEEK.

"We're seeing a lot of interest from the large companies and we think the partnership with **Capgemini** is going to help springboard that adoption," Rajen Sheth, product manager for Google Apps, based in Mountain View, Calif., told eWEEK. "They know these large companies and they can help refine the product and help spot the places within these companies where Google Apps can work very well."

Google turned the IT market on its ear when it unveiled GAPE in February, as many industry experts saw the suite as a threat to Microsoft's Office suite.

GAPE is piped over the Internet via a Web browser and includes word processing, spreadsheet, e-mail and other capabilities for \$50 per user per year. Unlike with Microsoft Office, clients who use the software don't have to install or maintain any software locally.

Steve Jones, head of SOA (service-oriented architecture) for **Capgemini**'s global outsourcing unit, said **Capgemini** recognized the allure of GAPE after company officials whipped up a white paper with the Google Docs word processing application in two weeks.

With traditional word processing software, such as Microsoft Word, all of the cutting, pasting, merging and collaboration would have taken two months, Jones said.

He added that **Capgemini** will be able to help its own customers solve similar problems by simplifying content creation in heterogeneous technology environments.

[Click here to read more about Google's competition with Microsoft and Yahoo.](#)

But GAPE is not without its flaws. Guy Creese, an analyst at the Burton Group research firm, declared in a report in August that the lack of records management capabilities and the company's original conception of Google Apps as being for consumer use could put a crimp in any Google plans to infiltrate the business market.

**Capgemini** expects to be judicious in deploying GAPE and Microsoft Office. "This isn't about offering one or the other," Jones said. "This is about offering both and finding out where does the business case stack up for a power suite like Microsoft and where does the business case stack up for a collaborative suite like Google and integrating the two worlds together. ... This is about two \$10 billion corporations



that are combining some of their existing offers to offer increased choice and flexibility into the enterprise market."



### **An uneasy start to the week**

CNNMoney.com

By Unavailable

9/10/2007

URL: <http://money.cnn.com/2007/09/10/markets/stockswatch/?postversion=2007091006>

Technology consultancy **Capgemini** will begin recommending the online suite of office software from Google (Charts, Fortune 500) for to its corporate customers, who have more than 1 million personal computers worldwide, a decision that could give a boost to the business plan of the company primarily known for its search engine.

### **Google Gets A New Fan**

24/7 Wall St.

By Douglas A. McIntyre

9/10/2007

URL: <http://www.247wallst.com/2007/09/google-gets-a-n.html>

**Capgemini**, the largest IT consultant in Europe, will begin to market Google (GOOG) Apps. The software combines the search company's e-mail, spreadsheet, document, and presentation functions. Unlike Microsoft (MSFT) Windows, it runs by connecting the user's PC to Google's servers instead of taking up memory and processing on the computer itself.

The announcement is a blow to Microsoft, even if it is no more than a nice public relations move. **Capgemini** holds the level of respect in Europe that EDS and Accenture have in the US. Google appears to have created Apps for smaller businesses, so the fact that a consulting firm that has large customers would market the software is a big "win."

Google's software still has the disadvantage that it only provides a small number of the functions that Windows does. It may take years for Google to build these features into Apps, if it decides to do it at all. But Apps is cheap, priced at \$50 per user per year. So in enterprise environments where only a limited number of functions are needs on a large number of PCs, it may just fit the bill.

Not a good for MSFT.



### **Web-Hosted Office Suites Are Here to Stay**

PC World

By Juan Carlos Perez

9/10/2007

URL: <http://www.pcworld.com/article/id,137040-c,webservices/article.html>

*(Article also appeared in Yahoo! News)*

Many big vendors are either openly embracing or likely to enter this market.

Adison & Partners is a small yet emblematic part of a major shift in how office software is sold and used.

No, Adison & Partners isn't a Web 2.0 Silicon Valley startup. It's an eight-person executive recruitment company in New Jersey. Its founder and managing partner Jim DiPietropolo doesn't know what a "wiki" is.

This he knows: choosing a Web-hosted suite of communication and collaboration applications has greatly benefitted his business.

Like Adison & Partners, thousands of organizations, large and small, are researching and implementing hosted office suites as alternatives to pricier, traditional options, like Microsoft Office, designed to live in PC hard drives.

Sure, IT buyers, whether chief information officers at large companies, small-business owners or self-employed individuals, must study the options carefully and ask hard questions about these software-as-a-service (SAAS), on-demand suites.

But while "fools rush in" mistakes are bad, an even worse decision regarding the SAAS model is ignoring it. That's particularly true for large organizations.

"Now is the time to definitely have advanced technology folks and strategy people, the ones who look a year or two ahead, to look at this stuff and stay abreast of it, even if the time isn't yet right to purchase," says Burton Group analyst Guy Creese. "A huge mistake would be to look at the offerings today, say they're immature and then not pay any attention."

The offerings are uneven, with some suites strong in webmail, while others focus on productivity applications like word processing and spreadsheets. Many key architecture, business and technology questions await answers.

But the SAAS model for these office suites is here to stay. Many big vendors are either openly embracing or likely to enter this market.

Google Inc. is committed with its Google Apps suite, as is Cisco Systems Inc. with the WebEx WebOffice product. Salesforce.com Inc. certainly could stake out a strong position quickly, applying its experience in the CRM (customer relationship management) SAAS market. Several smaller vendors have strong offerings, including Zoho and Zimbra.

Then there is Microsoft Corp., whose inability or unwillingness to come out with a hosted suite comparable to Google Apps many find befuddling. Microsoft Office is the dominant productivity suite in the packaged software.

That may be the problem. Many wonder if Microsoft is struggling with how to develop a hosted version of Office without cannibalizing the suite's packaged software business.

"A challenge for Microsoft is to figure out how to get people to buy the next version of Office if there is also an on-demand version," says Rebecca Wettemann, an analyst with Nucleus Research. Another reason for Microsoft's perceived deer-in-the-headlights reaction: "They're not innovating the way they were 10 years ago," Wettemann says.

However, it's widely assumed Microsoft will respond at some point and have a significant effect on the market.

"I think Microsoft needs to worry about it now because it takes a while to get it right," Creese says. "In hosted office suites, it's going to take a while for companies to figure out how they want the thing to work."

In its defense, Microsoft officials have said that Office has steadily gained hosted service components for years, and that combining core PC software with SAAS capabilities is the right approach.

With Office Live, Microsoft offers a set of hosted services for small businesses, like Web site creation and hosting, while Office Online offers Office online resources.

Last week, Microsoft announced a unified installer to help users download updates for its family of Windows Live hosted services. Yet, those who have been waiting for Microsoft to make a power move in the hosted office space found the announcement underwhelming and dismissed it as cosmetic.

While Microsoft mulls its move, rivals like Google continue boosting their offerings.

This week, Google and **Capgemini** announced that the large IT services provider has become a partner for the workplace version of Google Apps. **Capgemini** now provides training, support, integration and other services to large organizations that implement Google Apps Premier.

"I'd expect more and more IT services companies will offer that kind of help desk and support around the Google Apps Premier environment," Wettemann says.

While many organizations ponder SAAS productivity suites, thousands of others have already implemented them, lured by their benefits.

For Adison & Partners's DiPietropolo, the discovery of a SAAS office suite followed a disaster.

Three months after launching his company, his laptop's hard drive, loaded with critical documents, imploded. Recovering the data cost DiPietropolo dearly. He resolved to prevent a similar disaster.

He knew larger companies had server-based back-up systems managed by IT professionals. He assumed the cost of a modest set up would break his budget.

Then the entrepreneur found WebEx's WebOffice, a Web-hosted office suite which, for a monthly fee he finds affordable, gave him what he was looking for.

"It was a revelation to me that a small business owner could afford something like this," he says.

The six employees in New Jersey -- two others work in Albany, New York -- have been office-less and working from home for the past several months, because the completion of Adison & Partners' new digs is delayed.

Having documents and calendars stored centrally in WebOffice servers "ties everyone together," says DiPietropolo, who founded the company about two and a half years ago.

WebOffice also lets the staff nimbly respond to client requests from anywhere, by tapping remotely into databases and getting information on the fly.

"From a business development standpoint, this has been a differentiator for us," he says. "This ability to instantaneously respond [to queries] really impresses clients."

Because the suite is hosted by WebEx, he doesn't have to worry about tuning its hardware and upgrading its software.

Like DiPietropolo, many IT buyers find that hosted suites let them save on hardware and software installation and maintenance, while making it easy for employees to share and collaborate on documents, for a fraction of the cost it would take to implement an in-house messaging and collaboration system such as Microsoft's Exchange and Sharepoint or IBM Corp.'s Lotus Domino/Notes.

Disadvantages include security concerns over hosting sensitive data with a third party beyond the corporate firewall, as well as downtime incidents that leave the organization without access to the hosted applications.

Upon close inspection, existing SAAS suites reveal themselves as strong in certain areas and less so in others. In a recently published and widely discussed 55-page report, Creese took a microscope to Google Apps Premier, dissecting its pros and cons in detail.

For example, Creese found the suite lacking in archiving features, such as records management and electronic discovery, as well as in analytics capabilities, such as analysis of content creation patterns.

Google responded with a statement saying that the suite gives organizations "a new set of choices, many of which will complement and extend the power of the desktop, enhance group productivity and improve collaboration."

Most analysts, users and vendors generally agree that hosted suites and packaged software suites, each with its advantages, work best in tandem, complementing each other.

"We'll see more and more organizations that look to a tiered strategy for the way they deliver desktop applications. So rather than have a standard desktop, I may give Office to the folks in finance who really need Excel, while the folks in marketing may be fine within the Google environment," Wettemann says.

At SF Bay Pediatrics in San Francisco, employees use Microsoft Office in conjunction with the Google Apps word processor and spreadsheet applications, says CIO Andrew Johnson.

Meanwhile the Gmail Webmail component of Google Apps has proven a major improvement over the previous situation in which individual employees used a variety of personal accounts, Johnson says. The option of bringing in an Exchange server for e-mail would have been too expensive, he says.

Peter Gilbert, an independent IT consultant in New York whose one-man company is called PG Systems, swears by Zimbra's suite. Previously for e-mail he used a shared hosted Exchange server. But the hosted Zimbra suite gives him much more, like a hosted document repository and a centralized contacts manager.

"I see Zimbra's collaboration suite as a solid backbone for my business," he says.

## InfoWorld

### Web-based desktop apps get serious

IDG News Service

By Juan Carlos Perez

9/10/2007

URL: [http://www.infoworld.com/article/07/09/10/office-web-apps\\_1.html](http://www.infoworld.com/article/07/09/10/office-web-apps_1.html)

*(Article also appeared in PC World, InfoWorld.)*

**Capgemini**, a major global services provider, has just partnered with Google to enable large-scale adoption of the enterprise version of Google Apps. **Capgemini** will provide training, support, integration, and other services to large organizations that implement Google Apps Premier. It's a small but momentous event, signaling increasing enterprise interest in free Web-based apps that look and feel like Word, Excel, and other Microsoft Office software.

Google Apps was added to the portfolio of products **Capgemini** supports because the company believes demand for SaaS (software-a-service) productivity suites will grow strongly in coming years. Steve Jones, a CTO at **Capgemini**, is quick to note that Google Apps will not displace Office, but will fill two niches: enhancing the ability of knowledge workers to create documents collaboratively and bringing Office-like capabilities to workers who would not otherwise have them.

Nonetheless, adoption is bound to increase. "I'd expect more and more IT services companies will offer that kind of help desk and support around the Google Apps Premier environment," says Rebecca Wettemann, an analyst with Nucleus Research.

"Now is the time to definitely have advanced technology folks and strategy people, the ones who look a year or two ahead, to look at this stuff and stay abreast of it, even if the time isn't yet right to purchase," says Burton Group analyst Guy Creese. "A huge mistake would be to look at the offerings today, say they're immature, and then not pay any attention."

At this point, with viral adoption of Google Apps happening under IT's radar, attention is already being paid by rank in file employees. And Google is far from the only provider. Several smaller vendors with strong offerings, including Zoho and Zimbra, compete directly with Google Apps. Cisco Systems now offers its WebEx WebOffice platform for collaboration, while a number of applications in Salesforce.com's AppExchange venture into desktop productivity territory

Waiting for Redmond's shoe to drop

Conspicuous by its absence is Microsoft, which has been unable or unwilling to come out with a hosted suite comparable to Google Apps. Many wonder if Microsoft is having a hard time figuring out how to develop a hosted version of Office without cannibalizing its offline business. "A challenge for Microsoft is to figure out how to get people to buy the next version of Office if there is also an on-demand version," says Wettemann.

Yet few doubt that Microsoft will eventually respond with a direct competitor to Google Apps and other similar suites. When it does, the effect on the market will likely be significant. "I think Microsoft needs to worry about it now because it takes a while to get right," Creese says. "In hosted office suites, it's going to take a while for companies to figure out how they want the thing to work."

In defense of the current strategy, Microsoft officials have said that Office has steadily gained hosted service components for years, and that combining local PC software with services in the cloud is the right approach. Steve Ballmer elaborated on this point last May at the Software 2007 conference.

Last week, Microsoft released a unified installer to help users download updates for its family of Windows Live hosted services. Yet those who have been waiting for Microsoft to make a power move found the announcement underwhelming and dismissed it as cosmetic.

Not a desktop substitute

While many organizations ponder SaaS productivity suites, thousands of others have already implemented them. Web-based suites save on hardware and on time and effort for software installation and maintenance. They also make it easy for employees to share and collaborate on documents for a fraction of the cost it would take to implement an in-house messaging and collaboration system such as Microsoft SharePoint or IBM's Lotus Domino/Notes.

Disadvantages include security concerns over hosting sensitive data with a third-party outside the corporate firewall, as well as downtime incidents that leave the organization without access.

Upon close inspection, existing SaaS suites reveal themselves as strong in certain areas and weak in others. In a recently published and widely discussed 55-page report, Creese took a microscope to Google Apps Premier, dissecting its pros and cons in detail. For example, Creese found the suite lacking in archiving features, such as records management and electronic discovery, as well as in analytics capabilities, such as analysis of content creation patterns.

Google responded with a statement saying that the suite gives organizations "a new set of choices, many of which will complement and extend the power of the desktop, enhance group productivity and improve collaboration."

Indeed, after weighing the pros and cons of SaaS suites, most analysts, users and vendors generally agree that these will not eliminate the need for packaged software suites. Because each model has its advantages, they work best in tandem, complementing each other.

"We'll see more and more organizations that look to a tiered strategy for the way they deliver desktop applications. So rather than have a standard desktop, I may give Office to the folks in finance who really need Excel, while the folks in marketing may be fine within the Google environment," Wettemann says.

The network effect

At Adison & Partners, an executive recruitment consultancy, adopting Cisco's WebOffice has had a major positive effect, says Managing Partner Jim DiPietropolo.

The 8-person company has been office-less for the past several months, awaiting the completion of its new digs, which got delayed. With people working from home, having documents and calendars stored centrally in WebOffice servers has prevented the workflow from getting disjointed. "It ties everyone together," he says.

Beyond helping with this temporary issue, WebOffice lets DiPietropolo and his employees be nimble in responding to client queries and requests while out of the office, by tapping remotely into databases and getting information on the fly. "From a business development standpoint, this has been a differentiator for us," he says. "This ability to instantaneously respond [to queries] really impresses clients."

The significance of the **Capgemini** announcement, however, is that desktop SaaS solutions are moving upscale, from small businesses like Adison & Partners to global corporations – where dispersed knowledge workers are warming to the idea of collaborating on the same document in real time. "Having a single version of the truth changes the business process," says **Capgemini**'s Jones, who notes that the e-mail round-robin that occurs in conventional document collaborations is eliminated.

"Really, what we're talking about is bringing software-as-a-service innovation to the desktop," says Jones. "The main way that people interact with a corporation is through the desktop. We are delivering software-as-a-service solutions into that market."



### Google Ready To Seduce Corporate World

WebProNews

By David A. Utter

9/10/2007

URL: <http://www.webpronews.com/insiderreports/2007/09/10/google-ready-to-seduce-corporate-world>

The company's Google Apps collection of productivity software will be the thin end of the wedge Google hopes to drive between corporations and their long-time love of Microsoft Office.

#### Google Ready To Seduce Corporate World

Throughout the assembly of Google Apps, many have speculated breathlessly that Google would threaten Microsoft's near-eternal dominance of the desktop during the age of the PC.

That theory will take a small step toward reality today, but the fight for corporate desktop share looks like it will start in Europe. The Guardian reported IT consulting giant **Capgemini** will promote Google Apps to its customers:

"Microsoft is an important partner to us as is IBM," said the head of partnerships at **Capgemini**'s outsourcing business, Richard Payling. "In our client base we have a mix of Microsoft users and Lotus Notes users and we now have our first Google Apps user. But **Capgemini** is all about freedom, giving clients choice of the most appropriate technology that is going to fit their business environment."

"If you look at the traditional desktop it is very focused on personal productivity," said Robert Whiteside, Google enterprise manager, UK and Ireland. "What Google Apps brings is team productivity."

Google Apps also removes something from those environments: the Microsoft (or IBM/Lotus) "tax" in the form of expensive licensing fees. Participating firms will pay **Capgemini** the \$50 per-person annual license fee, which should be a significant savings over Office upgrades and Microsoft client licenses.

Google won't wipe Microsoft away from the desktop entirely. Microsoft's applications have become too standardized, and Google lacks an integrated calendar within Gmail. Outlook's calendar has always been a bright spot in Microsoft's suite, but not every employee needs it.

Instead, we think Google Apps will find a place on the desktops of cubicle workers rather than the sales and executive types who live and die on Microsoft applications. Imagine removing Office from a hundred cubicles and replacing it with Google.

That's the kind of cost savings that makes corporate accountants salivate into their spreadsheets.

# InfoWorld

## Indecision in Redmond as Web apps roar

InfoWorld

By Eric Knorr

9/10/2007

URL: <http://weblog.infoworld.com/techwatch/archives/013777.html>

*(Article also appeared in PC World.)*

Today's **Capgemini** announcement that it will support Google Apps, following on the heels of last week's Office 2.0 Conference, is another milestone in the relentless march from the desktop to the Web.

No, Google Apps isn't going to replace Office anytime soon, at least not among ordinary cubicle dwellers. Even when Web apps gain offline capability, as Google Apps rival Zoho Office already has, power Office users will turn up their collective noses.

Yet the Enterprise 2.0 buzz is deafening. Why not incorporate the lightweight, collaborative advantages of Web 2.0 into enterprise desktop computing? Especially when by comparison SharePoint and Lotus Notes/Domino offer such clunky solutions. And especially when (so far, at least) Web-based productivity apps cost nothing or almost nothing, which may be the real reason so many enterprise customers were reportedly lurking at the Office 2.0 show.

I can only imagine the thrashing that must be going on in Redmond right now. Microsoft can't simply pretend the trend doesn't exist, which is why the company felt compelled to issue a non-announcement last week about a new installer that would automatically update Windows Live services along with Windows XP and Vista. But it has steadfastly refused to go the Web productivity app route (except for Live Writer, which is not a serious attempt at a Web-based word processor).

Yes, I understand Redmond's aversion to cannibalizing its Office cash cow, but the fact is that Redmond could own this new space if it wanted to. All it would need to do is push interoperability and integration between lightweight Web versions of Office applications and its desktop fatware. Advanced features would be absent from the lightweight versions, but the company could ensure any Office doc would load on the Web -- whatever new desktop service packs and upgrades might appear -- and online document management could be integrated with Windows for offline access.

Of course, Microsoft may already be laboring mightily to make something like this work. Knowing the complexity of the company's licensing schemes, maybe it's crunching the numbers right now -- the free version, the not-so-free version, the doodads for a onetime fee, and so on. The recent report by The Burton Group, which claimed that swapping Microsoft Office for Google Apps would be "a career-limiting move," is right on target. On the other hand, if Microsoft fails to act decisively much longer, some Redmond careers might be shortened, too.

# THE ECONOMIC TIMES

## Capgemini partners Google Apps software

The Economic Times

By Unavailable

9/10/2007

URL:

[http://economictimes.indiatimes.com/International\\_Business/Capgemini\\_partners\\_Google\\_Apps\\_software/articleshow/2354471.cms](http://economictimes.indiatimes.com/International_Business/Capgemini_partners_Google_Apps_software/articleshow/2354471.cms)

**Capgemini**, Europe's largest computer consultancy, said on Monday it would partner US software group Google Inc in supporting the Google Apps software package.

**Capgemini** said partnering with Google would enable the company to extend its portfolio of desktop solutions and help it support more office staff. "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework," **Capgemini** global outsourcing chief executive Paul Spence said in a statement.

The Google Apps package includes Google's Email service Gmail and word processor, spreadsheet and business presentation software. Google's development of the package is part of its strategy to diversify away from its core businesses of Internet searches and advertising.



### **Capgemini and Google in Apps deal**

Earthtimes.org

By Unavailable

9/10/2007

URL: <http://www.earthtimes.org/articles/show/104953.html>

**Capgemini** and Google Inc. have announced a deal whereby **Capgemini** customers will Google Apps Premier Edition, which includes Google Docs & Spreadsheets, Gmail and Google Calendar. **Capgemini** is a leading consulting and outsourcing firm.

The web-based suite is available for \$50 per user per year and **Capgemini's** deal means that the company will customize everything for individual users within any organization.

"**Capgemini**, with its global presence and trusted adviser status within the enterprise, is a great fit to assist and guide our larger Google Apps Premier Edition customers as a Google Enterprise Professional partner," said Kevin Smith, head of enterprise partnerships at Google.

The new deal means that Google Apps will now be able to rival Microsoft Office on an even keel, but with the added advantage that all its applications are available online.

Google Apps "provides powerful collaboration and communication applications," **Capgemini** said in a released statement. The company's head of SOA, Steve Jones said the deal meant that they were not following the adage of one size fits all, "It's desktop couture," he added.

Last month a Burton Group report had said Google Apps was a risk for large corporations although the price was economical. The report had said that some applications lacked regulatory compliance, but the new deal with **Capgemini** can negate all this and provide corporations with an efficient and economical tool, analysts said.

### **New Digest 9/10/2007 Reuters, WSJ, NYTimes, FT, Barron's 24/7 Wall St.**

By Unavailable

9/10/2007

URL: <http://www.247wallst.com/2007/09/new-digest-9102.html>

According to Reuters, Citigroup (C) will list its shares on the Japanese stock market as early as November.

Reuters writes that **Capgemini**, Europe's largest computer consultancy, will start to incorporate Google (GOOG) Apps into its offerings for clients.





### **Capgemini launches desktop software partnership with Google**

Thomson Financial

By Vicky Buffery

9/10/2007

URL: <http://www.hemscott.com/news/latest-news/item.do?newsId=49619757232170>

*(Article also appeared in Forbes, Earthtimes.org.)*

IT services company **Capgemini** said it has signed a partnership agreement with Google under which it will incorporate the Google Apps Premier Edition desktop suite into its product catalogue.

In a statement, **Capgemini** said it will offer the application package to its business customers and provide all related services including installation, deployment and management.

Google Apps Premier Edition includes word-processing, spreadsheet, messaging and calendar software and is Google's alternative to existing licensed packages such as Microsoft Office.



### **Capgemini to offer Google Apps to outsourcing clients**

Telecom Paper

By Unavailable

9/10/2007

URL: <http://www.telecom.paper.nl/news/article.aspx?id=183336&nr=>

French IT services group **Capgemini** has signed an outsourcing contract worth an undisclosed amount with Google. The deal will allow **Capgemini** to broaden its service offer by proposing to customers Google Apps Premium Edition office software. Google Apps is an integrated solution for enterprises who wish to replace their e-mail platform or to complete their infrastructure through collaboration software. It includes gmail for e-mail, "docs and spreadsheets" for word processing and spread sheet, Google Calendar, instant messaging, Google Talk and a shared start page. **Capgemini** aims to allow enterprise users to no longer have to handle maintenance, operations and hosting for such applications, as they are available via the internet. **Capgemini's** outsourcing branch currently handles office software management for slightly over 1 million users worldwide.



### **Capgemini partners Google Apps software**

Reuters

By Unavailable

9/10/2007

URL: <http://www.reuters.com/article/businessNews/idUSL108316920070910>

*(Article also appeared in MSN Money.)*

**Capgemini**, Europe's largest computer consultancy, said on Monday it would partner U.S. software group Google Inc in supporting the Google Apps software package.

**Capgemini** said partnering with Google would enable the company to extend its portfolio of desktop solutions and help it support more office staff.

"Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework," **Capgemini** global outsourcing chief executive Paul Spence said in a statement.

The Google Apps package includes Google's Email service Gmail and word processor, spreadsheet and business presentation software. Google's development of the package is part of its strategy to diversify away from its core businesses of Internet searches and advertising.



### **Capgemini Brings SaaS Innovation of Google Apps to Desktop Solutions**

SEO SEM

By n/a

9/10/2007

URL: <http://virtualization.sys-con.com/read/426972.htm>

Capitalizing on the growth in SaaS solutions, **Capgemini** has announced services that support the adoption of Google Apps Premier Edition by large-scale enterprises. Partnering with Google enables **Capgemini** to extend its portfolio of desktop solutions, enabling it to support more client employees, regardless of their locations, platforms and roles.

Delivered as a Software as a Service (SaaS) solution over the Internet via a Web browser, Google Apps Premier Edition – which includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page – provides collaboration and communication applications for a low annual fee.

This partnership extends **Capgemini** Global Outsourcing's desktop offering, which encompasses the complete asset life cycle from procurement, installation, deployment and management through to disposal. Already supporting more than one million desktop users worldwide, **Capgemini** has experience managing the challenges and opportunities of incorporating new applications into existing, complex IT infrastructures. With its transition services, **Capgemini** can extend the value of Google Apps for large-scale enterprises by maximizing adoption and fostering real-time collaboration – even for mobile workers, partners and other user groups that were previously disconnected from corporate e-mail and applications.

SaaS solutions, such as Google Apps Premier Edition, provide a cost-effective, easy-to-deploy alternative to installed, licensed desktop software; they are delivered over the Internet via a Web browser and do not require companies to install or maintain software locally, or to tap into internal IT resources. Having the ability to share, review, and edit data in a collaborative environment on the Web naturally serves the needs of **Capgemini**'s enterprise clients with multiple facilities, global locations and distributed employees.



## **Capgemini Touts Google Apps**

vnunet.com

By Matt Chapman

09/10/2007

URL: <http://www.vnunet.com/vnunet/news/2198348/Capgemini-pushes-google-apps>

Vista partner pushes rival office software

Google is pushing its web-based office applications to corporate customers following a deal with IT consultancy firm **Capgemini**.

The range of Google Apps will be offered to **Capgemini**'s clients, despite the outsourcing company being one Microsoft's Vista operating system partners.

Richard Payling, head of partnerships at **Capgemini**'s outsourcing business, confirmed that the first major installation of Google Apps for a corporate customer is already underway.

"Microsoft is an important partner to us, as is IBM," Payling told The Guardian. "In our client base we have a mix of Microsoft users and Lotus Notes users and we now have our first Google Apps user."

Google's web-based services, which launched in February, include word processing, email, calendar and spreadsheet programs.

**Capgemini** will collect the £25 licence fee for Google applications, as well as charging for training, helpdesk support, corporate security and back-up services.

"An important element of **Capgemini**'s services is the archiving and storage of email for compliance," said Dominique Raviart, an analyst at Ovum.

"Google itself does not offer this service, although it is in the process of buying Postini, which does."

Raviart added that businesses could benefit by using Google Apps to get off the upgrade cycle, removing the need to improve hardware, operating systems, servers and desktop software to support the latest office suite.

However, the analyst warned that there are a number of downsides with Google Apps.

"The applications on offer from Google are not as fully-functioned as those from Microsoft and IBM, and the word processor in particular is pretty lightweight," she said.

"There is also no offline capability with Google Docs, and most laptop users would expect to want to edit documents on the move."



## Open Season on Microsoft Office

GigaOM

By Om Malik

9/10/2007

URL: <http://gigaom.com/2007/09/10/google-vs-microsoft-office-open-season/>

Earlier today IBM (IBM) threw its weight behind the Open Office project, a move that will give the open source productivity suite some much needed support in the enterprises. And if that wasn't enough, now Google (GOOG) has upped the ante on Microsoft Office by teaming up with consulting company, **Capgemini**. **Capgemini** is going to help push the Google Office aka Google Apps Premier Edition (GAPE) to the enterprises.

If you consider dozens of start-ups with their own twist on Office 2.0 as potential competitors, then it seems it is open season on Microsoft Office - one of the biggest cash engines for Microsoft (MSFT). The **Capgemini** deal seems to worry Microsoft, notes Mary Jo Foley, a long time Microsoft observer, who writes on her blog:

Today's **Capgemini**-Google partnership to sell Google Apps Premier Edition (GAPE) must have struck a nerve, as Microsoft sent out a lengthy and unsolicited response on the deal.

**Capgemini** can help overcome the *lack-of-support* stigma for Google. A handful of large US corporations have tried out Google Apps in recent past. Large enterprises are getting increasingly comfortable with using software as a service. The success of Salesforce.com and other such offerings are indicative of these changing attitudes.

Still, one has to think of it as a long term attack on Microsoft's Office franchise. For fiscal 2007, Microsoft Business Division that is responsible for Office and other products such as ERP brought in over \$16.4 billion in revenues and had an operating income of \$10.9 billion.

In comparison, Google will have sales of over \$11 billion for fiscal 2007. Taking that as a backdrop, it seems foolish to suggest that Microsoft Office juggernaut is under any sort of threat. Unfortunately the history does seem to suggest that Barons of Redmond need to watch out.

The commoditization of software has made its impact felt on the server software, web servers, storage servers, and application servers ( J-Boss). If someone was out charging high prices for products, open source and lower cost products emerged and caused rapid commoditization. GAPE is trying to accelerate the process and bring it to productivity apps.



## Google and Capgemini

Fox 10 News at 5:00AM (News)

By Unavailable

9/10/2007

URL:

[http://www.criticalmention.com/components/email/email\\_landing.php?random\\_string=b15ab11a64a9e6c6a6b8252f37c66353](http://www.criticalmention.com/components/email/email_landing.php?random_string=b15ab11a64a9e6c6a6b8252f37c66353)

Transcript: online search engine, google getting a big recommendation today. technology consulting firm, **Capgemini** will recommend google's online location of office software to its corporate customers. the move is expected to boost google's effort to drum up more sales to big businesses. its the first time one of the world's top technology services has recommended google's software



## **Capgemini offers Google Apps to world enterprise customers ...**

Ars Technica

By David Chartier

9/10/2007

URL: <http://arstechnica.com/journals/microsoft.ars/2007/09/10/Capgemini-to-offer-google-apps-alternative-to-world-enterprise-customers-microsoft-issues-unsolicited-response>

Google has announced an aggressive move into the enterprise space by partnering with **Capgemini**, a consulting and outsourcing firm, to deliver Google Apps Premiere Edition as an Office alternative for customers. As is usual, Google will host the applications and data on its servers, while **Capgemini** will handle deployment, support, hardware, and security.

The outsourcing company isn't looking to transition existing customers away from Office, however. **Capgemini** primarily wants to offer Google Apps as a complementary service for companies with employees who are already using those services in "underground" or otherwise unsanctioned methods; this way, **Capgemini** can at least help secure the data and applications customers are using.

While there are obvious cost and performance advantages to doing things the Google Apps way, Microsoft has wasted no time in supplying a rebuttal to Google's announcement. In an email to ZDNet, Microsoft highlighted the downfalls of using Google's Enterprise offerings, including the company's tendency to leave apps in perpetual beta, the generic focus of their feature sets, and the true cost of making the sacrifices necessary to run Google Apps instead of—or even in addition to—Office.

Now Microsoft's response may feel a bit too knee-jerk for comfort, but the company does highlight some legitimate concerns about making such a significant transition. The promise of virtually hardware-agnostic apps that are managed by the 800lb gorilla that is Google can be alluring, but in this case, change might not be all it's cracked up to be for some businesses.

Ultimately, the true test of Microsoft's advice will be measured by how successful partnerships like **Capgemini**'s are for Google.

## Google Apps Get Support

WSJ Blogs

By Ben Worthen

9/10/2007

URL: <http://blogs.wsj.com/biztech/>

Businesses can now feel more comfortable turning to Google for their software. The consulting firm **Capgemini** today announced that it has reached a deal with Google to help companies install and provide tech help for Google Apps, the search company's collection of online applications. The partnership eliminates the biggest excuse companies had for not using Google Apps.

Google Apps is a collection of Google software – email, instant messaging, shared calendaring, word processing and spreadsheets – bundled together for companies. Google Apps is “software as a service,” meaning that instead of buying and installing the software, companies pay a \$50-per-user annual subscription fee and access the tools over the Internet through a Web browser.

Companies have been reluctant to adopt Google Apps. Unfamiliarity with online software is part of the reason. But a bigger hurdle for Google is that information-technology departments think of it as a consumer-tech company, and they are reluctant to buy corporate software from it. CIOs want to have someone to turn to for support if something goes wrong—a service consumer tech companies just aren't staffed for, as anyone who has ever tried to get tech support for a home-computing product knows firsthand. (This position was summed up in a Burton Group report last month which called using Google Apps was a “career-limiting” move.)

The **Capgemini** deal addresses this weakness head on, since companies can use Google's products and get technical help from **Capgemini**. Michael Donner, a **Capgemini** vice president, tells the Business Technology Blog that in many companies, employees are using the free versions of the Google's collaboration tools without the IT department's knowledge. Rather than punishing these employees for using unsupported tools, IT departments now have an opportunity to give these employees official cover. (Donner says that corporate Google Apps users are more interested in the shared documents part of the package. Last month the Business Technology Blog reported that universities were looking at Google Apps because of email.)

Donner has two pieces of advice for companies that decide to use Google Apps: 1) Use it strategically by giving the tools to the people who would benefit most from collaboration; 2) Don't throw away the tools you already have. Google Apps isn't a replacement for Microsoft Office – even with **Capgemini** support. But it is a good complimentary product.



## Google Inks Deal With Corporate Tech Consultant Capgemini

AHN

By Ed Sutherland

9/10/2007

URL: <http://www.allheadlinenews.com/articles/7008473148>

Google gained a louder voice in corporate business decisions when Paris-based **Capgemini** agreed to promote Google's online application suite to large corporations on Monday.

The move is a first for Google, who since February has offered e-mail, word processing, spreadsheet and time-management in a \$50 per year suite, rivaling Microsoft.

According to the AP, **Capgemini** recommends software which winds up on more than 1 million computers used by the likes of Eli Lilly and PricewaterhouseCoopers.

# Pattern Finder

Musings on content management and the Information age by IT Industry analyst Guy Creese

## Capgemini: Filling in the Desktop Gaps with Google Apps

Pattern Finder

By Guy creese

9/10/2007

URL: [http://creese.typepad.com/pattern\\_finder/2007/09/Capgemini-filli.html](http://creese.typepad.com/pattern_finder/2007/09/Capgemini-filli.html)

The consulting firm **Capgemini** today announced that it was adding Google Apps, Premier Edition to its desktop outsourcing service. **Capgemini** supports over 1 million desktops for its clients, with services ranging from buying PCs, to installing software, to running the Help Desk. In the course of this work, **Capgemini** installs and supports Microsoft Office, Microsoft SharePoint, and IBM Lotus Notes. With today's announcement, clients can now also request Google Apps.

This announcement helps Google in several ways. First, **Capgemini** can offer 24/7 telephone support, a cut above Google's current offering of phone support most of the time, e-mail support the rest of the time. Second, **Capgemini** has been supporting desktop applications for years, and so has the procedures in place to track questions, generate a knowledge base, and otherwise bring a process orientation to support, something Google has been struggling with (based on user comments on the support forums).

Hopefully, this announcement also brings some sanity to the discussion about what Google Apps, Premier Edition can be used for. When my report on Google Apps was published several weeks ago--saying that it was a work in progress and not ready for full scale adoption by large enterprises--some bloggers said it was an in-depth, thoughtful report while others said it was a Google bash job that Microsoft must have funded (not true; Burton Group does not write reports sponsored by vendors). In other words, this debate remains highly charged, a hallmark of early technology discussions (think HD DVD vs. Blue-ray).

The **Capgemini** announcement is an early test of what an experienced office application provider thinks, and even it thinks that Google Apps needs some work. In my pre-announcement briefing with **Capgemini** in late August, **Capgemini** said it was targeting Google Apps, Premier Edition at three situations. First, bringing disenfranchised workers on board--workers who need some kind of office suite but for whom the enterprise has been unwilling to buy Microsoft Office. Second, for supporting highly connected mobile workers who need to collaborate while on the road. Third, collaboration needs with partners, where not having to install software to bring a person into the system is a plus.

When I started to drill into why they cut this deal now, rather than waiting for the solution to become more mature, they had several answers. First, they said it was clear that SaaS-based content management and collaboration was going to become big over time, and basically they wanted to get in on the ground floor. Second, because they had a toolbox full of solutions, they wouldn't be forced to use Google Apps where it wasn't appropriate--they could afford to wait for the product to mature, and they believed it would. Third, they felt they could bring something to the table (support infrastructure and expertise) that Google needed (it's always nice to be wanted). Fourth, even Google recognized that. **Capgemini** had been in discussions with Google about supporting the Google Search Appliance, and it was Google who said, "Say, would you be interested in helping us out with Google Apps?"

Six months from now, it will be interesting to see where this agreement sits: whether Google Apps has been deployed in multiple large scale situations or has been deployed nowhere. With the Salesforce.com shoe still remaining to be dropped, Microsoft working on Office Live, and Cisco making noises about WebOffice, Google will soon not be the only game in town.



### **Capgemini to use Google Apps**

Big Mouth Media

By Unavailable

9/10/2007

URL: <http://www.bigmouthmedia.com/live/articles/Capgemini-to-use-google-apps.asp/4041/>

**Capgemini** to use Google Apps IT consultancy provider **Capgemini** has announced that it is extending its outsourcing portfolio to include Google Apps Premier Edition.

By partnering with the search engine, **Capgemini** is aiming to extend its portfolio of desktop solutions and provide more choice to its corporate customers.

The firm states that the move will allow it to support more client employees, regardless of their platforms, roles and locations.

Google Apps includes Docs & Spreadsheets, Google Calendar, Gmail, Google Talk and Start and is delivered in the form of a Software as a Service (SaaS) solution over the internet via a web browser.

Paul Spence, chief executive officer of global outsourcing at **Capgemini**, commented: "Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers and the latest technologies.

"Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

He added that SaaS solutions, including Google Apps, provide an easy-to-deploy and cost effective alternative to installed software, with the additional advantage that they do not require companies to maintain software locally.

**Capgemini** runs the desktops of more than a million corporate workers and specialises in consulting, technology, outsourcing and local professional services.

It is headquartered in Paris and operates in over 30 countries across the globe.



### **Google Moves Up the Corporate Ladder with Apps**

Rev 2.0 Org

By Aaron Bartlett

9/10/2007

URL: <http://www.rev2.org/2007/09/10/google-apps-moving-up-the-corporate-ladder/>

With Google Apps already creating a buzz in the small business world, UK newspaper The Guardian reports that Google has reached a partnership with IT Consulting group **Capgemini**. The acquisition of Google Apps brings a fresh option to large companies looking for a corporate-wide application solution.



**Capgemini** is a global leader in consulting, technology, outsourcing, and local professional services. Their headquarters are in Paris, France and they operate in more than 30 countries. **Capgemini** currently manages about 1 Million desktops.

According to **Capgemini**, Google Apps represents “the next-generation communication and collaboration tools [workers] need to manage electronic communications, share and publish information, and stay connected while on the go.”

“If you look at the traditional desktop it is very focused on personal productivity,” says Robert Whiteside, Google enterprise manager for the UK and Ireland. “What Google Apps brings is team productivity.”

This “team productivity” can be seen in the ability for multiple desktop users to edit the same document, seeing the changes in real time.

**Capgemini** expects many corporations to continue using Microsoft products, but also expect more of a mix and match approach, combining the high cost Microsoft Apps with the more cost-efficient Google Apps. For their consulting, **Capgemini** will receive the \$50 license fee charged by Google for their applications, as well as revenue from training, helpdesk services and maintenance.

This partnership brings obvious irks to the Microsoft monopoly on the corporate application market, but time will tell if Google can make a push to be a serious competitor. As it stands with CapGemin, Google Apps are sold as compliments to Microsoft products, not necessarily as replacements. These partnerships will certainly continue as Google will look to plant it’s thumb print with other major IT consulting companies.



### **Google And French IT House Capgemini Forge Ties**

Profy

By Paul Glazowski

9/10/2007

URL: <http://www.profy.com/2007/09/10/google-and-french-it-house-Capgemini-forge-ties/>

Google Apps, an online suite, has for months been positioned as an inexpensive collection of simple and useful utilities for (mostly) small business and educational institutions. Today it’s hoping to start expanding its client base in a big way.

The Mountain View-based company behind the series of products has announced **Capgemini** as major partner in the delivery its solutions to businesses big (some very big) and small. The announcement effectively thrusts the calendar-email-word-processor-spreadsheet-etc. concoction straight into a world in which business-to-business and corporation-client ties aren’t tallied only in the thousands, but on occasion even the millions. And we of course can’t forget to mention that the news also brings Google one step closer to competing almost directly with the monopolistic mainstay of the productivity market, Microsoft Office.

You must now be wondering why, of all the enterprise-oriented software suites of the world, **Capgemini** chose to partner with Google to help supply more and more businesses in the corporate world with its Apps suite. The answer, simply enough, is all about teamwork.

For years, the French IT consulting company chose IBM and later Microsoft to supply its employees with productivity solutions. But it recently found that it has been promoting individual productivity with the software it’s delivered to clients.

**Capgemini** wants to change that. It recognizes today that the trend is to collaborate, and it sees the Google Apps suite as fundamentally structured to provide just such team-based networking.

The idea of both in-house and out-of-house collaboration (in terms of both remote networking as well as company-client interaction on the software level), has gained ground rapidly in the enterprise. It’s seen as a more intelligent and efficient method with which to further corporate growth, and so **Capgemini** has

chosen to create this new partnership with Google to ensure it can provide solutions that fit that very criteria if necessary.

It's important to note that, despite the largess commanded by **Capgemini** in its field, this is but a small stone in a bucket all but overflowing with rocks labeled as Redmond's, but if Google proves to be a hit among **Capgemini**'s clients in the months and years ahead, Microsoft will certainly have to hasten the migration of its own products and services to better fit the collaborative mold.



### **Capgemini brings Google Apps to enterprises**

ZDNet

By Dan Farber

9/10/2007

URL: <http://blogs.zdnet.com/BTL/?p=6186>

Google gained a major ally for its march into the enterprise. **Capgemini**, the \$10 billion consulting and outsourcing services, is now offering its customers the \$50 per user per year Google Apps Premier Edition (Docs & Spreadsheets, Gmail, Google Calendar, Google Talk, Page Creator, Start Page, administrative tools, APIs, 24x7 support, and a 99.9-percent uptime guarantee for Gmail).

**Capgemini** Global Outsourcing, which supports more than one million desktops currently, will handle procurement, migration, deployment and management for Google Apps for its large-scale enterprise customers.

Google Apps, as well as other hosted suites such as Zoho, Zimbra and ThinkFree are getting on the radar of corporations, but the software is often being used covertly. **Capgemini** applies its methodologies and handles security, compliance and elements important to IT, giving Google Apps some enterprise credibility.

**Capgemini** is providing first- and second-level support. Third-level support, the highly technical issues, are handed off to Google. The deal with Google is non-exclusive.

**Capgemini** doesn't view Google Apps as a replacement for Microsoft Office or other productivity applications and suites. It's an option for customers who want a simpler and lower cost collaborative platform for the Internet-connected, at least until Google Gears, which enables Web applications to provide offline functionality via JavaScript APIs, is baked into the suite.

**Capgemini** also sees Google Apps as a collaboration solution for the extended enterprise—mobile workers, partners and suppliers that are not tied into corporate email and applications.

The \$50-per-user-per-month fee will be baked into **Capgemini**'s pricing, which will vary according to the deal requirements. Some customers may not need all the Google applications or services that **Capgemini** can offer. A factory-floor operation, for example, might need only Gmail and Google Calendar.

It's a good move for Google and **Capgemini**, but it will not be an easy sell. Some enterprises will be leery of trusting their data to Google, and the lack of offline capabilities today could be a deterrent to adoption. However, the partnership provides Google with a practical way to flesh out the use cases, scenarios and understand the needs of larger enterprise customers.



## Microsoft offers its take on Capgemini-Google deal

Virtual Generations

By Jaap Steinvooorte

9/10/2007

URL: <http://www.virtual-generations.com/2007/09/10/microsoft-offers-its-take-on-Capgemini-google-deal/>

*(Article also appeared in Netscape.com Gadgets & Tech Stories)*

### Microsoft offers its take on **Capgemini**-Google deal

Microsoft has been noticeably quiet whenever we bloggers/press folk ask them for comments on Google various announcements. Today's **Capgemini**-Google partnership to sell Google Apps Premier Edition (GAPE) must have struck a nerve, as Microsoft sent out a lengthy and unsolicited response on the deal.

Here's what Microsoft said via an emailed statement, attributable to a "corporate spokesperson:

"We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need. This is validated in the strong reception we've seen to 2007 adoption and usage and by having achieved more than 90% enterprise agreement renewal in the fourth quarter of our last fiscal year. Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43% on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers."

That was the "official" statement. Microsoft also suggested a list of "top questions that enterprises should ask when considering the switch to GAPE. Microsoft's suggested list:



### **Capgemini to pitch Google Apps**

Rough Type

By Nick Carr

9/10/2007

URL: [http://www.roughtype.com/archives/2007/09/Capgemini\\_to\\_pi.php](http://www.roughtype.com/archives/2007/09/Capgemini_to_pi.php)

In the clearest sign yet that Google Apps may be about to make the leap from small businesses to large ones, a major systems consulting firm, **Capgemini**, is announcing today a partnership with Google to push Apps into the enterprise market. **Capgemini** is incorporating Apps into its outsourcing service for managing companies' PC networks. The consultancy says it currently manages about a million desktops for corporate clients. In a statement that is sure to annoy Microsoft, which has long dominated business PCs with its Office suite, **Capgemini** says that Google Apps represents "the next-generation communication and collaboration tools [workers] need to manage electronic communications, share and publish information, and stay connected while on the go."

Google approached **Capgemini** about the partnership a few months ago, according to Steve Jones, a **Capgemini** outsourcing executive who oversees the firm's work with software-as-a-service applications. The move shows that Google believes the time is ripe to make a major push into the enterprise computing market.

I asked Jones about the commonly heard claim that Google Apps, while fine for little organizations, isn't "enterprise-ready." He scoffed at the notion, saying that the objection is just a smokescreen that some

CIOs are "hiding behind." Google Apps, he says, is "already being used covertly" in big companies, behind the backs of IT staffers. The time has come, he argues, to bring Apps into the mainstream of IT management in order to ensure that important data is safeguarded and compliance requirements are met. Jones foresees "a lot of big companies" announcing the formal adoption of Apps.

But that isn't happening yet. Though Google and **Capgemini** have been crafting the announcement of their partnership for a number of weeks, they have yet to sign up any clients - or at least not any that are willing to go public with their plans. Jones says that one of **Capgemini's** clients, a US telecommunications firm, is close to a deal for incorporating Google Apps onto some of its desktops. He's confident the deal will be completed by the end of the month.

For the near term, **Capgemini** is pitching Apps largely as a complement to Microsoft Office. Google's package offers two immediate advantages, according to Jones. First, it allows the many thousands of workers who don't have their own PCs or their own copies of Office - from factory hands to call-center agents - to gain access to email, calendars, and other personal-productivity applications. Up to now, says Jones, licensing and data-storage costs have prohibited these "disenfranchised employees" from being given access to Office-style apps. Because Google charges only \$50 a year per user for Apps and stores all email messages and other data in its own systems, it lowers the cost barrier substantially.

Second, says Jones, Google Apps simplifies collaboration, particularly between employees working at different companies. With Office and other traditional apps, he says, such collaboration usually entails "lobbing emails over the firewall" with attached files. Such "paper-shuffling" leads to a proliferation of different versions of documents, adding complexity and delays to the process. With Apps, a single version of a document is maintained by Google, and people from different companies can work on it simultaneously. That, contends Jones, can greatly speed up the work of inter-company teams.

The Google-**Capgemini** partnership is important because systems consultancies and outsourcers exert a strong influence over the IT decisions of large companies. Google knows that a grass-roots movement alone isn't enough to break into the enterprise market. I expect that now we'll see a series of similar partnerships between Google and some of the other big guns in the IT business. Of course, there's also an irony here. The giant IT consulting firms symbolize the high cost and ornate complexity of traditional IT. You might say that they're part of the problem that the new wave of Web-based services is supposed to solve. It only goes to show: Business, no less than politics, makes strange bedfellows.

## Groundhogtech

### Google Inks Apps Deal with Capgemini

Groundhogtech

By Unavailable

9/10/2007

URL: <http://www.groundhogtech.com/news/google-inks-apps-deal-with-Capgemini/>

On Monday, I.T. services company **Capgemini** announced a new partnership designed to make Google Apps a more viable option for large enterprises. The partnership between the Paris-based consulting, technology, and outsourcing-services firm and the world's leading search engine could have implications for Microsoft and its Office suite.

**Capgemini** has agreed to provide Google Apps Premier Edition, which includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk, and Start Page, to its clients. With **Capgemini** having a client base of one million, the partnership could mean a significant number of new installs for Google Apps. For **Capgemini**, the deal means a broader portfolio of desktop solutions to support more of its clients.

"Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers, and the latest technologies," Paul Spence, CEO of **Capgemini's** Global Outsourcing unit, said in a statement. "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

## Bullish on SaaS

Delivered as a software-as-a-service (SaaS) application over the Internet, Google Apps Premier Edition offers collaboration and communication applications for an annual fee. Industry research firm Gartner predicts a 25 percent compound annual growth rate for the SaaS market through 2010. With Google Apps as part of its desktop portfolio, **Capgemini** will be able to capitalize on the rapid growth in SaaS solutions.

Google has reason to be bullish about the **Capgemini** relationship. **Capgemini** can extend the value of Google Apps for large-scale enterprises by fostering real-time collaboration — even for mobile workers, partners, and other user groups that were previously disconnected from corporate e-mail and applications.

What's more, **Capgemini**'s application and infrastructure experts can help its clients develop a strategy for using Google Apps Premier...



### Google's Web-based apps get a big-business boost

Todd Bishop's Microsoft Blog

By Todd Bishop

9/10/2007

URL: <http://blog.seattlepi.nwsourc.com/microsoft/archives/121486.asp>

The big news today in the productivity software market is the decision by tech consultancy **Capgemini** to add Google's Web-based programs, including Docs & Spreadsheets, to the offerings it supports for large companies. See the press release here: PDF.

As noted in this AP story, analysts say **Capgemini**'s decision will give Google's productivity applications more credibility in the eyes of large businesses. That, in turn, could put added pressure on Microsoft to move more in the direction of a Web-based productivity suite.

At the same time, the Redmond company already appeared to be headed in that direction. Microsoft Business Division President Jeff Raikes, talking to financial analysts in July, said the company is "investing substantially in Web productivity as a complement to what we do in our traditional Office productivity." While declining to elaborate, he indicated that there's something more coming on that front sometime this year.



### Microsoft Office and Google Apps: Internal or External?

**Capgemini** CTO Blog

By Andy Mulholland

9/10/2007

URL: [http://www.Capgemini.com/ctoblog/2007/09/microsoft\\_office\\_and\\_goole\\_app.php](http://www.Capgemini.com/ctoblog/2007/09/microsoft_office_and_goole_app.php)

The press loves to position this as a fight between two giants in the market, see Business Week article 'Apps versus Office – Google ups the Ante'. Next there was the report in IT Week around Microsoft about to start trialling a free version of Office paid for by it showing adverts.

It may be good press in terms of stirring up interest, but I am not at all sure it's the right argument in terms of 'x' is good, and 'y' is bad, therefore market share will change.

After all we all have a story about what seemed to be free, and really wasn't, usually ending up with a costly outcome as well. We are getting more used to the idea that there are different methods of payment, and the resulting flexibility in terms of buying the license, the support, the service; SaaS, or even the process; BPO, seems to cover a lot of requirements. So I am not so struck on this side of the argument, instead I think we should be taking a closer look at the 'tasks' we are trying to support. Notice I did not say functionality leading to the normal 'knock off' comparison, and the tendency to suggest that Google Apps can only be used by smaller enterprises with less demands.

There are plenty of small enterprises in sectors like Media who need very high functionality as an example, but then there are large enterprises like some government departments that need low functionality, no, there is something else to consider. If we go back before the era of IT, to quaintly named Office Automation in the 1980s running on a Mini Computer with green screen users the name that springs to mind is Wang. Move forward into the 90s and the shift to Information Technology, IT, and its Microsoft running on PCs with market leading Wang all but dead. I don't recall cost being the issue, but I do recall a massive change in working practice around 'information' being the issue.

Wang was just great at producing letters, and other structured format documents, for printing, the idea of creating text for passing between PC users in a digital form arrived with the PC, and with it the need for strikingly different functionality around embedding pictures, spreadsheets etc. In many organisations this, what I will call 'desktop' working functionality remains key internally, but in some places we can see the impact of something different around collaborative working externally. To me the question is; are you looking for a hosted 'document' environment for shared collaborative working on an ad hoc basis with others? Or, are you looking for a controlled internal environment for information management?

Put this way the features and functions of both Microsoft Office and Google Apps seem to make a lot more sense. I look forward to seeing your views on this!



### **Capgemini to Offer Google Apps Premier Edition**

SaaSWeek

By Unavailable

9/10/2007

URL: <http://www.saasweek.com/2007/09/10/Capgemini-to-offer-google-apps-premier-edition/>

The news of the day is **Capgemini**'s partnership with Google to boost the enterprise version of Google Apps Premier Edition. The global consulting services company said the move will "extend its portfolio of desktop solutions, enabling it to support more client employees, regardless of their locations, platforms and roles." In explaining the decision, **Capgemini** cited Gartner's estimates of 25 percent annual growth for SaaS through 2010 and its hopes to capitalize on SaaS growth by adding Google Apps to its desktop solutions portfolio.

Every day seems to bring multiple announcements of new SaaS products and services, and it seems that nearly all applications are to be delivered in SaaS format sooner or later, if they aren't already. Google Apps is still considered lightweight in comparison to Microsoft Office by most, but that could certainly change. Juan Carlos Peres of InfoWorld reported on the news with the headline "Web-based desktop apps get serious," but was quick to point out that **Capgemini**'s CEO did not expect Google Apps to displace Office but rather to fill the niche needs for enabling document collaboration and bringing Office-like capabilities to more workers.

ZDNet's Dan Farber also commented on the move, pointing out that it may not be an easy sell given that companies might be concerned about entrusting data to Google and about the lack of offline capabilities in Google Apps, but that it was a good move for both **Capgemini** and Google overall.

Mary Jo Foley, also of ZDNet, had an interesting post in which she cited Microsoft's apparently official reply to the **Capgemini** announcement. The announcement, attributed to a "corporate spokesperson,"

claimed that competition was good for the industry overall but then listed ten questions that it suggested companies ask themselves before switching to Google Apps. The concerns seem to be valid, but thus far no one is really touting Google Apps as a replacement for MS Office, so one would wonder why the apparent defensiveness, and why Microsoft doesn't just add more collaborative features to MS Office.

Foley also posted a commentary on the announcement, in which she brought up some interesting points about price, demand, and integration. She also pointed out that no one has yet fully explained the claim that Google Apps is "complementary" to Office despite the frequent denial by Google that it sees the application as a competitor to MS Office.



### **Capgemini To Recommend Google's Online Suite**

AHN

By Unavailable

9/11/2007

URL: <http://www.allheadlinenews.com/articles/7008485839>

Google Monday gained a louder voice in corporate business decisions when Paris-based **Capgemini** agreed to promote Google's online application suite to large corporations.

The move is a first for Google, who since February has offered e-mail, word processing, spreadsheet and time-management in a \$50 per year suite, rivaling Microsoft.

**Capgemini** recommends software which winds up on more than 1 million computers used by the likes of Eli Lilly and PricewaterhouseCoopers.



### **Google Apps Gains Ally**

Redmond Magazine

By Unavailable

9/11/2007

URL: <http://redmondmag.com/reports/article.asp?EditorialsID=561>

Google's getting a new friend in its push to spread Google applications: **Capgemini** said this week it's going to start pushing the Premier Edition of Google Apps (the \$50 version of the company's office suite) to corporate customers -- including enterprise companies. The Premier Edition, which is delivered as a Software as a Service (SaaS) over the Internet through the Web browser, includes Docs & Spreadsheets, Gmail and Google Calendar.

The partnership may give a boost to both Google and the entire concept of SaaS. And until Microsoft has a credible offering in this area, it may leave our favorite Redmond company out in the cold.



## Does Google Apps Kill the Golden Goose?

Seattlest

By Unavailable

9/11/2007

URL: [http://seattlest.com/2007/09/11/were\\_living\\_in.php](http://seattlest.com/2007/09/11/were_living_in.php)

We're living in the town that Microsoft Office built, and all in all it's not too shabby. Every once in a while we're struck by something and think, "wow, someone paid upwards of \$300 for a graphical representation of a talking paper clip and we used the money to build this..." But generally it's been a pretty good deal for Seattle. Time marches on, though, and what was once the raison d'etre for personal computers becomes just another bloated piece of virus-propagation ware choking up the system drive and gathering dust. The web browser is now the first thing we open in the morning and the last program to close at night, with fewer and fewer between. Google Apps represent the future where browser is the computer. Good thing there's no such beast as Google Apps Enterprise Edition... Doh!

What to do, what to do... Let's start by issuing this unsolicited top-10 list in response to the news:

"We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need. This is validated in the strong reception we've seen to 2007 adoption and usage and by having achieved more than 90% enterprise agreement renewal in the fourth quarter of our last fiscal year. Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43% on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers."

"1. Google touts having enterprise level customers but how many "USERS" of their applications truly exist within the enterprise?

"2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?

"3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?

"4. Google's primary focus is on ad funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services only account for 1% of the company's revenue. What happens if Google executes poorly? Do they shut down given it will them in a minimal and short term way? Should customers trust that this won't happen?

"5. Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps – doesn't this equal a very small % of global information workers today? –On a feature comparison basis, it's not surprising that Microsoft has a huge lead.

"6. Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?



“7. Enterprise companies have to constantly think about government regulations and standards – while Google can store a lot of data for enterprises on Google servers, there is no easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9% uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the definition Google has for “downtime” – ten consecutive minutes of downtime. What happens if throughout the day Google is down 7 minutes each hour? What does 7 minutes each hour for a full work day that cost an enterprise?”

“8. In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google’s tech support is open M-F 1AM-6PM PST – are these the new hours of global business? And if a customer’s “designated administrator” is not available (a requirement) does business just stop?”

“9. Google says that enterprise customers use only 10% of the features in today’s productivity applications which implies that EVERYONE needs the SAME 10% of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information – how does Google’s generic strategy address role specific needs?”

“10. With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features – how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?”

“I invite you to speak with customers, partners and analysts who can validate Office’s business model.”

## **NETWORKWORLD**

### **Online App Boost**

NetworkWorld.com

By James Gaskin

9/11/2007

URL: <http://www.networkworld.com/community/node/19317>

As you might expect after the Office 2.0 Conference, news from the world of Software as a Service (SaaS) has been bouncing around lately. Whether any of the products hyped recently are ready for production remains a key argument depending on the size of your business.

Now with an endorsement from **Capgemini**, the humble little Google applications recent incarnation into Google Apps Premier Edition claims to be ready for enterprise rollout. Personally, I don't think many enterprises will fall for that, even with **Capgemini's** recommendation. However, this new push does tell me Google's Apps have reached a high level of stability or they wouldn't even make the enterprise claim. Not quite good enough for a major international corporation may be more than good enough for your small business.

Zoho, the free personal service with their own applications like word processor, spreadsheet, online presentations, and web conferencing (as well as another 10 apps) now has a business service running as a beta test. Still free as a beta, it will cost something when it rolls out officially. Many small businesses feel the free Zoho applications provide enough features and collaboration for their use. Others feel Zoho Projects and Zoho CRM tools are worth paying for already.

Personally, my three year old PC running Windows XP is getting flakier and flakier. I'm surprised it's gone three years without a wipe and reinstallation, but I run suspect programs on other systems. But I'm really considering making some Linux variant my primary workstation and keeping XP for a few specialized needs, rather than vice versa. Part of this switch will be moving more of my data online to

HyperOffice and Google Mail and others like Zoho for testing. Any comments from those who have made that jump? Good and bad news welcomed.



## **Bizarro World: Microsoft Lashes Out at Google Apps**

Windows IT Pro

By Paul Thurrott

9/11/2007

URL: <http://www.windowsitpro.com/mobile/pda/Article.cfm?ArticleID=97036&News=1>

If you ever doubted that Google's Web-based office productivity suite, Google Apps, was a competitive concern for Microsoft, doubt no more: The software giant issued a bizarre public statement about the suite, first published by ZDNet blogger Mary Jo Foley, which suggests that Microsoft is quite concerned that Google Apps will begin chipping away at its dominant Office platform.

"Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43 percent on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers," a Microsoft spokesperson writes in the statement. "We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need."

The statement devolves from there, listing 10 hypothetical questions that businesses should ask when considering switching to Google Apps. Some of the questions--"how many 'USERS' of [the Google Apps] applications truly exist within the enterprise?" are somewhat pointless given this nascent time in the history of cloud-based computing. But others are legitimate if hastily-worded concerns for any business seeking to move to this new usage paradigm.

For example, the second question states, "Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a 'known only to Google' schedule--this flies in the face of what enterprises want and need in their technology partners--what is Google doing that indicates they are in lock step with customer needs?" Fair enough, though one might point to Microsoft's own always-in-beta Windows Live services as being somewhat similar.

The eighth question offers other concerns. "The world of business ... is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google's tech support is open M-F 1AM-6PM PST--are these the new hours of global business? And if a customer's 'designated administrator' is not available (a requirement) does business just stop?"

As it turns out, Google Apps is hardly enterprise-ready at this point, though the suite, which offers Gmail-based email, online calendaring, and basic word processing and spreadsheet functionality, will likely meet the needs of many consumers, students, small businesses, and other organizations. What triggered Microsoft's haphazard response, presumably, was an announcement yesterday that consulting services firm **Capgemini** was reselling Google Apps to large companies for \$50 per user per year. Based in France, **Capgemini** represents major corporations Eli Lilly and PricewaterhouseCoopers. It's worth noting, however, that the company also supports software sold by Microsoft and others.

The real issue, of course, isn't whether Google Apps is viable competition for Microsoft's Office platform today, as it clearly is not, especially for the large corporations that matter most to the software giant. Indeed, Google says it earned just \$70 million from software licenses and other services during the first half of 2007, representing less than 1 percent of the company's revenue during that period. That amounts to a rounding error in Microsoft's enterprise sales.

But as with Netscape a decade ago, Google represents a threat to Microsoft that can only grow over time. And Google, unlike Netscape, has almost unlimited funding and is growing rapidly, and increasingly finds itself moving into Microsoft-controlled markets. This, I think, explains Microsoft's almost spastic response to this emerging threat. Hey, at least they're aware of the competition this time around: A decade

ago, Microsoft lost years of time waiting for then-CEO Bill Gates to get Internet fever. The company's belated and over-reaching response at the time still resonates today in its various antitrust troubles around the globe.



### **Microsoft: Why Enterprises Shouldn't Use Google Apps**

Gotta Be Mobile

By Rob Bushway

9/11/2007

URL: <http://www.gottabemobile.com/CommentView.guid,192a30b8-b0da-4aef-9e4f-fff6457bd283.aspx>

Microsoft has issued its "top questions that enterprises should ask when considering the switch to GAPE" ( Google Apps Premier Edition ). For folks who work in the mobile enterprise space, this is a must-read, as the costs and mobility questions raised certainly cast a wide shadow for us all. That said, I wonder how Microsoft would answer these same questions in terms of Live Office?

Here is one of the points:

3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?



### **Microsoft Attacks Google Apps**

Google Blogoscoped

By Unavailable

9/11/2007

URL: <http://blogoscoped.com/archive/2007-09-11-n56.html>

Microsoft issued a series of questions customers of the Google Apps framework (like Google Calendar, Gmail, and Google Docs) should ask. Microsoft is of course a biased critic, also being a competitor in the office niche, but some of their items raise questions worth asking. Other arguments contain holes themselves. Here's the full list of GAPE (Google Apps Premier Edition) criticism:

Microsoft asks: How many enterprise users does GAPE really have?

Google often releases incomplete products to then issue incremental improvements without any official schedule – this is not what enterprise users want, says Microsoft.

Microsoft argues Google says GAPE is a low cost office option, but if enterprises still need to support MS Office, they will then actually have additional costs and complexity.

Google makes most of their revenue via ads, with other services only on the 1% fringe, says Microsoft, wondering if Google will shut down their office products line if it doesn't generate the right revenue.

Microsoft says Google Apps are mostly usable for non-power users and have less features than

MS Office tools. Also, they mostly require the company to be always-online. Google Apps “don’t have essential document creation features like support for headers, footers, table of content, footnotes etc.”.

MS says that Google defines a downtime for Gmail (for which they promise 99.9% uptime) as over 10 consecutive minutes of being unreachable. What, MS asks, if Google is down for 7 minutes every hour of a day?

Google’s direct tech support has limited opening hours. MS writes, “... M-F 1AM-6PM PST – are these the new hours of global business?”

Microsoft writes that Google argues most people only use 10% of the features in today’s office products. Microsoft argues that however not everyone uses the same 10%.

As Google rolls out features on a constant basis, Microsoft says customers lose control of planning the update, and also aren’t able to sufficiently train their employees.



### **Why Does Capgemini Need An Agreement With Google To Push Google Apps?**

Techdirt

By Unavailable

9/11/2007

URL: <http://techdirt.com/articles/20070910/100705.shtml>

*(Article also appeared in Addict3D.org)*

The media is having a field day with the news that IT consulting firm Capgemini has come to an agreement with Google to push Google's online apps into enterprise customers. It's true, as many of the stories point out, that this is a huge win for Google, and is likely to help increase adoption of its apps within the enterprise. However, what's not clear and not explained is why the two companies needed an agreement first. As the article notes, it appears that there were financial considerations in the agreement as well. If anything, this should call into question Capgemini's impartiality in recommending apps to its customers. If Google Apps is the best solution, then shouldn't Capgemini support it with or without an agreement? Waiting until the two companies have an agreement (and announcing that fact) just makes it sound like Capgemini's recommendations are going to be based on who paid them some money, rather than on what's the best solution for customers.



### **Analyst Watch: Will Capgemini Aid Google’s Enterprise Ambitions?**

Datamonitor Computerwire

By Unavailable

9/11/2007

URL:

<http://www.computerwire.com/industries/research/?pid=103D75D9%2DDE7B%2D451D%2DA85E%2DCA38B615ADD1>

Google and **Capgemini** have formed a partnership around Google Apps: **Capgemini** is offering its desktop infrastructure and application support services to enterprise customers of Google Apps Premium Edition, while **Capgemini** will also resell Google Apps.



## Google Apps not a “small” solution anymore

Geek.com

By Brian Osborne

9/11/2007

URL: <http://www.geek.com/google-apps-not-a-small-solution-anymore/>

Google is getting some help in its campaign to get large enterprises to adopt its Google Apps Premier Edition software. **Capgemini**, which provides consulting, technology, and outsourcing services, has teamed up with Google to offer Google Apps Premier Edition to its clients. Unlike traditional software suites, no application would reside on the local computer. That is because Google Apps is a software as a service (SaaS) solution, meaning that all applications are provided through a Web browser and a connection to the Internet.

Google Apps Premier Edition includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk, and Start Page. Unlike freely available Gmail accounts, the Gmail offered through Google Apps Premier Edition would be able to use any domain owned by an enterprise for e-mail addresses. Google Apps Premier Edition is provided for a low annual fee per user.

Google’s new partnership with **Capgemini** has the potential to introduce Google Apps Premier Edition to **Capgemini**’s one million desktop users worldwide. **Capgemini** will offer large-scale enterprises with transition services for those wishing to adopt Google Apps as a solution.

Read more from the joint press release (PDF) and **Capgemini**’s Google website.

### Brian’s Opinion

Google Apps really comes at a good time. Companies are struggling to find ways to allow themselves to focus more time and money on the core business it offers. Having to install, maintain, and pay for software on every computer desktop is simply overhead. That’s not to mention having to keep track of installed software for compliance.

Would a change to Google Apps be a significant transition for a company? Of course, part of the answer would depend on the number of employees, but in the end there would indeed be a transition necessary. With that transition would be the need for a company with experience in completing such a transition. That’s why Google’s partnership with **Capgemini** is a good one.

It’s one thing to offer a product, but the product becomes more enticing when there are transition services offered with that product to make it a reality. Considering **Capgemini** already has the confidence of one million desktops worldwide, you can bet Google is excited by the opportunity **Capgemini** offers in getting Google Apps into large-scale enterprises. The missing piece in this equation has been the transition services. By **Capgemini** offering these services, there is a great potential for growth as **Capgemini** says in its press release regarding SaaS solutions.

## Microsoft's Top 10 Reasons Not to GAPE

eWeek Microsoft Watch

By Joe Wilcox

9/11/2007

URL: [http://www.microsoft-watch.com/content/corporate/microsofts\\_top\\_10\\_reasons\\_not\\_to\\_gape.html?kc=MWRSS02129TX1K0000535](http://www.microsoft-watch.com/content/corporate/microsofts_top_10_reasons_not_to_gape.html?kc=MWRSS02129TX1K0000535)

We love Microsoft FUD so much, it's getting full-court treatment, today. We present Microsoft's unedited FUD against Google Apps (with comments, of course).

Yesterday, Microsoft PR dispatched a top 10 list of things enterprises should ask about Google Apps. Microsoft released the list after **Capgemini** said it would make Google Apps Premiere Edition available on perhaps 1 million desktops.

When Microsoft responds this quickly, a competitor has hit a raw nerve. Without further delay, we present Microsoft's questions and some, ah, explanation why they're designed to generate fear, uncertainty and doubt about Google Apps.

1. "Google touts having enterprise level customers but how many users of their applications truly exist within the enterprise?"

Why it's FUD: There is no right answer. Whatever the response, Microsoft can claim 600 million Office users, even though about half of them use pirated software. For the record, Google says 100,000 businesses use the suite.

2. "Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a 'known only to Google' schedule—this flies in the face of what enterprises want and need in their technology partners—what is Google doing that indicates they are in lock step with customer needs?"

Why it's FUD: There's a saying that people accuse of what they are guilty; the same applies to companies. Microsoft is an egregious abuser of betas, as bad or worse than what Microsoft claims about Google. How long as Windows Server 2008 been testing, with Microsoft touting the number of businesses using it in production? It's wonderful misdirection.

3. "Google touts the low cost of their apps—not only price but the absence of need for hardware, storage or maintenance for Google Apps. But if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?"

Why it's FUD: How is the cost greater? Microsoft generalizes with no supporting data.

4. "Google's primary focus is on ad-funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services that only account for 1 percent of the company's revenue. What happens if Google executes poorly? Do they shut down given it will harm them in a minimal and short term way? Should customers trust that this won't happen?"

Why it's FUD: Hahahaha. Google is going out of business? Maybe this is more wishful thinking than FUD.

5. "Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps—doesn't this equal a very small percentage of global information workers today? On a feature comparison basis, it's not surprising that Microsoft has a huge lead."

Why it's FUD: I'm a power user, and I use maybe 5 percent of Office features. What is a power user, then? And how are power users the majority? Google Apps won't be for every business, just like Office 2007 isn't for every business satisfactorily running Office XP or 2000.

6. "Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process—work together on the basic doc, save it to Word or Excel and then send via e-mail for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost—and can you afford the fidelity loss?"

Why it's FUD: Microsoft just described the collaboration process of most businesses. How many businesses don't e-mail around documents for edits? That said, this question greatly diminishes the collaboration capabilities of Google Apps.

7. "Enterprise companies have to constantly think about government regulations and standards—while Google can store a lot of data for enterprises on Google servers, there is no easy-to-use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9 percent uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the definition Google has for downtime—10 consecutive minutes of downtime. What happens if throughout the day Google is down seven minutes each hour? What does seven minutes each hour for a full work day cost an enterprise?"

Why it's FUD: Microsoft licenses software so that its partners can provide hosted services. The company also is going into hosted services, such as CRM Live. How about Office Live, or Windows Live Hotmail? Microsoft is in the same business of keeping data on its servers. The company's forthcoming services platform is supposed to provide robust data centers for doing some of what Google provides today. The approach is similar, and the problems Microsoft claims apply to Google likewise apply to Microsoft.

8. "In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8 p.m. PST, sorry. Google's tech support is open M-F 1 a.m. - 6 p.m. PST—are these the new hours of global business? And if a customer's 'designated administrator' is not available (a requirement) does business just stop?"

Why it's FUD: Microsoft phone support hours for Office 2007 Standard are 5 a.m. to 9 p.m. PST on weekdays and 6 a.m. to 3 p.m. PST on weekends. Microsoft charges \$49 per incident. What's 24/7 about that?

9. "Google says that enterprise customers use only 10 percent of the features in today's productivity applications which implies that everyone needs the same 10 percent of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information—how does Google's generic strategy address role specific needs?"

Why it's FUD: The question should be: Does Google's suite meet the "good enough" threshold? For many businesses, the answer will be yes. Others will use something else. Microsoft makes out an either/or, black-and-white scenario that is more shades of gray.

10. "With Google apps in perpetual beta and Google controlling when and if they roll out specific features and functionality, customers have minimal if any control over the timing of product rollouts and features—how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?"

Why it's FUD: I simply can't believe the audaciousness of this assertion. What control do Microsoft customers have over the company's software in "perpetual beta?" Microsoft promised Windows Vista's release in 2004, 2005 and then 2006. Most customers finally got the operating system in 2007. Exactly what kind of reliable planning can enterprises do around Microsoft shifting release dates outside their control?

In closing, the use of GAPE is sheer FUD brilliance. I don't recall Google referring to its suite that way. Microsoft loves acronyms, and this one is sheer wickedness, because of the connotations associated with "gape."

For the record: I'm not advocating Google Apps Premiere Edition over Office, or visa versa. Microsoft's Google FUD needed a little response.

**LOCAL AND STATE NEWS**

San Jose Mercury News

By Unavailable

9/11/2007

URL: [http://origin.mercurynews.com/business/ci\\_6860135?nlick\\_check=1](http://origin.mercurynews.com/business/ci_6860135?nlick_check=1)

Europe PC service provider offers Web-based Google Apps

**Capgemini**, Europe's largest provider of computer services, agreed to offer clients a collection of Web-based programs that Google developed to compete with Microsoft's products.

**Capgemini** signed a strategic partnership with Mountain View-based Google to offer Google Apps, which includes e-mail, word-processing and spreadsheet programs, the Paris company said Monday.

The partnership with **Capgemini**, which manages desktop applications of almost 1 million users worldwide, bolsters Google's customer base as it expands beyond advertising. The market for software as a service, as opposed to a onetime purchase, may grow 25 percent by 2010, **Capgemini** said, citing research firm Gartner.



**Capgemini recommends Google's online applications**

Heise Online

By Unavailable

9/11/2007

URL: <http://www.heise.de/english/newsticker/news/95803>

The IT consultancy **Capgemini** will in future recommend the online applications of Google to its customers. According to a press release (PDF file) the company has extended its outsourcing portfolio to include Google Apps Premier Edition. The company in its release announces "services supporting the adoption of Google Apps Premier Edition by large-scale enterprises." By partnering with Google, **Capgemini** was extending its portfolio of desktop solutions, "enabling it to support more client employees, regardless of their locations, platforms and roles." The agreement between the companies was that Google would be hosting and making the software package available, while **Capgemini** would be providing support for its use, it was said.

In addition to word processing and spreadsheet functions Google Apps comprises the applications Gmail, Google Talk, Google Calendar, Page Creator and Start Page. Unlike the free Standard Edition the Premier Edition, which has been available since February of this year, comes with an annual charge of 50 US dollars per account. What subscribers get for their money includes, among other things, 10 gigabytes of e-mail storage space, programming interfaces and a telephone hotline. **Capgemini** is relying on the figures released by the market research company Gartner, according to which the market for such "Software-as-a-Service (SaaS) applications" will up to 2010 grow annually by 25 percent. The Wall Street Journal reports that **Capgemini** will continue to support applications of other vendors such as Microsoft and IBM.



## Like a squid spraying ink, and for the same reason

enrevanche

By Barry

9/11/2007

URL: <http://enrevanche.blogspot.com/2007/09/like-squid-spraying-ink-and-for-same.html>

Frightened companies disperse FUD (fear, uncertainty, and doubt) when threatened. Here's what Microsoft said yesterday, on the occasion of Google's announcement that major consulting and outsourcing firm **Capgemini** would start selling Google Apps to their customer base:

Microsoft also suggested a list of "top questions that enterprises should ask when considering the switch to [Google Apps Premier Edition]...

[...]

2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?
3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?  
And now you've had your irony supplement for the day. :-)

The marketplace already understands "Software as a Service," where the provider maintains all infrastructure and rents you the applications, even if Microsoft pretends not to.

These are early days yet, but this model is going to succeed in a big way.



## Google, Capgemini Deal Panics Microsoft

WebProNews

By David A. Utter

9/11/2007

URL: <http://www.webpronews.com/insiderreports/2007/09/11/google-Capgemini-deal-panics-microsoft>

Microsoft responded to news of Google's arrangement with **Capgemini** to place Google Apps on desktops with a ten-point list of questions companies should consider if they think of switching.

There's nothing like a full-blown case of The Fear to bring out a point by point refutation of the client/server ecology of online applications. Microsoft's list of corporate-speak appeared on Mary Jo Foley's blog, attributed to a company spokesperson, and it's all about keeping enterprises in line.

Microsoft's fear is well-justified. Its Office productivity suite represents one of the company's two major revenue streams, with Windows being the other. Office is as close to a fixture on corporate desktops as is the web browser.

We aren't going to dissect Microsoft's list of concerns point by point, because there's only one that really matters. That would be point number five:

Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps - doesn't this equal a very small % of global information workers today?  
- On a feature comparison basis, it's not surprising that Microsoft has a huge lead.

It's a disingenuous bit of misdirection. Every office of any significant size will have some people who need more features, and others who only need the basics.

Consider the typical cubicle farm, where a vast number of employees work high-turnover jobs with minimal pay and skill requirements. These are people who aren't going to be generating elegant documents with clip art, tables of contents, and extensive footnotes.

Now consider the typical corporate masters, who can save a slew of licensing fees by dumping Office from a hundred desktops, or more. In today's environment of ruthless job and cost cutting, one can easily imagine a scenario where executives in industries with a lot of cube dwelling folks run the numbers once or twice.

And doing so, look a little closer at Google and its \$50 per year license for Google Apps. Microsoft has reason to be concerned.



### **Microsoft Casts Doubt On Google Enterprise Apps**

Search Engine Land

By Greg Sterling

9/11/2007

URL: <http://searchengineland.com/070911-081226.php>

Microsoft responded to the announcement of **Capgemini** support for Google Apps yesterday with a statement and a list of questions about Google Apps for the Enterprise -- or reasons potentially not to use them. Mary Jo Foley at ZDNet has both, and the list of 10 questions/reasons is also at Read/WriteWeb. The questions Microsoft raises go to the quality, reliability and support for Google Apps. It certainly appears from the detail and vehemence of the questions that Microsoft now sees itself playing defense. Certainly there's truth in many of the criticisms on Microsoft's list but perhaps the lady doth protest too much as well.



### **Kenya next outsourcing hub**

ITWeb

By Leanne Tucker

9/11/2007

URL:

<http://www.itweb.co.za/sections/business/2007/0709111333.asp?S=Outsourcing&A=OTS&O=FPWW>

Kenya next outsourcing hub

The newly formed ICT board in Kenya has started a campaign to market the country as the next outsourcing destination in the world after India, reports All Africa.com.

The funded board is planning to use the Sh8 billion loan it received from the World Bank in May to expand the use of existing bandwidth, increase capacity for outsourcing as well as digitise the country's 210 constituencies.

The key objectives of the project include digitisation of company and land registries and giving pensioners access to information on their accounts.

#### Small banks go hi-tech

Small banks in India, particularly those in the co-operative sector, are finding a cheap alternative to bring hi-end services to customers, even as big banks spend crores on core banking, reports EconomicTimes.

By partnering with application service providers, co-operatives are able to rent out the core banking technology from IT providers without locking their capital in purchasing the solution.

Greater Bombay Co-operative Bank, Surat People's Co-operative Bank, Municipal Co-operative Bank and another Tumkur-based co-operative bank are among those who are outsourcing their entire back-end to C-Edge.

#### Capgemini offers Google Apps

Google has announced plans to move into the enterprise space by partnering with the consulting and outsourcing firm **Capgemini**, to deliver Google Apps Premiere Edition as an Office alternative for customers, reports Arstechnica.

Google will host the applications and data on its servers, and **Capgemini** will handle deployment, support, hardware, and security.

**Capgemini** primarily wants to offer Google Apps as a complementary service for companies with employees who are already using services in "underground" or unauthorised method.



#### Patch Tuesday Leaves SharePoint Out- Plus, Google and Capgemini new allies, more on SCO vs. Novell, and more.

Redmondmag.com

By Peter Varhol

9/11/2007

URL: <http://redmondmag.com/reports/article.asp?EditorialsID=561>

For September's Patch Tuesday, Microsoft released a total of four security patches, one of them for a "critical" issue and three for "important" issues.

The "critical" patch addressed a problem regarding the ability to execute code remotely on all versions of Windows. The "important" patches addressed Visual Studio, Windows Services for Unix, Subsystem for Unix-based applications, and MSN Messenger, Windows Live Messenger. These issues involved remote code execution and elevation of privilege.

In addition, Microsoft released one non-security, high-priority update on Microsoft Update (MU) and Windows Server Update Services (WSUS). Microsoft announced that a planned update to its SharePoint collaboration software wouldn't be released this month.

#### Google Apps Gains Ally

Google's getting a new friend in its push to spread Google applications: **Capgemini** said this week it's going to start pushing the Premier Edition of Google Apps (the \$50 version of the company's office suite) to corporate customers -- including enterprise companies. The Premier Edition, which is delivered as a

Software as a Service (SaaS) over the Internet through the Web browser, includes Docs & Spreadsheets, Gmail and Google Calendar.

The partnership may give a boost to both Google and the entire concept of SaaS. And until Microsoft has a credible offering in this area, it may leave our favorite Redmond company out in the cold.

Would you recommend online office applications for your company? Recommend them to me at pvarhol@redmondmag.com.

This Is Why I'm Not a Lawyer

Those of you who are still following the SCO-Novell case may be interested to know that on Friday, a judge rejected SCO's request for an immediate formal ruling that could be appealed in the near future.

And in the legal blog I referenced above, author Roger Perloff makes some interesting points regarding what should and should not have come out of Novell's request for a summary judgment. I replied in the blog's comment section that this case was almost a sideline to the real one, which was SCO's assertion that Unix code had invaded the Linux source base. That has yet to be proven, or even supported with evidence.

It may be that this case will not be decided before SCO runs out of money. But it continues to point out some of the hazards involved when technology and the law collide. If there's anything more that can be said about this case, say it to me at pvarhol@redmondmag.com.

VMware Piles It On With New Virtualization Products

Yesterday, VMware made several announcements that appear to cement its leadership position in this increasingly important technology segment.

Included in these announcements was the next-generation thin hypervisor and its integration into server hardware, and new desktop management and automated disaster recovery solutions based on its virtualization products. These new products are being showcased at VMworld in San Francisco this week. I'm parked in New England this week, so if you make it to VMworld, tell me what you think at pvarhol@redmondmag.com.

# InformationWeek

## Should CIOs Take Google Seriously: Part 2

InformationWeek

By John Soat

9/11/2007

URL: [http://www.informationweek.com/blog/main/archives/2007/09/should\\_cios\\_tak\\_1.html](http://www.informationweek.com/blog/main/archives/2007/09/should_cios_tak_1.html)

**Capgemini** takes Google seriously as a business software provider; maybe more CIOs should, too

A few weeks ago I wrote a blog about a report by The Burton Group that questioned the readiness of Google's software-as-a-service suite of tools for enterprise use. That report, entitled "Google Apps in the Enterprise: A Promotion-Enhancing or Career-Limiting Move for Enterprise Architects?", pointed out that there are limitations to Google's software that CIOs might find, well, limiting.

The blog I wrote questioned CIOs' readiness to embrace Google as a strategic enterprise partner. I mentioned that I had talked with very few CIOs who seemed eager to cast their companies' fates with the search giant, as appealing as Google's low-cost software service might be.

Since that time, Google has tapped **Capgemini** as an enterprise partner for its high-end suite, Google Apps Premier Edition. **Capgemini** will offer the Google online software suite, which includes word processing, spreadsheets, customizable home pages, e-mail, chat, and calendar apps, to its desktop outsourcing customers. **Capgemini** says it's not looking to transition its outsourcing customers from Microsoft Office to Google Apps, and the two may be complementary, according to a story by my colleague Mary Hayes Weier. Google has some big names using its suite, such as General Electric, L'Oreal, and Procter & Gamble.

Is that enough to push CIOs over the top in taking Google seriously as an enterprise player? Maybe. Google suffers from some of the same concerns CIOs had with Microsoft when it made its first thrusts into the enterprise arena fifteen years ago or so: Are its products functional enough for corporate use? Is it serious about enterprise support? And is its corporate culture compatible with conservative American business?

This latest move is a big step in the right direction. The more enterprise partners Google enlists, like **Capgemini**, the more serious enterprise CIOs will take their online service offerings.



### **Capgemini and Google: Blind Leading the Blind, or a New Vision for Google Apps?**

ZDNet

By Joshua Greenbaum

9/11/2007

URL: <http://blogs.zdnet.com/Greenbaum/?p=132>

It's clear despite various denials that Google is trying to target Microsoft Office with its Apps strategy, and it's clear from many early looks at Google's functionality, and terms of service, that this strategy has a long way to go before it offers a genuine challenge to the Office monopoly. And it's also clear that the recent **Capgemini** alliance is intended to bring some much needed adult supervision — in the form of a major global systems integrator with a global presence in the office of the CEO — to Google's fledgling efforts.

But the real question is whether the **Capgemini** and Google alliance is enough to make a real difference, or is it just another press release in a long list of press releases about the major search engines (Google and Yahoo) and their so far in vain attempts to make a difference as enterprise players, in partnership with the likes of SAP, Oracle, and Salesforce.com? My vote is with the latter.

Why the negatory view (other than it seems to be a habit gleaned over 20-plus years of hearing about major alliances that never amount to anything)? Global SIs like **Capgemini** have a great track record in many things, but "packaged" enterprise software ain't one of them. Now, I know that Google Apps isn't packaged per se, but it is a "packaged" product as opposed to what companies like **Capgemini** are really best at, which is building custom applications as part of very complex and expensive consulting projects. And, while **Capgemini** can possibly help Google get through some of the early potty-training phases of its assault on the enterprise and Microsoft Office, a global SI isn't going to be the best channel for a totally self-service, standalone application. Biggest reason: there's simply not enough consulting moolah in Google Apps to get **Capgemini** really focused on making this deal a truly big deal.

The big SIs have made revolutions in packaged software happen before, precisely because there was a huge consulting upside to every engagement. The most notable example of this was the birth of SAP R/3 in 1991, which coincided with the business process re-engineering craze and the advent of client/server. Putting all three of them together guaranteed consulting fees that put many an SI on easy street. But the ratios of consulting to license software was on the order of 10:1, and that based on license fees of \$10 million on up.

At \$50/user/year, Google's enterprise Apps edition, which is the one that **Capgemini** is now flogging for them, can't really dare amount to a whole lot of consulting moolah without breaking the Google's almost free" model pretty definitively. Even if you had a ten thousand user installation, and a consulting ration of two dollars of consulting for every one dollar of license (a rough average in today's less profligate times), **Capgemini's** possible bill would be a pretty wimpy \$1 million. Nothing to sneeze at for some, but it's more the size deal that a boutique SI goes for, not the big game that gets the **Capgeminis** of this world up and at 'em every morning.

So it's not clear to me how this deal really changes the game for Microsoft, or for Google either. One thing that will happen for sure is that **Capgemini**'s sales force will be reporting back to Google, with considerable authority, on how inadequate Google Apps are for the needs of major enterprises. That infusion of practical knowledge will be highly useful to Google, and may represent a great way for Google to figure its way into the executive suite. But those pathways — external sales channel to internal R&D — are generally not as effective as many would think. It's hard enough to get input from an internal consultancy into product R&D, much less from a third party.

So, while I think **Capgemini** and Google is a good start — and much better than a poke in the eye, as they say — it's far from a game changing event for anyone, from Microsoft to **Capgemini** to Google. Baby steps are sometimes what it takes to learn how to walk, and chances are Google will figure out how to be a big enterprise-class applications provider someday. But it will take more than **Capgemini** to make that happen.



### Microsoft Office Has Pull

eWeek.com

By Debra Donston

9/11/2007

URL: <http://www.eweek.com/article2/0,1895,2181777,00.asp>

Try as they might to switch to open-source and Web-based alternatives, IT pros are sticking with Office.

"Just when I thought I was out, they pulled me back in."

It would be wrong to compare Microsoft to the family Michael Corleone was referring to in "Godfather Part III," but there's at least one organization that tried to end its association with Microsoft Office, only to be pulled back in.

In 2004, FN Manufacturing's Ed Benincasa began evaluating alternatives to Microsoft Office. In fact, he worked with eWEEK Labs to perform a side-by-side, user-based comparison of OpenOffice.org 1.1.1 and Microsoft Office 2003, to see whether an open-source option would meet his organization's needs. Benincasa and his staff later tested the ThinkFree suite and Version 2.0 of OpenOffice, as well as Linux on the desktop.

But, despite the Office alternatives' many attractive qualities, there was one requirement they just couldn't meet in the end: file format compatibility.

"FNM was working very hard at finding alternatives to MS Office," said Benincasa, vice president of MIS, in Columbia, S.C. "We finally dropped the project ... [because] no matter how good the other applications may be, unless they are compatible and can read/write to the MS format, they just cannot be used as the only office application. Most of the issues were with page formatting, image integration, etc., that the documents just did not convert correctly."

Benincasa added that compatibility with Office is essential to doing business: "Since we have to maintain compatibility with suppliers and customers, moving to another office application was just not going to work. Since Microsoft Office is the industry leader, no matter if we like it or not, anyone that wants to penetrate their market must be 100 percent compatible with the file formats."

In the end, Benincasa and his staff upgraded FN Manufacturing's end users to Office 2003, and they are looking at a possible Office 2007 upgrade next year.

Costly Decisions

Not surprisingly, cost is a factor in the office app decision. But it may surprise some that IT managers are worried about how much it would cost to move *to* a "free" solution.

"I haven't heard of anything yet that would overcome the excessive cost to switch," said Sam Inks, director of IT at Aerojet-General, in Gainesville, Va. "It's not just the cost of internal implementation, but there's also—and this may be more important—the impact of the switch in communicating with customers and vendors."

Another IT manager, who asked not to be named, said Microsoft's pricing of the Office suite for large organizations makes even the low initial costs of alternatives less enticing.

#### Choices Expanding

New on the scene since Benincasa started his office suite evaluations is Google's corporate-leaning entry into the market, Google Apps Premier Edition. GAPE has steadily been gaining mindshare and support. Indeed, on Sept. 10, **Capgemini** announced that it was partnering with Google to offer support for GAPE to large organizations. (Microsoft responded with 10 reasons why GAPE is not ready for the enterprise.)

But GAPE also suffers from compatibility issues with Office, and, for some companies, the Web-based Google suite is too risky. "Security is a concern," said Keith Carter, executive director of global operations at Estee Lauder, in Melville, NY. "If Google had an appliance to put in a private network, it might at least cover the security concerns."

IT managers interviewed by eWEEK also expressed concern about downtime issues with Web-based office productivity applications.

But that's not to say that Benincasa and others have given up on "getting out": "We will watch the open document standards initiative and decide later if we should look at alternatives again," said Benincasa.

Karl Herleman said pockets of people at Miami Dade College are using non-Office suites. "We are a MS Office shop, but there are sprinklings of people starting to use the non-Office suites," said Herleman, CIO of the college. "We are actively looking at Google and taking other non-MS Office suites seriously, but have no formal plans or schedule to move."

Organizations looking at alternatives are typically seeking not only file format compatibility but also feature parity. But, wonders Aero-Jet's Inks, if the alternative suites come up to snuff on both of these counts, and cost is less of a factor when you figure in enterprise licensing, what's the advantage?

"It's almost a Catch 22 for those trying to build a better mousetrap," said Inks. "If the new product does everything that Office does, why switch? If it doesn't, why switch?"



## Google Apps and Capgemini: strange bedfellows?

ZDNet

By Michael Krigsman

9/11/2007

URL: <http://blogs.zdnet.com/projectfailures/?p=387>



Consulting firm **Capgemini** has become a major deployment partner for Google Apps. At first glance, this combination seems odd, to say the least. What's in it for both companies?

To find out, several Enterprise Irregulars (Vinnie Mirchandani, Dennis Howlett, Phil Wainwright, and myself) spoke with Steve Jones, **Capgemini**'s head of SOA, and Michael E. Donner, their Vice President and Global Head, Demand Generation.

**Capgemini** is a large system integration and consulting organization focusing on high-end, strategic IT projects. In contrast, Google Apps are lightweight, online, office-style applications that include a word processor, spreadsheet, and email. Think of Google Apps as software even your non-technical grandmother could use.

From Google's perspective, the relationship with **Capgemini** is a no-brainer. Overnight, Google Apps have achieved the enterprise stamp of approval. **Capgemini** offers Google the credibility it needs to be taken seriously as an application vendor reaching inside the enterprise.

**Capgemini**'s motivation in this deal is more complex. I asked Steve Jones, in a follow-on email, why the head of global SOA (service-oriented architecture) is leading this initiative for **Capgemini**. Since SOA is usually associated with large-scale projects, I didn't understand the connection. Here's his response:

I transferred from my old position of CTO for delivery transformation to become head of SOA because the impact of SOA for us at **Capgemini** is about how IT reorientates itself towards the business and changes its process and delivery models to be based around delivering services.

One of the key philosophical points of this is understanding the true business impact of a service and therefore its delivery model. This is why in February this year I also took over as head of SaaS as for us that is one way in which a business service (in this case communications and collaboration) can be delivered.

By viewing SOA as a business-driven approach, it becomes easier to see how, and where, a business can adopt SaaS.

The other technical reason is that I do a large number of the vendor and technology assessments at **Capgemini** and a primary piece of choosing a SaaS partner is understanding if they are technically viable and what technical challenges we might face.

**Capgemini** accomplishes two goals by entering into this relationship with Google:

1. **Capgemini** gets to ride the software as a service (SaaS) train. As they told us during the briefing, Enterprise 2.0 applications are already being deployed covertly in large organizations, and denying this fact serves no purpose. Call this the "wave of the future" argument.



2. Google Apps become another point of service for **Capgemini**, helping the firm deepen its relationship with clients. Call this the “we love you and want you to love us” argument.

Given these arguments, perhaps Google and **Capgemini** are not strange bedfellows at all. However, calling this a marriage of convenience is probably close to the truth.



## Microsoft Blasts Google Apps with FUD

Google Watch

By Clint Boulton

9/11/2007

URL:

[http://googlewatch.eweek.com/content/google\\_vs\\_microsoft/microsoft\\_blasts\\_google\\_gape\\_with\\_fud.html](http://googlewatch.eweek.com/content/google_vs_microsoft/microsoft_blasts_google_gape_with_fud.html)

Microsoft has always been dismissive about Google Apps, but yesterday's FUD blast raised the bar.

Responding to **Capgemini's** pledge to sell Google Apps Premier Edition (GAPE) as part of its desktop services package, Microsoft released a top 10 list of questions aimed at shredding Google's credibility as a provider of enterprise software. Microsoft Watch's Joe Wilcox lists them here. Check out this one:

"Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?"

A fair question, and it partly echoes a recent Burton Group report, which questioned the seat-of-the-pants release schedule Google is known for. Can Google set a deadline and meet it? Will it change its when-it's-ready model to fixed delivery schedules businesses can count on?

But it's funny that a company notorious for missing product deadlines criticized another vendor for not setting any. I don't know what's worse: not promising a release date and keeping people yearning, or failing to ship on time.

Oh yes, I do. Where business is concerned, failing to delivering on a promise is just as bad as not making a promise at all.

Microsoft also scoffed at Google's careful positioning of GAPE as a collaboration complement to Microsoft Office, noting that "if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?"

There really isn't a satisfactory answer for that one. At a time when cost and complexity are generally IT issues No. 1 and No. 2, how do you pry into the 95 percent of the market using Office with anything less than a crowbar? Lacking a big enough crowbar, you have to sneak in under the radar. Good luck, because clearly Microsoft has Google in its sights.

What it does is leave Google having to say it will eventually replace Office, and while I have no doubt that this is as much Google's internal aspiration as search dominance is its external goal, wishing it and doing it are two different things. As we all know, many have tried and many have failed to topple Microsoft in its entrenched markets.

To that end, Microsoft added that seeing as how Google's strength is in search, will it abandon GAPE if it fails to gain traction? A very fair question and one I've wondered about. Climbing the Microsoft Office mountain is nothing short of a Sisyphean task.

Microsoft went on to pick on what GAPE doesn't have, including document creation features like support for headers, footers, tables of content, footnotes, etc. These, I believe, will come in time so I wouldn't fret too much if I'm considering a switch to the \$50 per user, per year SaaS model.

But Microsoft also pointed out there is no "easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp."

Also, how do users pinpoint exact docs to find? That's record management folks, and it's a biggie for legal discovery and compliance purposes. Another challenge for Google to tackle as it eyes more market share.

Microsoft also cracked the whip on Google's lack of 24-7 technical support. It's true, big business should have always-on tech support and Google may get there for its hosted apps. But right now, it's a deficit for Google GAPE.

There were some other, more picayune challenges, but you get the gist. Google has a way to go to grapple with Microsoft in the office productivity and collaboration market. That said, the game isn't over yet and the **Capgemini** contract is a nice boost.



### **Google boosts enterprise Apps with support from Capgemini**

Techworld

By Linda Rosencrance, with commentary by Gregg Keizer

9/11/2007

URL: <http://www.techworld.nl/idgns/4102/google-boosts-enterprise-apps-with-support-from-Capgemini.html>

*(Article also appeared in: PakTribune and Computerworld.)*

Google Apps "provides powerful collaboration and communication applications" for US\$50 per user per year, consulting and outsourcing firm **Capgemini** said in a statement.

**Capgemini** will provide service and support for Google Apps and will be able to customize everything down to an individual user's desktop, said Steve Jones, head of SOA, **Capgemini** Global Outsourcing.

"This is not a one-size-fits-all," Jones said. "It's desktop couture."

While Google and **Capgemini** said they're not aiming to knock Microsoft Corp. off its perch as the dominant office software, they plan to make enough major inroads in the short term to have Microsoft looking over its shoulder.

By delivering and supporting Google Apps as a SaaS desktop tool for large-scale companies, **Capgemini** is addressing a significant gap in the marketplace, Jones said.

In addition, Jones said the **Capgemini**/Google partnership provides an affordable, reliable product for real-time collaboration without boundaries. That includes mobile workers, partners and other user groups not currently served by traditional, thick-client desktop applications. **Capgemini** is ideally positioned to extend the value of Google Apps into large-scale, global companies, Jones said.

"Large enterprises benefit from relationships we've established with systems integrators, consultants and vendors who can respond with advice, guidance and complementary products that meet industry-specific

needs," said Kevin Smith, head of enterprise partnerships at Google, in an e-mail. "**Capgemini**, with its global presence and trusted adviser status within the enterprise, is a great fit to assist and guide our larger Google Apps Premier Edition customers as a Google Enterprise Professional partner."

The announcement comes two weeks after release of a Burton Group report that said Google Apps offers a lot of value for customers but lacks strong regulatory compliance features and has poor administrative tools for user accounts.

While Jones admitted the companies were blindsided by the report, he added that **Capgemini** knows how to introduce the applications to provide the best value for its customers.

Two industry analysts viewed the announcement positively.

Ray Wang, an analyst at Forrester Research Inc., said he believed Google Apps was ready for use in the enterprise.

"Given the number of consumers who've battle-tested Google Apps, and having **Capgemini** engaged in providing the right level of assurances to enterprises, I would say Google Apps is ready for prime time," Wang said in an e-mail. "And **Capgemini** brings credibility and assurance to the enterprise market for Google Apps. Google Apps provides a new platform and Web 2.0 offering to **Capgemini** customers. This is synergistic."

Ovum analyst Tom Kucharvy said the alliance will provide Google with a new demand-creation channel plus enterprise credibility. It's like a trusted adviser giving clients a new option for addressing a specifically defined need and an "effective guarantee" that the adviser will make this tool work for the customer in a critical new market, he said.

"It helps **Capgemini** by providing a new, and for now, a differentiated, tool for addressing client needs," Kucharvy said in an e-mail. "The downside is, these needs are relatively specialized, and there is still some corporate reluctance to use them. It is therefore likely to be a relatively small market. However, since the level of advanced investment required to prepare **Capgemini** to capitalize on the opportunity is limited, the risk is limited."

Commenting on Google's announcement, a Microsoft spokeswoman, via e-mail, said: "We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need. This is validated in the strong reception we've seen to [Office] 2007 adoption and usage and by having achieved more than 90 percent enterprise agreement renewal in the fourth quarter of our last fiscal year."

The spokeswoman said although Google touts having enterprise-level customers, it's unclear how many enterprise users of its applications Google has. In addition, she said Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule that "flies in the face of what enterprises want and need in their technology partners."

### **When to cut help desk loose**

IT Business.ca

By Shane Schick

9/11/2007

URL: <http://www.itbusiness.ca/it/client/en/home/News.asp?id=45032>

I can see companies bringing in consultants to help build service oriented architectures or to properly virtualize their servers, but if you can't install your own word processing or calendaring software by now, something is wrong with your IT department.

The partnership that Google announced with **Capgemini** for its Apps Premier Edition is really not much more than a basic reseller agreement, but it is being positioned like a stamp of approval that software-as-a-service can now be safely deployed by mainstream enterprises. The benefits for the companies involved are obvious: Google gets an indirect sales push to the kind of decision-makers who still see it as a glorified search engine suitable for consumers, while **Capgemini** gets to associate itself with the best-known brand in Web 2.0. Like all such partnerships, the premise is that Google Apps require the special handling that only a "trusted advisor" like **Capgemini** can provide.

I was particularly intrigued to read the comment from Steve Jones, who works in **Capgemini's** global outsourcing unit, in Computerworld U.S. that "this is not one-size-fits-all. It's desktop couture." Really? I would have thought programs such as Google Docs, Spreadsheets, Calendar and GMail were more like the software equivalent of T-shirts and blue jeans – you can spend a lot of money on them, but it's the basic ones that often look the best and feel the most comfortable.

Software-as-a-service or SaaS, is supposed to make it easier for companies to use software to achieve business goals. You run only what you need when you need it and you've got it sitting on someone else's servers, in many cases, to ensure that performance is optimized. The products are typically offered in standard packages that get away from some of the complex, dicey licensing agreements that come with applications from a box full of CDs. Google Apps Premium Edition, for example, is only US\$50 a pop. Do you really want to add **Capgemini's** consulting fees onto that?

Of course, this won't be the only partnership of its kind between one of the top 10 software vendors and one of the top five consulting organizations. SAP, for one, is working hard to offer Web 2.0 applications that focus more on business users, and its relationship with firms like Accenture in Canada will likely be used to push those products into its installed base. I suspect the same thing is happening with Oracle and its network of system integrators.

The real question is how these kinds of agreements will affect those who are now making the purchasing decisions for SaaS-delivered applications. You don't need your IT manager's permission to set up a Gmail account, and more than likely entire business units might eventually standardize on their own set of spreadsheet or word processing tools. That means it would be the business units, not the IT departments, working directly with the **Capgeminis** of the world to deploy those suites, but a lot of them have opted for SaaS in the first place because they didn't want to rely on outside help. It also might mean wider SaaS deployments, which would probably trigger more IT department involvement. **Capgemini** and companies like it have a chance to prove themselves in a new way to clients: they can either make the IT department/line of business conflicts better, or worse.



### **IT outsourcing firm chooses Google Apps**

Ihotdesk

By Unavailable

9/11/2007

URL: <http://www.ihotdesk.com/article.asp?ID=18275324>

Leading IT consultancy **Capgemini** is to expand its outsourcing portfolio to include Google Apps Premier Edition.

The Paris-based firm confirmed that the move will allow them to support a broader range of clients.

Delivered as a Software as a Service (SaaS) solution, Google Apps includes Docs & Spreadsheets, Google Calendar, Gmail, Google Talk and Start.

Paul Spence, chief executive officer of global outsourcing at **Capgemini**, explained the portfolio extension: "Our corporate vision is designed to help our clients achieve better, faster, more sustainable results by linking them with their partners, suppliers and the latest technologies.

"Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

Mr. Spence added that SaaS solutions such as Google Apps allow increased productivity and a cheaper alternative to installed software.

**Capgemini** provides outsourcing services in more than 30 countries.



### **Bizarro World: Microsoft Lashes Out at Google Apps**

WindowsITPro

By Paul Thurrott

9/11/2007

URL: <http://www.windowsitpro.com/mobile/pda/Article.cfm?ArticleID=97036&News=1>

If you ever doubted that Google's Web-based office productivity suite, Google Apps, was a competitive concern for Microsoft, doubt no more: The software giant issued a bizarre public statement about the suite, first published by ZDNet blogger Mary Jo Foley, which suggests that Microsoft is quite concerned that Google Apps will begin chipping away at its dominant Office platform.

"Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43 percent on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers," a Microsoft spokesperson writes in the statement. "We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need."

The statement devolves from there, listing 10 hypothetical questions that businesses should ask when considering switching to Google Apps. Some of the questions--"how many 'USERS' of [the Google Apps] applications truly exist within the enterprise?" are somewhat pointless given this nascent time in the history of cloud-based computing. But others are legitimate if hastily-worded concerns for any business seeking to move to this new usage paradigm.

For example, the second question states, "Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a 'known only to Google' schedule--this flies in the face of what enterprises want and need in their technology partners--what is Google doing that indicates they are in lock step with customer needs?" Fair enough, though one might point to Microsoft's own always-in-beta Windows Live services as being somewhat similar.

The eighth question offers other concerns. "The world of business ... is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google's tech support is open M-F 1AM-6PM PST--are these the new hours of global business? And if a customer's 'designated administrator' is not available (a requirement) does business just stop?"

As it turns out, Google Apps is hardly enterprise-ready at this point, though the suite, which offers Gmail-based email, online calendaring, and basic word processing and spreadsheet functionality, will likely meet the needs of many consumers, students, small businesses, and other organizations. What triggered Microsoft's haphazard response, presumably, was an announcement yesterday that consulting services firm **Capgemini** was reselling Google Apps to large companies for \$50 per user per year. Based in France, **Capgemini** represents major corporations Eli Lilly and PricewaterhouseCoopers. It's worth noting, however, that the company also supports software sold by Microsoft and others.

The real issue, of course, isn't whether Google Apps is viable competition for Microsoft's Office platform today, as it clearly is not, especially for the large corporations that matter most to the software giant. Indeed, Google says it earned just \$70 million from software licenses and other services during the first half of 2007, representing less than 1 percent of the company's revenue during that period. That amounts to a rounding error in Microsoft's enterprise sales.

But as with Netscape a decade ago, Google represents a threat to Microsoft that can only grow over time. And Google, unlike Netscape, has almost unlimited funding and is growing rapidly, and increasingly finds itself moving into Microsoft-controlled markets. This, I think, explains Microsoft's almost spastic response to this emerging threat. Hey, at least they're aware of the competition this time around: A decade ago, Microsoft lost years of time waiting for then-CEO Bill Gates to get Internet fever. The company's belated and over-reaching response at the time still resonates today in its various antitrust troubles around the globe.



### **Capgemini's GAPEing void play: hit or miss?**

ZDNet

By Dennis Howlett

9/11/2007

URL: <http://blogs.zdnet.com/Howlett/?p=158>

Following the announcement of the Google and Capgemini tie up, Mike Kringsman, Vinnie Mirchandani, Phil Wainwright and I peppered Steve Jones **Capgemini**'s head of SOA, and Michael Donner, VP, Global Head, Demand Generation – Outsourcing Services with questions about the deal. While each of us has our own agenda, we were left with more questions than answers. We are not alone. Mary Jo Foley has a stack of questions. In an effort to parse what we believe this means Mike, Vinnie, Phil and I held a follow up call.

Mike and Phil will no doubt opine in due course and I won't pre-empt their thoughts. Vinnie has given his opinion, considering this a lost opportunity for **Capgemini** to change the consulting game:

Google Apps provide a bunch of functionality, hosting, storage all for \$ 50 a user a year. Outsourcers like Cap charge that much *a month* for help desk, desk side type services. I was hoping Cap would tell me how Google has inspired them to change their own delivery model. But there was little of that. Like I have written about EDS before - little overt change in their own business model.

He is right. When pressed, neither Steve nor Michael were particularly forthcoming about how they'll make the deal pay for Cap. Vinnie is more concerned that at heart, Cap is a hardware and infrastructure support player so is wondering how they will successfully pitch this offering as a viable play. Reading the consulting language laden white paper, I can see why. It starts and stops with 'infrastructure' Wrong play. They should have started with and made much greater emphasis of the collaborative argument they used on the call when talking about a change of emphasis from supporting hardware to enabling people. My concerns are more pragmatic.

Mike and I see **Capgemini**'s move as a way for it to ride the Web/Office/Enterprise 2.0 wave before its competitors come charging in. Google Apps threatens desktop support consultants because it obviates the need for patching and upgrades and so calls into question the need to pay **Capgemini**'s \$50/month support tax. Google's offer of 10GB storage included in its annual \$50 fee alone eliminates one line item though I'm sure **Capgemini** will argue it enhances storage management requirements.

But it is in the spaces where **Capgemini** believes the offering works best that I really struggle. It argues that:

- Power users will find great utility in the value add that comes from collaboration.
- Acknowledges that's already happening
- Believes there is a need to control where GAPE is deployed, especially where there are regulatory issues
- Microsoft Office and GAPE will co-exist, this is not rip and replace
- Currently disenfranchised users will benefit from email and IM applications but need training and roll out services

At a general level, Vinnie wonders whether Google Apps really will usher in an era of collaboration. As he says, we've been talking about this for years. I'm a lot more hopeful because the cost bar to collaboration has pretty much been eliminated. (Lotus Notes shops aside.)

**Capgemini**'s position will annoy 'bottom up' Web 2.0 purists but as Phil pointed out during our conversation, it is still very difficult for SaaS to overcome the way IT buys services. **Capgemini** may well serve as the conduit for introduction but even so, I was left scratching my head. If I'm a power user and am already using GAPE why do I need **Capgemini** other than as surrogate policy maker? That's not a huge consulting play.

At the disenfranchised end, I can see limited training opportunities but then I'd have to ask the question - what's wrong with 'train the trainer' approaches for software that is far easier to use than spreadsheets and word processors and which is already part of the wider consumer landscape?

The co-existence argument is much harder to figure. I've been living in 'the cloud' for well over 18 months yet most clients still ship Microsoft documents and spreadsheets. It's annoying. Google doesn't always parse Microsoft's Word formatting correctly so the argument you could use both successfully is one I find hard to swallow unless users start with collaborative documents created in Google Docs. If they do that then why bother with Word unless there are fancy formatting requirements?

When I'm creating documents, they are easily shared with others and are PDF formatted with little difficulty. That doesn't represent an issue to my clients. If anything, it has encouraged some to look more closely at Google and similar offerings. Long, detailed documents are much more difficult to create successfully in Google Docs but then I'd use a wiki. The spreadsheet is an altogether different story. Power users in financial institutions and the broader accounting communities won't touch Google Spreadsheet. It's just not up to snuff.

Stand back for a moment and it is easy to see how large enterprise IT could be faced with its equivalent of management chaos. Having spent years achieving control and equilibrium, I just don't see IT buying this. It may be faced with no choice but **Capgemini**'s offer will have to stand out for it to fly. It didn't take Microsoft more than a New York minute to work this out. In an unsolicited response to the offering which Mary Jo replicates, Microsoft says:

Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?

There are other issues. When I asked about Google's chaotic licensing arrangements, both Steve and Michael fluffed it, saying they'd work it out on a customer by customer basis. I got the impression they have not done enough to help Google understand enterprise issues. Although we didn't touch on this element, I'm sure Microsoft/SAP Duet shops will resist this offering like the plague. Whatever they do, process integration will become a major issue but there's very little meat on that particular bone.

In fairness to **Capgemini**, it would have been hard for them to present a fully coherent picture at this stage. Google apps is an evolving product set. **Capgemini** desperately needs whatever Jotspot evolves into to make the collaborative discussion more tempting across departments. Google Spreadsheet really is a baby product and I doubt it will get more than a handful of takers. Gmail has a lot of potential for adoption as does GTalk if for no other reason than ease of use. I was surprised there was no mention of Google Reader which has clear utility for knowledge workers.

But the real problem is with **Capgemini** itself. The US is the market of opportunity but it doesn't figure as a top 10 outsourcing player. Worse still, it's missing a trick by not signaling a fundamental change in the consulting model. On the other hand, this move makes it look cool in the eyes of Web/Office/Enterprise 2.0 aficionados. How long that lasts remains to be seen.



#### **Google puts squeeze on MS Office**

Channel 4 News UK

By Unavailable

9/11/2007

URL:

[http://www.channel4.com/news/articles/business\\_money/google+puts+squeeze+on+ms+office/790847](http://www.channel4.com/news/articles/business_money/google+puts+squeeze+on+ms+office/790847)

Transcript: Google struck a deal today with Europe's largest consultancy firm which open the way to get its word processor and spreadsheets on the desktops of some of the continents biggest companies.

By agreeing to support the Google Apps software package, **Capgemini** is promising to install and support an alternative to Microsoft Office, the de facto desktop applications package for firms large and small.

For the first time since WordPerfect dominated the word processing market and Lotus 1-2-3 outscored Excel more than a dozen years ago, Microsoft has a serious competitor.

The Google Apps package includes Google's Email service Gmail and word processor, spreadsheet and



business presentation software.

**Capgemini** global outsourcing chief executive Paul Spence said in a statement: "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

Last month, five US universities signed on for Googleinternet-based applications - following in the footsteps of Hebrew University in Jerusalem, Trinity College in Dublin and Nihon University in Tokyo.

## **NETWORKWORLD**

### **Online App Boost**

Network World

By James Gaskin

9/11/2007

URL: <http://www.networkworld.com/community/node/19317>

As you might expect after the Office 2.0 Conference, news from the world of Software as a Service (SaaS) has been bouncing around lately. Whether any of the products hyped recently are ready for production remains a key argument depending on the size of your business.

Now with an endorsement from **Capgemini**, the humble little Google applications recent incarnation into Google Apps Premier Edition claims to be ready for enterprise rollout. Personally, I don't think many enterprises will fall for that, even with **Capgemini's** recommendation. However, this new push does tell me Google's Apps have reached a high level of stability or they wouldn't even make the enterprise claim. Not quite good enough for a major international corporation may be more than good enough for your small business.

Zoho, the free personal service with their own applications like word processor, spreadsheet, online presentations, and web conferencing (as well as another 10 apps) now has a business service running as a beta test. Still free as a beta, it will cost something when it rolls out officially. Many small businesses feel the free Zoho applications provide enough features and collaboration for their use. Others feel Zoho Projects and Zoho CRM tools are worth paying for already.

Personally, my three year old PC running Windows XP is getting flakier and flakier. I'm surprised it's gone three years without a wipe and reinstallation, but I run suspect programs on other systems. But I'm really considering making some Linux variant my primary workstation and keeping XP for a few specialized needs, rather than vice versa. Part of this switch will be moving more of my data online to HyperOffice and Google Mail and others like Zoho for testing. Any comments from those who have made that jump? Good and bad news welcomed.

## **Application Development Trends**

### **Is Microsoft in trouble?**

Application Development Trends

By Keith Ward

9/11/2007

URL: <http://www.adtmag.com/article.aspx?id=21255>

*(Article also appeared in: ENT News, Redmond Report and Redmond Channel Partner Online)*

Is Microsoft Office in danger of having real competition for the first time in a decade? That's the question being asked this week, as the battle for office productivity suites heats up on several fronts.

The impetus for the question was the announcement that technology consultancy **Capgemini** will begin recommending Google Inc.'s top-level online suite of office software -- Google Apps Premier Edition (GAPE) -- to its corporate customers.

On one level, it's great news for Google. **Capgemini** will bring new customers into the fold, and the office suite becomes a potentially significant source of new, steady revenue, since GAPE costs \$50 per user annually.

But as good as the news is for Google, it might be just as bad -- or even worse -- for Microsoft. What it does on a perception level is legitimize the notion of online office productivity suites. Paris-based **Capgemini** is one of the largest service providers in the world; if a huge, global services company is recommending an alternative to Office, it must be ready for prime-time, goes the thinking.

The key advantages of Web-delivered software vs. Microsoft's packaged version is spelled out very clearly in this paragraph from **Capgemini's** press release announcing the deal:

"SaaS solutions, such as Google Apps Premier Edition, provide a cost-effective, easy-to-deploy alternative to installed, licensed desktop software; they are delivered over the Internet via a Web browser and do not require companies to install or maintain software locally, or to tap into internal IT resources. Having the ability to share, review, and edit data in a collaborative environment on the Web naturally serves the needs of **Capgemini's** enterprise clients with multiple facilities, global locations and distributed employees."

Microsoft, of course, feels differently. A spokesman made the following statement via e-mail:

"We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need. This is validated in the strong reception we've seen to 2007 adoption and usage and by having achieved more than 90% enterprise agreement renewal in the fourth quarter of our last fiscal year. Our long history in meeting the complex needs of enterprise customers, a partner ecosystem that has grown 43% on the Office platform since last year and our current and future investments in the software + services arena will deliver even more flexibility to customers."

It certainly is true that it's still an Office world. But faint cracks have begun to appear in the Office foundation, cracks that are lengthening and deepening.

Exhibit A is the fight over open document formats. Microsoft continues to struggle in its efforts to get Office 2007's primary document format, Open XML, or OOXML, accepted as a standard.

With its recent defeat at the ISO, which Microsoft tried desperately, and unsuccessfully, to spin as a victory, Office faces an uphill battle to gain acceptance and usage among global governments.

More and more, governments are looking for document formats that are interchangeable. While Microsoft has attempted to make OOXML more open, it's indisputable that it remains a largely closed, proprietary format. Contrast that with Open Document Format, or ODF, which is used by open source Office competitors like OpenOffice and StarOffice. ODF sailed through the ISO approval process, without a single vote against it. If OOXML ultimately fails to gain ISO certification, it would be seen as a crushing blow for Office.

But Microsoft may prefer defeat at the hands of the ISO to making OOXML truly open. Microsoft CEO Steve Ballmer said as recently as July that Microsoft won't go there.

"Open source is not a business model we can embrace," he stated. "It's inconsistent with shareholder value." Given that stance, one is left wondering if Microsoft will make the necessary changes to OOXML to gain approval before March 2008, when the next ISO vote is tentatively scheduled.

If not, OOXML may be doomed to ISO failure. If that happens, the perception of Office may be further affected, and that will be felt in a couple of ways. First, it'll be felt at Microsoft's bottom line, as European and other global governments switch to true open format productivity suites. Second, it will further open the door to competitors such as OpenOffice and GAPE.

For now, Office is still the main game in town. But it's no longer the *only* game in town. The **Capgemini**-Google partnership and open document threat are potentially serious harbingers of things to come. Microsoft would be wise to pay close attention the shifting playing field.



## **Opinions Vary on Capgemini**

Venture Chronicles

By Jeff Nolan

9/11/2007

URL: <http://jeffnolan.com/wp/2007/09/11/opinions-vary-on-Capgemini/>

**Capgemini's** announcement of support for Google Apps is getting a lot of positive coverage, probably more aspirational than reasoned in many cases. What I mean for that is a significant portion of the market really wants Google to be successful with office apps in order to provide a lever to use against Microsoft. Whether or not Google is successful is secondary.

Even Microsoft did something unexpected in responding to the announcement rather forcefully, which of course indicates that they are going to the mattresses. Read the full response, it's lengthy.

For a more sober look at the **Capgemini** announcement, read the following posts:

### Vinnie Mirchandani:

Cap briefed a few Enterprise Irregulars today, and I was eager to see how a major outsourcer has embraced utility/SaaS concepts. But I heard little of that. They emphasized it was less of a cost play, more of a collaboration play especially to bring "disenfranchised" employees on the shop floor and elsewhere for who no one licensed MS Office tools for.

### Dennis Howlett:

But the real problem is with Cap itself. The US is the market of opportunity but it doesn't figure as a top 10 outsourcing player. Worse still, it's missing a trick by not signaling a fundamental change in the consulting model. On the other hand, this move makes it look cool in the eyes of Web/Office/Enterprise 2.0 aficionados. How long that lasts remains to be seen.

### Michael Krigsman:

Given these arguments, perhaps Google and **Capgemini** are not strange bedfellows at all. However, calling this a marriage of convenience is probably close to the truth.

### Josh Greenbaum:

So it's not clear to me how this deal really changes the game for Microsoft, or for Google either. One thing that will happen for sure is that Cap's sales force will be reporting back to Google, with considerable authority, on how inadequate Google Apps are for the needs of major enterprises.



## **Microsoft thinks Google Apps is a Bad Idea, Natch**

Valleywag

By Mary Jane Irwin

09/11/2007

URL: n/a

Google has finally bundled a premier edition of its Web-based applications: consulting/outsourcing/jack-of-all-trades firm **Capgemini** is partnering to offer an enterprise edition that will compete directly with Microsoft's Office. Despite **Capgemini's** proclamation that Google Apps and Office are complementary, Microsoft isn't taking kindly to this. In petty retaliation, the company sent out a list of questions "to ask when considering the switch [to Google Apps Premier Edition]," like whether Google actually has

enterprise users. It also claims that Google releases incomplete products, and is only marginally invested in productivity suites. We can't wait for Google and **Capgemini** to respond.



## Microsoft Retaliates with 10 Reason Not to Use Google Apps

Profy

By Michael Garrett

09/11/2007

URL: <http://www.profy.com/2007/09/11/microsoft-retaliates-with-10-reasons-not-to-use-google-apps/>

Just yesterday, the big news was that Google had announced a partnership with IT firm Capgemini in an effort to expand the use of Google Apps in enterprise environments.

This, of course, brought Google even closer to rivaling Microsoft's Office suite, which has now spurred a reaction from the Redmond software giant.

No, its not new software or updates for the popular productivity suite, but rather Microsoft's own reasoning on why businesses should NOT use Google Apps.

Microsoft has stated that the list is of 10 questions to consider before making the switch to Google, but by reading, it is clear that Microsoft's motive it to steer potential clients away from Google's suite. Read for yourself:

“1. Google touts having enterprise level customers but how many “USERS” of their applications truly exist within the enterprise?

“2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a “known only to Google” schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?

“3. Google touts the low cost of their apps –not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn't this result in increased complexity and increased costs?

“4. Google's primary focus is on ad funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services only account for 1% of the company's revenue. What happens if Google executes poorly? Do they shut down given it will them in a minimal and short term way? Should customers trust that this won't happen?

“5. Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps – doesn't this equal a very small % of global information workers today? –On a feature comparison basis, it's not surprising that Microsoft has a huge lead.

“6. Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?

“7. Enterprise companies have to constantly think about government regulations and standards – while Google can store a lot of data for enterprises on Google servers, there is no easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9% uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the definition Google has for “downtime” – ten consecutive minutes of downtime. What happens if throughout the day

Google is down 7 minutes each hour? What does 7 minutes each hour for a full work day that cost an enterprise?

“8. In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google’s tech support is open M-F 1AM-6PM PST – are these the new hours of global business? And if a customer’s “designated administrator” is not available (a requirement) does business just stop?

“9. Google says that enterprise customers use only 10% of the features in today’s productivity applications which implies that EVERYONE needs the SAME 10% of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information – how does Google’s generic strategy address role specific needs?

“10. With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features – how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?

“I invite you to speak with customers, partners and analysts who can validate Office’s business model.”

This seems like quite a childish move from a company that is starting to show it's age. What ever happened to combating competition with an even better, well-planned product. I mean, after all, that is ultimately the only way to compete with what Google is offering.

This news should make Microsoft realize that it has to stop procrastinating, pushing back releases and slacking behind, because it is no longer the mega-monopoly it once was. There is true competition out there for Microsoft now and it is eagerly waiting to take the crown that Microsoft has so sloppily worn atop its empire for years and years.

What do you think of the way Microsoft has handled the situation? Do you believe that Google will be able to build a successful enterprise client base and put the heat on Microsoft Office to become more collaborative?

## HAALHARATE

### Google Capgemini Combo

Haalharate

By Unavailable

9/12/2007

URL: <http://haalharate.blogspot.com/2007/09/google-Capgemini-combo.html>

So now **Capgemini** jumps into the google friends bandwagon. Its interesting, both Goog-**Capgemini** and MS have a valid point (the one about controlling the docs and about experience of delivering enterprise packages). Will be interesting to see what the user decides. I still vote for MS at work (importantly because I don't have to pay for it and also because of the control I have on the apps) and Google apps at home (because its free!!).

## FREEBORN JOHN

THAT WHENEVER ANY FORM OF GOVERNMENT BECOMES DESTRUCTIVE OF THOSE ENDS,  
IT IS THE RIGHT OF THE PEOPLE TO ALTER OR ABOLISH IT AND TO INSTITUTE NEW GOVERNMENT.

### Google software recommended

Freeborn John

By Peter Risdon

9/12/2007

URL: <http://freebornjohn.blogspot.com/2007/09/google-software-recommended.html>

Here's an interesting development:

Technology consultancy **Capgemini** will begin recommending Google Inc.'s (GOOG) online suite of office software to its corporate customers, bolstering the Internet search leader's effort to drum up more sales to big businesses.

The partnership to be announced Monday represents the first time one of the world's top technology consulting services has embraced Google's software bundle, which includes e-mail, word processing, spreadsheets and calendar management.

**Capgemini**, based in Paris, France, influences the type of software used on more than 1 million personal computers in companies worldwide. Its major customers include drug maker Eli Lilly & Co. (LLY) and accounting firm PricewaterhouseCoopers.



### **Document Forensics: Microsoft Has Read My Google Apps Report**

Pattern Finder

By Guy Creese

9/12/2007

URL: [http://creese.typepad.com/pattern\\_finder/2007/09/document-forens.html](http://creese.typepad.com/pattern_finder/2007/09/document-forens.html)

The Google/**Capgemini** announcement on Monday [my blog post about it here] was apparently the trigger for a Microsoft e-mail to bloggers and reporters commenting about the deal. I didn't get the e-mail, but Mary Jo Foley did, and she blogged about it in a post entitled, "Microsoft offers its take on **Capgemini**-Google deal."

As I was reading through the Microsoft-supplied points, some were eerily familiar, and I suddenly realized that they were lifted from my recent Google Apps report. In my view, such copying and pasting with minimal rework is a signal of a company under pressure.

Make no mistake, Microsoft should feel threatened by Google Apps. Furthermore, Google Apps is a moving target. While the current state of Google Apps leaves a lot to be desired, Google will continually improve the functionality, through alliances (the **Capgemini** alliance now lets them say they offer 24/7 telephone support via a partner), acquisitions (the JotSpot shoe still hasn't dropped), and development (e.g., Google Gears).

Following is a comparison of sections of my report and the Microsoft e-mail as reported by Mary Jo Foley. The similarities are italicized:

Google releasing incomplete products:

Burton Group Report: "Finally, Google itself can take some getting used to. The company has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule. Furthermore, some companies are leery of entrusting their corporate documents to a company that makes its living from analyzing content and displaying it to the world. To these companies, keeping information secure seems at odds with Google's emphasis on information sharing. In many ways, Google marches to a different drummer, and at this stage it's not always in step with its enterprise customers."

Microsoft: "2. Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a "known only to Google" schedule – this flies in the face of what enterprises want and need in their technology partners – what is Google doing that indicates they are in lock step with customer needs?"

Online collaboration with sophisticated documents:

Burton Group Report: "The online documents in GAPE do not have sophisticated features: for example, Docs do not support headers, footers, tables of content, or footnotes; and Spreadsheets cannot hide columns. While workers can synchronously collaborate on basic documents within the service, they cannot synchronously collaborate on more detailed documents, such as those with footnotes at bottom of each page. To get around this limitation, they must implement a two-part collaboration process: Initially synchronously collaborate on the body of the document, save it to Microsoft Word or Excel, and then send it around via e-mail to put the finishing touches on it."

Microsoft: "6. Google apps don't have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process – work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost – and can you afford the fidelity loss?

Difficult to plan for product capabilities:

Burton Group Report: "Because Google owns the service, companies have minimal control over the timing of product rollouts or features. While companies can turn off sections of the service—for example, Gmail or Docs & Spreadsheets—they are stuck with the application capabilities that Google deploys.

This is in contrast to the software world, where enterprises strictly control which version of software they will install and when. This throttling of software features is often due to training issues and the company's perceived value of the features. For example, many companies are currently debating if and when to install Office 2007, due to its new interface and the affiliated training issues. While Google works hard to make the software easy to use, companies lose the ability to tweak the rollout schedule for their unique needs."

Microsoft: "10. With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features – how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?



### **Are Web Applications replacing Desktop Softwares?**

Trak.in

By technologytrakin

9/12/2007

URL: <http://trak.in/Tags/Business/2007/09/12/free-web-application-desktop-software/>

Right now we are in the phase of huge transition in a way we do our work on computers. Hordes of users are moving from Desktop applications to Web apps.

Web2.0 applications have taken internet users by storm. The internet usage has increased dramatically, thanks to Social Networking and tons of free online Web2.0 apps that are making life much easier for the users.

Six months back I bought a personal laptop for myself; it did not have much of software except Vista O.S. To be honest with you, I, not once felt a need to get any of the software - including Microsoft office. Where was the need for me, when I have good amount of free choices available on the web that go beyond serving my purpose.

And this is not the case only with individual users. A lot of companies are pushing their web applications to large businesses and corporate users too.

Take example of Google itself. Just a couple of days back **Capgemini** announced that it will offer services supporting Google Apps, an enterprise collaboration solution offered by Google.

What does this mean? If software solutions companies like **Capgemini** start giving support for Google Apps, number of large corporates too will get interested, as it offers extremely cost effective solution.

It is not only Google, take Zoho for instance, they recently announced its Business suite of Zoho Web tools.

The personal edition of Zoho is available free of cost to the users and it has everything a individual user will ever need - Email, Chat, Sheet, writer, notebook, show and host of others.

It will not be long before we see most users replacing their Desktops with WebTops!



### **Microsoft attacks Google Apps**

TechSpot.com

By Justin Mann

9/12/2007

URL: <http://www.techspot.com/news/27001-Microsoft-attacks-Google-Apps.html>

Microsoft Office is one of the biggest cash cows Redmond has, and so they obviously have a very high interest in protecting it. That is why it is not even a remote surprise to see Microsoft lashing out at Google Apps, which is Google's online "productivity suite".

Launched as a more or less rival to the infamous MS Office, Google had to expect that their online programs would earn Microsoft's ire. They are attacking it from several angles, such as its online-only functionality, the lack of "power" features, the reliance of many businesses on integration with MS Office and more. In a very cold statement, they even claimed that Google's enterprise customers were more or less non-existent and insinuates Google might not be trustworthy:

"Their enterprise focus and now apps exist on the very fringe, and in combination with other fringe services only account for 1 percent of the company's revenue. What happens if Google executes poorly? Do they shut (them) down given it will (affect) them in a minimal and short-term way? Should customers trust that this won't happen?"

They also slammed Google on their long beta periods for software. I think that is the pot calling the kettle black, as most Microsoft OS releases are more or less grand beta releases, especially so with XP and Vista. They do raise some valid points about deploying Google Apps (or any online applications for that matter) in the workplace, however. And since Microsoft is also known to be interested in subscription-based software, I think they are actually enjoying Google's deployments since they get to see how similar services actually function in the real world.



### **GoogleDrive.com: Future Home of GDrive?**

Tech News Daily

By Unavailable

9/12/2007

URL: <http://news.techvine.org/2007/09/12/googledrivecom-future-home-of-gdrive/>



Google has reportedly updated its name servers for GoogleDrive.com, which are now pointing to NSx.GOOGLE.COM. This is often a sign that the domain will be used for a product in the very near future. With the recent and growing speculation surrounding a Google GDrive product that will be integrated with Google Apps, this more than fuels the fire for speculators out there. Nevertheless, it's still unknown what the GDrive product would actually entail, how it fits in with Google Apps and the company's larger plans for execution, and if it will even be a product for public use, or merely an internal system for employees.

With the recent offering of a Google Apps Enterprise Edition through **Capgemini**, the launching of the GDrive may very well be on its way for consumer use. In somewhat related news, Microsoft is promoting its new cohesive package deal, which has integrated Windows Live applications for a more fluid experience.

## The Post-Standard

### **Tech consultant to back use of Google software**

The Post-Standard

By: Unavailable

9/12/2007

URL: <http://www.syracuse.com/articles/business/index.ssf?/base/business-10/1189630981202590.xml&coll=1>

Technology consultancy **Capgemini** will begin recommending Google Inc.'s online suite of office software to its corporate customers.

The partnership, announced Monday, represents the first time one of the world's top technology consulting services has embraced Google's software bundle, which includes e-mail, word processing, spreadsheets and calendar management.

**Capgemini**, based in Paris, France, also will continue to support business software made by other vendors.



### **Google deal puts squeeze on Microsoft**

Channel 4 News

By: Channel 4 News

9/12/2007

URL:

[http://www.channel4.com/news/articles/business\\_money/google+deal+puts+squeeze+on+microsoft/790847](http://www.channel4.com/news/articles/business_money/google+deal+puts+squeeze+on+microsoft/790847)

Google struck a deal today with Europe's largest consultancy firm which open the way to get its word processor and spreadsheets on the desktops of some of the continents biggest companies.

By agreeing to support the Google Apps software package, **Capgemini** is promising to install and support an alternative to Microsoft Office, the de facto desktop applications package for firms large and small.

For the first time since WordPerfect dominated the word processing market and Lotus 1-2-3 outscored Excel more than a dozen years ago, Microsoft has a serious competitor.

For the first time since WordPerfect dominated the word processing market and Lotus 1-2-3 outscored Excel more than a dozen years ago, Microsoft has a serious competitor.

The Google Apps package includes Google's Email service Gmail and word processor, spreadsheet and business presentation software.

**Capgemini** global outsourcing chief executive Paul Spence said in a statement: "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework."

Last month, five US universities signed on for Googleinternet-based applications - following in the footsteps of Hebrew University in Jerusalem, Trinity College in Dublin and Nihon University in Tokyo.



## Silicon Valley Watcher

Former FT reporter Tom Foremski and team reporting on the business and culture of disruption

### Does Capgemini deal mean trouble for Office?

Silicon Valley Watcher

By Richard Koman

9/12/2007

URL: [http://www.siliconvalleywatcher.com/mt/archives/2007/09/newswatch\\_91207.php](http://www.siliconvalleywatcher.com/mt/archives/2007/09/newswatch_91207.php)

[Redmond Channel Partner] The impetus for the question was the announcement that technology consultancy **Capgemini** will begin recommending Google Inc.'s top-level online suite of office software - Google Apps Premier Edition (GAPE) -- to its corporate customers.



### Greed is Bad, Competition is Good

WatchMojo.com

By Ashkan Karbasfrooshan

9/12/2007

URL: <http://watchmojo.com/web/blog/?p=2067>

Microsoft is showing a tremendous amount of foresight and ingenuity by offering MSFT Office 2007 to students for a gargantuan 91% discount, \$60. Yep, that's right. I had to cross-check this a few ways, but it's true.

Here is the press release, here is the site. The promotion is called The Ultimate Steal, I am not sure if that's a play on words, but indeed, it is a helluva steal. I sent a link to my younger brother, who just started college. The program was piloted in Australia and is now open to residents of the USA, Canada, the UK.

As such, I don't think this was a direct result of Google/**Capgemini**'s recent deal, but it's a direct result of the trend that Google has unleashed and MSFT is today showing that it won't stand still.

God bless competition...



## Is it "support" for Google Apps, or easy money for Capgemini?

CIO Web Blog

By Scot Wilson

9/12/2007

URL: <http://www.cio->

[weblog.com/50226711/is it support for google apps or easy money for Capgemini.php](http://www.cio-weblog.com/50226711/is-it-support-for-google-apps-or-easy-money-for-capgemini.php)

I'm left slightly unsure what you really get from **Capgemini's** new offer to provide support for Google Apps. What is Capgem offering that Google's Enterprise Premier support tier doesn't give you already? Is this just an oddly branded but typical corporate strategic consultation? The CIO article quotes Google's Kevin Smith as saying, "**Capgemini** can help clients develop a strategy for the most effective use of Google Apps, whether as an enterprisewide collaboration solution, or for employees not served in a traditional desktop application environment." If developing that strategy is really all they are bringing to the table, what's up with the customized support pricing? Isn't that a typical, limited time engagement? Or is Google using Capgem effectively as a reseller for the product, counting on them to push those services out like other major consultancies... oh, let's say, Accenture... have landed in hot water for recently, with the "support" service as the incentive?

This CMP Channel article has a few more details which sound less sinister: "The firm will offer training, level 1 and 2 support, provisioning, security consultation and integration with corporate single-sign on systems, among other services...." Still, c'mon, other than the SSO integration, exactly how much value do any of those really have, considering the simplicity of the apps and low barriers to entry? Perhaps more interesting is the tidbit that "**Capgemini** declined to say whether it's reselling and making margin on Google Apps Premier, which carries a list price of \$50 per user annually." No kidding.

I don't pretend to know what **Capgemini** is up to and it's hard to fault them for not wanting to open their books, exactly, but what I do know is that you need to be damn careful when you are in a position where a company you are relying on for objective advice-**Capgemini**, if they are providing you a consulting or outsourcing service-is also positioned to benefit more if you select one particular solution over another. The appearance, at least, of objectivity is completely absent in such situations, yet they are incredibly common in the IT service industry. It's worth a second look at your vendors and consultants to see if you are inadvertently in one today.

## Ed Brill

Collaboration, technology, travel, and more

### Mary Jo Foley: Microsoft offers its take on Capgemini-Google deal

Ed Brill

By Ed Brill

9/12/2007

URL: <http://www.edbrill.com/edbrill/edbrill.nsf/dx/mary-jo-foley-microsoft-offers-its-take-on-Capgemini-google-deal>

From the "we just don't do that" department...

Microsoft has been noticeably quiet whenever we bloggers/press folk ask them for comments on Google various announcements. Today's **Capgemini**-Google partnership to sell Google Apps Premier Edition (GAPE) must have struck a nerve, as Microsoft sent out a lengthy and unsolicited response on the deal. ...

Microsoft also suggested a list of "top questions that enterprises should ask when considering the switch to GAPE".

Ten questions follow, in the best "leading-the-witness" style of a prosecuting attorney.

The "ten questions to ask" format is not at all a new tactic for Microsoft -- I've seen it directed at Lotus many times over the years. What is new is that a reporter has made the spin process transparent.

I guess this is another exception where "we just don't do that" doesn't apply.



### **Google and Capgemini just doesn't add up**

ZDNet

By Phil Wainewright

9/12/2007

URL: <http://blogs.zdnet.com/SAAS/?p=377>

Worthwhile? I suspect a lot of the buzz generated by Google's initiative to deliver online applications to the enterprise stems from a gut feel that software, along with all the IT infrastructure and professional services that surround it, simply costs too much.

So when **Capgemini** comes along and says it's going to support Google Apps Premier Edition (GAPE) as part of its desktop outsourcing play, it simply doesn't add up. Google Apps is part of a fresh, new wave that's going to blow away all those high-cost, consulting-laden IT rollouts. Isn't it?

Except that ... enterprises don't understand this web-based SaaS model. There's no established best practice for buying it, implementing it, governing and managing it. **Capgemini** brings respectability, packages it into a model that enterprises can deal with. In doing so, GAPE becomes a little more mainstream, a little less threatening.

Trouble is, if you're the kind of enterprise that wants mainstream and unthreatening, then you're going to stick with Microsoft, thank you very much. And if you're the kind of business manager that's deploying GAPE to escape the oppressive confines of the enterprise IT infrastructure, then the last thing you want is to have it all smothered in consultant goo.

So I don't think GAPE's buyers are going to go for the **Capgemini** proposition. And I don't think **Capgemini**'s customers are going to buy GAPE. But even if it changes nothing, both vendors get to look good from doing the announcement, so everyone's happy.



### **More reaction on the Google/Capgemini deal**

CIO Weblog

By Scott Wilson

9/12/2007

URL: [http://www.cio-weblog.com/50226711/more\\_reaction\\_on\\_the\\_googleCapgemini\\_deal.php](http://www.cio-weblog.com/50226711/more_reaction_on_the_googleCapgemini_deal.php)

Other bloggers have been doing the math of the Google/**Capgemini** deal around Google Apps Premier Edition support, and I don't think any of them quite have my take on it, but the reactions seem generally negative so far.

Phil Wainwright thinks the outcome is DOA on its own merits. He doesn't think the enterprise market will be interested anyway, and he may well be right (see other posts, this column, regarding the tendency of enterprise CIOs to cling to inertia).

Dennis Howlett seems more concerned about how CapGem can make the deal pay for themselves, seeing it more as a grasping at straws attempt to ride the Web 2.0 wave from an old school consulting firm. I wouldn't worry about them figuring out a way to make it pay—that, to me, seems to be the particular genius of these sorts of deals, in that many clients will pony up without asking the hard questions... after all, isn't that sort of advice what they are paying for?

Finally, Nick Carr sees it primarily as a Google play, leveraging an established consulting firm to break the lock that Phil suggests will keep the effort from succeeding. That seems a likely motive; how the tension between that effort and corporate inertia will fare remains to be seen, although reaction doesn't seem positive so far.



### Microsoft swipes at Google Apps

CNET News.com

By David Meyer

9/12/2007

URL: [http://news.com.com/Microsoft+swipes+at+Google+Apps/2100-1012\\_3-6207581.html](http://news.com.com/Microsoft+swipes+at+Google+Apps/2100-1012_3-6207581.html)

*(Article also appeared in ZDNet, Slashdot.com and Tech Talk)*

Microsoft has launched an attack on Google in which it seeks to dissuade businesses from downloading Google Apps.

The attack came in a statement on Monday, the same day Google signed a deal with **Capgemini** to promote its office-productivity software among businesses.

**Capgemini**, a global consulting firm, is to offer desktop support and installation services to large corporations running Google Apps Premier Edition (GAPE), the premium version of Google's Web-based package. Google Apps includes a word processor, calendar and mail functions, and so is a direct rival to Microsoft Office.

In its statement, Microsoft laid out 10 questions it wanted users considering Google Apps to ask themselves.

"We believe competition is good for customers and the industry. That said, customers tell us that our solutions deliver the ease of use, reliability and security that enterprises need," the statement began. It then asked questions such as: "Google's apps only work if an enterprise has no power users, employees are always online, enterprises haven't built custom Office apps--doesn't this equal a very small percentage of global information workers today?"

Another one read: "Google touts having enterprise-level customers but how many 'users' of their applications truly exist within the enterprise?" A further one questioned Google's commitment to Google Apps, asking: "Their enterprise focus and now apps exist on the very fringe, and in combination with other fringe services only account for 1 percent of the company's revenue. What happens if Google executes poorly? Do they shut (them) down given it will (affect) them in a minimal and short-term way? Should customers trust that this won't happen?"

Microsoft's statement poured scorn on Google's "perpetual beta" ethos, which sees its software upgraded on a relatively continual basis, rather than upgrades appearing in official releases. "With Google Apps in perpetual beta and Google controlling when, and if, they roll out specific features and functionality, customers have minimal, if any, control over the timing of product rollouts and features."

And the statement asked: "Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a 'known only to Google' schedule--this flies in the face of what enterprises want and need in their technology partners--what is Google doing that indicates they are in lock step with customer needs?"

Ovum analyst David Bradshaw told CNET News.com sister site ZDNet UK that the missive showed "Microsoft is paying (Google) the second most sincere form of compliment, in treating them as a serious rival."

Bradshaw described Microsoft's allegations that Google released incomplete products with no clear update schedule as being "at best, cheeky."

He suggested that the software-as-a-service (SaaS) model of updates had been proved successful by Salesforce.com. "Clearly they are taking advantage of the platform to change things when they need to, when it's ready," said Bradshaw. "They don't have to wait until the end of the year or whenever--all that has changed. In a sense, SaaS enables continual improvement."

Bradshaw added that, as Microsoft itself was moving into the hosted-service market with Office Live Meeting and its upcoming customer relationship management play, there might be "people in Microsoft who will strongly object to" the viewpoints in the statement. Google refused to comment on the statement.



#### **Google denies ownership of users' words**

CNET News.com

By Liam Tung

9/12/2007

URL: [http://news.com.com/Google+denies+ownership+of+users+words/2100-1030\\_3-6207535.html](http://news.com.com/Google+denies+ownership+of+users+words/2100-1030_3-6207535.html)

*(Article also appeared in ZDNet)*

Google has denied suggestions that the terms and conditions for its Google Docs & Spreadsheets service mean that it owns any user's content published in the application.

Google Docs is part of the Google Apps platform, which offers a Web-based calendar, e-mail and document management system, and allows users to publish and share documents. Google recently announced a partnership with global consulting firm **Capgemini** to promote its services to the corporate sector, which has remained an elusive market for the service.

The controversy centers on Google's use of the word "public" in its terms and conditions for Google Docs.

One clause states, "By submitting, posting or displaying Content on or through Google services which are intended to be available to the members of the public, you grant Google a worldwide, nonexclusive, royalty-free license to reproduce, adapt, modify, publish and distribute such content on Google services for the purpose of displaying, distributing and promoting Google services."

In response to the concerns raised, Google Australia issued a statement, which reads, "We don't claim ownership or control over content in Google Docs & Spreadsheets, whether you're using it as an individual or through Google Apps."

"Read in their entirety, our terms of service ensure that, for documents you expressly choose to share with others, we have the proper license to display those documents to the selected users and format documents properly for different displays. To be clear, Google will not use your documents beyond the scope that you and you alone control. Australians' work documents and (soccer-oriented spreadsheets) are not going to end up shared with anyone unless the user expressly wants them to be!"

Concern about the subject initially was raised in a blog posted on August 28 by ZDNet's Joshua Greenbaum, who said: "I know that user agreements are typically ignored by most users, but anyone in the corporate world who ignores this risks seeing their IP in a Google marketing campaign, or worse." ZDNet is owned by News.com publisher CNET Networks.

A Google Australia representative responded that "CNET wrongly claimed if content was published using Google Docs, that Google had the right to publish that for marketing purposes. We have no right to share or publish that, unless you're intending to publish that yourself."

Public or private?

Matt Asay, general manager of open-source content management vendor Alfresco and a member of the CNET Blog Network, also questioned Google's use of the word "public," suggesting that its interpretation would ultimately be determined during litigation.

"Is it private, if I share (content) with my company?" Asay asked in a blog posted on August 30. "Maybe. Is it private, if I share it with my family? Maybe. It's an open question, and guess who decides? Google (or, ultimately, a court), not you. Why? Because the system doesn't provide a way to define what is private and what is public."

Asay suggested that rather than amending its terms and conditions, Google should offer users a "make this public" option in the interface to ensure that the intended meaning of public and private is communicated.

David Vaile, executive director at the Cyberspace Law and Policy Centre at the University of New South Wales, Australia, said Google should give a clear and explicit definition of what is "public," and also offer an interface that lets users control the attribute on a page-by-page basis and reminds them of this status.

Highlighting potential for the term "public" to be contested, Vaile said it can be construed in different ways, depending on the legal context. For example, in a defamation case, for it to be deemed "public," only one other person needs to hear of it or become aware of it. "It doesn't necessarily need to be in a public place, but it is beyond you and the subject you were referring to."

However, Vaile said Google should be credited for its attempt to set out the terms and conditions in plain English.

"A lot (of terms-and-conditions statements) are by lawyers, for lawyers, aimed at litigation rather than communication. You have to give people credit for dealing with a difficult problem--to be clear yet specific enough to cover all the possibilities," Vaile said.

On the other hand, Vaile said Google offers two sets of terms and conditions--a universal set and another for its Google Docs service.

"There seems to be some disconnect between Google's universal terms and that for Google Docs," he noted. "As a question of contractual interpretation, there's some serious legal confusion whether Google's terms of service are meant to be read together or whether the Google Docs terms are meant to read separately...By having two identically named documents, you've created legal confusion, and it breaks best software practice by having multiple documents."

### **Will Partners Enhance or Erode Google's Appeal?**

IT Business Edge

By Ann All

9/12/2007

URL: <http://www.itbusinessedge.com/blogs/sts/?p=212>

As with any news emanating from the Googleplex, this week's announcement of a partnership between the search giant and outsourcing advisory/services firm **Capgemini** set computer keys a-clacking in the tech press.

The ostensible goal of the partnership is to get Google Apps into more businesses, especially larger enterprises, and also to give **Capgemini** a differentiating product in the increasingly commoditized world of services. This is not an exclusive deal, however, so that advantage isn't likely to remain for long.

Nicholas Carr spoke with a **Capgemini** executive who contends that his firm's deal offers companies a chance to bring Google Apps out into the open instead of dwelling in the shadowy user underworld where they can create headaches for IT departments.

The selling points being pushed by **Capgemini**, says Carr, are Google Apps' ability to simplify collaboration, especially between employees of different companies, and also to give workers without dedicated PCs and copies of Microsoft's Office access to a passel of useful productivity apps.

OK, fair enough. But Carr makes a point that struck us when we first heard the news. In its drive to become the new boss, Google is starting to look a lot like the old boss. As Carr writes:

I expect that now we'll see a series of similar partnerships between Google and some of the other big guns in the IT business. Of course, there's also an irony here. The giant IT consulting firms symbolize the high cost and ornate complexity of traditional IT. You might say that they're part of the problem that the new wave of Web-based services is supposed to solve. It only goes to show: Business, no less than politics, makes strange bedfellows.

Another niggling question: Google has promoted the simplicity of its Apps as a welcome counterpart to more bloated productivity suites. If it's so darned simple, why do folks need to pay a services provider like **Capgemini** for support?

Smart ZDNet blogger Mary Jo Foley makes a similar point. While Google keeps stressing the \$50 per-user price point for its enterprise version of Google Apps, "that \$50 will be just the tip of the iceberg in terms of what customers will pay for GAPE from **Capgemini**."



### **Zoho: Free App Suite Might Beat Pants Off of MS Office**

Yahoo! Tech

By Unavailable

9/12/2007

URL: <http://tech.yahoo.com/blogs/raskin/14370>

Microsoft has had a near monopoly on office applications since WordStar and WordPerfect lost surrendered. But there's a second battle raging with a totally new kind of application. Keep your eye on Zoho. It's a web-based office suite that lets you share and publish documents as easily as you can create and save them. And it's easy on the pocket (read: FREE).

When you sign up you'll be able to access the growing Zoho family: Zoho Writer, Zoho Sheet, and Zoho Show—a writer, spreadsheet, and presentation tool. Zoho also has a Virtual Office that includes email and



shared calendars. It has tools for business users like Zoho CRM and Zoho Creator for developing customized apps.

Not Zoho-ed out yet? Then try the Zoho Planner for to-do lists and notes, Zoho Chat, Zoho Wiki, Zoho Meeting (an online conference), and even Zoho Notebook (for organizing multimedia online note taking).

I haven't seen this much free stuff given away since Bob Barker.

The apps are pretty darn robust and full featured. Zoho Write, Sheet, and Show are not quite as feature-rich as MS Office, but have a lot of cool web features like tags and posting directly to a blog. They are miles richer than Google Docs, Google's suite of free web-based apps. Just take a look at some of the screen shots and you'll see that everything looks familiarly different. The real power comes with the ability to publish or share. You can share a document with the world, keep it private, or invite a few others to join you as either readers or collaborators.

What's the catch? Well, eventually Zoho plans to keep the consumer tools available for free, but charge businesses to license and use the tools to create custom environments. At the moment, all of your documents get stored, published, and shared on the Zoho server. The company is just releasing an applet that lets you read the Zoho Write files while you're offline, but has no way to create documents unless you're physically connected to the Internet. This makes it a great tool for the type of 24/7 folks who think the Internet is synonymous with breathing, but may not work as well for the rest of us.

And like all things web, Zoho is a work in progress. I wanted to strut my stuff and show the Yahoo! Tech team my shared spreadsheet. They got to look for a few minutes before their systems timed out. Zoho evangelist Raju Vegesna said the day I used the service might have been an update day.

Zoho is for the adventurous (not to mention the financially constrained). That said, it's highly functional and a great way to extend your document life into the new web world.



### **Microsoft Blasts Google Apps with FUD**

Legit Reviews

By Rich Karpinski

9/12/2007

URL: <http://www.legitreviews.com/news/3893/>

Microsoft has always been dismissive about Google Apps, but yesterday's FUD blast raised the bar. Responding to **Capgemini's** pledge to sell Google Apps Premier Edition (GAPE) as part of its desktop services package, Microsoft released a top 10 list of questions aimed at shredding Google's credibility as a provider of enterprise software. Check them out here.

"Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a 'known only to Google' schedule—this flies in the face of what enterprises want and need in their technology partners—what is Google doing that indicates they are in lock step with customer needs?"



### **Ten Steps To Turn Your Office Apps over to Google**

Smart Biz

By Rich Karpinski

9/12/2007

URL: <http://www.smartbiz.com/article/articleview/2174/1/62>

Chances are you use it every day to search the Web. You might even use Gmail for your email. And surely you spend some time wasting time on MyTube, which it purchased last year.

## 10 Steps To Move Your Office Apps to Google

Chances are you use it every day to search the Web. You might even use Gmail for your email. And surely you spend some time wasting time on MyTube, which it purchased last year.

But is your small business ready for Google to take over your desktop and office apps as well?

If you're intrigued, we offer below one path to potential Web office nirvana: ten steps to moving your small business office and productivity apps onto the Googleplex.

The upside: free apps; free online storage (no more losing data to system crashes); the ability to work on multiple computers; strong collaboration tools, such as document co-editing; and improving integration among its various products. These are all features and capabilities that could bring new efficiency to your small business.

And did we mention free?

Let's get started.

**Step 1: Take a close look at your current office suite.** Most likely it's a version of Microsoft Office. Just as likely it's an old version of Office. Are there features you can't live without? Are you a heavy spreadsheet user, with tons of formulas written and a several sheets you run your business on? Are you a writer or publisher, and need to format documents for print? Do you live and breathe in Outlook, maybe using it to synch to a Treo or Blackberry attached to your hip.

If this sounds like you, stick with Office. If not, keep reading...

**Step 2: What Google apps are you already using?** How dependent are you on Google already? If your small business is Web-based, you might already be a big AdWords buyer or Google Analytics user. Or if you do tons of research, you might live on Google search. Some advanced users count on Google for email (Gmail) or RSS reading (Google Reader). If this sounds like you, you might already live part of your online life under the Google banner and be comfortable using online services. If so, carry on...

**Step 3: Google-ize Your Start Page** What do you see when you open up your browser? The MSN home page? AOL.com? The Firefox download page? Maybe it's time to build yourself a Web Start Page. While there are some very cool alternatives for building a start page—check out NetVibes, PageFlakes or Protopage — Google has a great alternative as well with iGoogle.

These pages, also known as AJAX desktops or aggregated start pages, allow users to assemble and move around application widgets on a page. You can create and add an app to read news headlines, get the weather, keep up with your email, build a simple to-do-list, watch videos, and much more. You can also use it to build a really nice launchpad for Google's office-style applications, make iGoogle a great way to break into the world of Google apps.

**Step 4: Take the Google Docs and Spreadsheet plunge** If you've gotten this far, it's time to check out the biggest leap — moving your word processing and spreadsheet work onto the Web. Time to check out Google Docs and Spreadsheets. These tools let you create and edit documents and spreadsheets in a (somewhat) familiar interface, albeit inside your Web browser. You start with a very nice file manager, which helps you keep track of and file your docs and sheets into folders. Lots of nice menus and drag-and-drop capabilities to make you feel like you're not in a bare bones browser app.

The word processing application, Google Docs, will immediately feel familiar thanks to a basic editing toolbar. But formatting is sparse: no easy table builder; no automatic table of contents; no footnotes or endnotes. Again, whether this is a good or bad thing depends on what type of user you are. Most importantly, group document editing is a breeze with Google Docs — you can assign document access permissions and tear apart a doc until your heart's content.

As for spreadsheets, again the user interface and toolbars look familiar. You can style cells, sort entries and even write formulas. It's not a power environment, but few small businesses are spreadsheet power users anyway.

Google Docs and Spreadsheets are at least minimally compatible with Office document formats. For instance, you can create a Google Docs document and export it to .doc. Same for Google Spreadsheets — send it out to .xls. If you're still with us, then:

**Step 5: Move Outlook onto Google** If you're getting comfortable with online apps, the next step might be an easy one. Move your email, calendaring and to-do list management onto Google. Google's email reader, Gmail, is a very slick app, featuring drag-and-drop functionality, easy-to-use message threading, tags instead of folders for simpler archiving and of course Google search functionality for finding old messages. You can get Gmail for free and even if you prefer a desktop client the service includes free email forwarding and POP access with a standard Gmail account. That plus 2 GB of storage.

Google Calendar is also very sharp -- it lets you manage multiple private and public calendars as well as synch calendar data with other applications. You can even add to-do management to your Google Calendar using plug-ins from third-party vendors such as Remember the Milk.

**Step 6: Read the wiki and presentation rumors** OK, so there are some missing elements in Google's online apps. In particular, where's the PowerPoint alternative? In addition, enterprise -based Microsoft users are telling good tales about Sharepoint, Microsoft's server-based collaboration product. Don't fear -- rampant rumors say Google alternatives to both these apps -- in the form of online presentation and wiki applications -- are about to enter the Google domain in the coming weeks and months.

**Step 7: Check out the niche apps** The Google apps universe is infinitely extendable. Already there are a variety of applications live today on Google.com and in beta form in Google Labs that are worth adding to your Google desktop. I like Google Notebook for clipping and storing content. Blogger is a popular—and free—blogging tool. Google Groups is a great group communication tool. Google Talk offers instant messaging and voice over IP. And on and on.

The Google Notebook features a pop-up window for clipping web content on the fly (click to enlarge)

**Step 8: Consider Google Apps Free and Premier Editions** So let's examine this "free" issue—can all this functionality really be free? Yes and no. You can use all the apps mentioned as individual services -- and in all cases they are free. In some cases, such as Gmail, Google runs text-based ads in the margins of the apps. It's not as bad as it sounds.

You might also want to consider paying for Google Apps Premier Edition. The cost: \$50 per user per year. This can certainly add up if you have a lot of users, but for more IT-savvy small businesses, the extras might be worth it: more online storage; no email ads; built-in mobile access; admin control panel; and APIs to integrate with an existing IT structure. IT consulting giant **Capgemini** just this week announced a deal with Google to integrate Google Apps Premier Edition onto enterprise desktops. That might not be the path for your small biz, but it shows that Google Apps are no joke.

**Step 9: Make the Move—and don't look back** This is my own private tip. You can't live in two worlds. If you go the Google route, set yourself up online and don't look back. You'll feel compelled to open Word or Notepad or Excel occasionally and save files to My Documents on your desktop. Don't do it. It will just make you schizophrenic. If you need occasional offline access, keep your eyes on Google Gears, a neat tech parlor trick that Google has introduced to allow some of its applications—and eventually all of them, it's safe to presume—to work offline as well.

**Step 10: Let us know what you think** The best advice comes from friends and colleagues. So have you played around with Google apps? What do you think? Which ones work for you—and which ones do not? Tell us your story in the comments area.

## Media Reacts to Capgemini, Google Apps Announcement

SAAS WEEK

By Unavailable

9/13/2007

URL: <http://www.saasweek.com/2007/09/13/media-reacts-to-Capgemini-google-apps-announcement/>

It seems **Capgemini**'s decision to support and offer Google Apps has sent ripples through the media and put a spotlight on the enterprise readiness of Google Apps Premier Edition. John Soat of InformationWeek's CIOs Uncensored weblog said that the **Capgemini** announcement meant that maybe more CIOs should take Google seriously as a business software provider. Soat originally commented on a Burton Group report questioning the enterprise-readiness of Google's SaaS tools and pointed out that most CIOs might find Google's limitations "limiting," but Soat points out that the **Capgemini** move gives a new level of credibility to Google although questions still remain about functionality and enterprise support.

Reporter Paul McDougall, also of InformationWeek, reported on a Gartner bulletin in which Gartner analyst Ben Pring predicted that the **Capgemini**/Google deal would further boost the SaaS market in general, writing, "**Capgemini** would not align itself with Google and risk upsetting its relationship with Microsoft if it did not sense among its customer base of large multinational corporations a genuine interest in Google's application initiatives."

CNET reported further on Microsoft's retort to the announcement, in which it urged users to ask themselves ten specific questions about Google Apps, scolding Google's history of releasing incomplete products as "beta." CNET quotes Ovum analyst David Bradshaw as saying, "Microsoft is paying (Google) the second most sincere form of compliment, in treating them as a serious rival."

ZDNet's SaaS blogger Phil Wainwright was skeptical of the announcement's importance, writing in a blog post yesterday that Google and **Capgemini** "just doesn't add up". Wainwright asserted that making Google Apps more mainstream by packaging it into the **Capgemini** model was unlikely to sway any mainstream-inclined enterprise away from Microsoft Office, and that companies inclined to deploy Google Apps would not want it "all smothered in consultant goo."



## Consultancy Capgemini Recommending Google's Apps to Corporate Clients

TMCnet

By Raju Shanbhag

9/13/2007

URL: <http://news.tmcnet.com/news/2007/09/13/2936478.htm>

**Capgemini**, a technology consultancy with offices in the Americas, Asia Pacific and Europe, is now recommending Google's (News - Alert) online suite of office software to its corporate customers.

Google, BusinessWeek noted in its report, initially launched Google Apps with its eye on the small business market, where many companies were seeking inexpensive alternatives to Microsoft's (News - Alert) desktop Office software. To stay profitable, however, Google needs to make inroads in the enterprise market as well. Google Apps could provide an additional major revenue stream for the company beyond advertising services.

Hundreds of thousands of small business use Google Apps today, BusinessWeek said. Most of these users opt for the free version. Revenue from Google Apps during the first half of 2007 was a mere \$70 million, less than 1 percent of the company's total revenues. Despite introducing features like direct download

rather than disk-based installation, Google doesn't seem to be making much impact on the desktop applications market with its offering. Perhaps targeting bigger business will help.

That's just what Google is hoping to do by partnering with **Capgemini**. Having its desktop applications recommended to enterprises seems like a likely way to gain greater credibility and more business.

## BloggingStocks™

### **Microsoft (MSFT) digs into Google's (GOOG) Apps with word fighting**

BloggingStocks

By Brian White

9/13/2007

URL: <http://www.bloggingstocks.com/2007/09/13/microsoft-msft-digs-into-googles-goog-apps-with-word-fighti/>

Microsoft Corp. (NASDAQ: MSFT) seems to be having a whirl of a time determining if Google, Inc.'s (NASDAQ: GOOG) 'Google Apps' really does pose a threat (however minor) to its billion-dollar Microsoft Office franchise. Maybe the company is leaning towards a yes, though.

This week, Microsoft launched a missile across the bow of Google Apps, distributing a paper that posed eight specific questions companies should consider before deciding on using Google Apps. With many large companies opting to supplement existing Microsoft Office installations with the web-based Google Apps programs (word processing, spreadsheets, calendaring, e-mail), Microsoft may be stepping up to defend itself more in the near future.

Google itself and some of its larger customers have stressed that the goal is not to replace Microsoft Office (yeah, right), and that Google Apps simply fits some situations better than a full-blown copy or license from the not-free Microsoft Office software. Microsoft's litany of questions released this week included these:

Companies should question the actual number of users Google has "within the enterprise"  
Google's history of releasing "incomplete products, calling them beta software"  
Desktop costs will rise for companies trying to offer both Microsoft Office and Google Apps

Ironically, Microsoft is also questioning Google's reliance on advertising revenue even as it tries to catch up to Google in the internet advertising space's battle for revenue.

## InformationWeek

### **Google's Capgemini Deal Will Boost Software As A Service, Gartner Says**

InformationWeek

By Paul McDougall

9/13/2007

URL: <http://www.informationweek.com/news/showArticle.jhtml?articleID=201806151>

Google (GOOG)'s deal to allow **Capgemini** to act as an officially approved integrator for its Google Apps suite shows that outsourcers have a big role to play in the burgeoning software-as-a-service market, a Gartner analyst says.

"Large professional services firms -- which were earlier wary of SaaS because of its potential impact on their current revenues -- could play an important role in further SaaS development," Gartner analyst Ben Pring wrote in a new research bulletin.

Outsourcer **Capgemini** said Monday that it had launched a service to help large businesses move from desktop office applications to Google's hosted Google Apps suite.

Outsourcers typically earn a significant portion of their revenue from helping companies manage and maintain in-house software -- a business that's threatened if significant numbers of enterprises starting using software on tap from Internet providers.

But **Capgemini** believes SaaS represents a market opportunity. Under a formal partnership, the company said it will offer its outsourcing customers access to Google Apps Premier Edition, which includes Google Docs & Spreadsheets, Gmail, Calendar, and Google Talk. Google launched the suite earlier this year in an effort to compete more aggressively with Microsoft in the office applications market.

In his research note, published Tuesday, Pring said that Google, and the SaaS market in general, will benefit if well-known outsourcers like **Capgemini** decide it's worth their while to wrap enterprise-class security and management services around hosted software.

"**Capgemini** would not align itself with Google and risk upsetting its relationship with Microsoft if it did not sense among its customer base of large multinational corporations a genuine interest in Google's application initiatives," Pring wrote.

Pring said it's less risky if large enterprises considering Google Apps and other hosted offerings are able to access them through services providers with proven track records for software integration and management.

**Capgemini** said it plans to help customers transition to Google Apps and integrate the software with their existing applications. The Paris-based outsourcer did not disclose pricing for the service. Purchased directly from Google, Internet access to Google Apps Premier Edition costs \$50 per user, per year.



### **Microsoft Office or Google Apps?**

WebProNews

By David A. Utter, 9/13/2007

URL: <http://www.webpronews.com/insiderreports/2007/09/13/microsoft-office-or-google-apps>

(Editor's note: Google Apps may have reached a point where companies should give it some consideration in given circumstances. Check out our article, and the accompanying interview with veteran Jupiter Research analyst Michael Gartenberg, who shares his views of the Microsoft side of the debate.)

Whether your company uses Microsoft Office or not, and plenty do, Google would like you to consider 'complementing' that desktop productivity suite with its software as a service options from Google Apps. **Capgemini**'s deal with Google could lead some clients with large numbers of entry level staffers to switch them to Google Apps.

It looks like a simple question of mathematics at a high level overview. Why put a copy of Office, with all of its sophisticated features, on the desktops of dozens of people who only need basic functionality. Why support patches and updates for Office with in-house staff when Google will do all of that under the hood work for you?

Here's a brief rundown of what Google Apps offers to those who embrace it: word processing, spreadsheets, email (with 10GB storage), calendar, IM/voice client, web page creation, all available from a corporate-branded, centrally managed start page.

All a worker would need besides the PC and Internet connection would be a headset, for use with Google Talk. That application may not receive much use on the voice side, as we think Google Apps would be destined for "cube farm" setups like call centers.

Google's document and spreadsheet handling can convert various file formats for viewing. A higher-level staffer distributing an Excel spreadsheet or Word document to the masses would not have to worry about others being able to read it.

If they publish it through Google Docs & Spreadsheets, the document in question can be managed from one place in terms of access and availability.

**Capgemini** said in its statement about the deal that the benefits of such a software as a service (SaaS) offering goes beyond just tools:

SaaS solutions, such as Google Apps Premier Edition, provide a cost-effective, easy-to-deploy alternative to installed, licensed desktop software; they are delivered over the Internet via a Web browser and do not require companies to install or maintain software locally, or to tap into internal IT resources.

Email management, especially when it comes to the volumes of spam hitting inboxes, creates nonstop issues for system administrators. Instead of bogging down networks and people with the task of maintaining email, Google does the heavy lifting.

Doing SaaS presents a concern, highlighted by Microsoft in its rebuttal. It's the same concern that led firms to abandon client-server apps in favor of desktop software - the issue of the application server, or a network, going down while people are trying to work with Google Apps.

Outages are not unheard of, even at Google. They aren't unheard of on the PC side, either. Is the chance of a network or Google outage any greater than that of a PC problem? Watch the video.

There is another aspect to Google Apps that hasn't received much attention. It could be a factor that impresses the IT department from a security standpoint. Google Apps function with the Firefox browser just as well as they do with Microsoft's Internet Explorer.

If Google Apps does fill a need for companies that can't or won't provide Office for their lower-level staff, it makes sense to have Firefox as a required browser to accompany Google Apps. These workers would avoid the security issues that sometimes crop up when an IE-centric zero-day exploit appears.

Judging by **Capgemini's** talk, offering Google Apps is a small step into empowering a lot of people who would not have such a productivity resource made available to them. Not every company is on a scale where they need a **Capgemini** to come in and make this happen.

But in this age, all a company needs is an Internet connection, and some time to sign up for and enable Google Apps. It's an option firms should at least consider before writing that check for Office licenses.

(Requests for comment from Microsoft and Google had not been responded to by the time of this writing.)



### **Microsoft Finally Wakes Up To The Threat Of Online Software**

Wired Blogs

By Scott Gilbertson

9/13/2007

URL: <http://blog.wired.com/monkeybites/2007/09/microsoft-final.html>

We've been trying to figure out for some time why Microsoft is apparently so unconcerned by online office software, which, while probably not enterprise ready right now, is certainly poised to be a viable desktop replacement in the near future. After Windows, Office is Microsoft's biggest cash cow and online suites are a direct threat to Microsoft's dominance in the office market.

As it turns out, Microsoft is worried about offerings like Google Apps and Zoho, the company recently issued an e-mail that takes a swipe at Google Apps specifically.

Microsoft watcher, Mary Jo Foley, first printed the e-mail earlier this week saying it came from a “corporate spokesperson.” The recent deal between Google and **Capgemini**, an SaaS provider, appears to have prompted the response. Google and **Capgemini** have partnered to offer enterprise level support for Google Apps Premier Edition (GAPE).

Google has been looking to move GAPE out in the enterprise world for some time, at least in part to give the company a revenue stream beyond advertising. Last April CEO Eric Schmidt told Wired that “there are some new revenue models on the horizon. The most interesting is probably Google Apps, where we’re already beginning to get some significant enterprise deals.”

While there’s not doubt that Microsoft has some valid points in this list of “top questions that enterprises should ask when considering the switch to GAPE,” there’s a few key missing points. Microsoft doesn’t seem to understand collaboration in Google Docs, which is arguably one of the chief appeals of any online office suite; nor does Microsoft make much of an effort to refute the idea the Google Apps nicely compliments Office, something Google continues to emphasize.

Here’s the full text of Microsoft’s statement:

Google touts having enterprise level customers but how many “USERS” of their applications truly exist within the enterprise?

Google has a history of releasing incomplete products, calling them beta software, and issuing updates on a “known only to Google” schedule — this flies in the face of what enterprises want and need in their technology partners — what is Google doing that indicates they are in lock step with customer needs? Google touts the low cost of their apps — not only price but the absence of need for hardware, storage or maintenance for Google Apps. BUT if GAPE is indeed a complement to MSFT Office, the costs actually become greater for a company as they now have two IT systems to run and manage and maintain. Doesn’t this result in increased complexity and increased costs?

Google’s primary focus is on ad funded search. Their enterprise focus and now apps exist on the very fringe and in combination with other fringe services only account for 1% of the company’s revenue. What happens if Google executes poorly? Do they shut down given it will them in a minimal and short term way? Should customers trust that this won’t happen?

Google’s apps only work if an enterprise has no power users, employees are always online, enterprises haven’t built custom Office apps — doesn’t this equal a very small % of global information workers today? On a feature comparison basis, it’s not surprising that Microsoft has a huge lead.

Google apps don’t have essential document creation features like support for headers, footers, tables of content, footnotes, etc. Additionally, while customers can collaborate on basic docs without the above noted features, to collaborate on detailed docs, a company must implement a two part process — work together on the basic doc, save it to Word or Excel and then send via email for final edits. Yes they have a \$50 price tag, but with the inefficiencies created by just this one cycle, how much do GAPE really cost — and can you afford the fidelity loss?

Enterprise companies have to constantly think about government regulations and standards — while Google can store a lot of data for enterprises on Google servers, there is no easy to use, automated way for enterprises to regularly delete data, issue a legal hold for specific docs or bring copies into the corp. What happens if a company needs to respond to government regulations bodies? Google touts 99.9% uptime for their apps but what few people realize that promise is for Gmail only. Equally alarming is the definition Google has for “downtime” — ten consecutive minutes of downtime. What happens if throughout the day Google is down 7 minutes each hour? What does 7 minutes each hour for a full work day that cost an enterprise?

In the world of business, it is always on and always connected. As such, having access to technical support 24/7 is essential. If a company deploys Google Apps and there is a technical issue at 8pm PST, Sorry. Google’s tech support is open M-F 1AM-6PM PST — are these the new hours of global business? And if a customer’s “designated administrator” is not available (a requirement) does business just stop? Google says that enterprise customers use only 10% of the features in today’s productivity applications which implies that EVERYONE needs the SAME 10% of the feature when in fact it is very clear that in each company there are specific roles people play that demands access to specific information — how does Google’s generic strategy address role specific needs?

With Google apps in perpetual beta and Google controlling when and if they rollout specific features and functionality, customers have minimal if any control over the timing of product rollouts and features — how do 1) I know how to strategically plan and train and 2) get the features and functionality I have specifically requested? How much money does not knowing cost?

No doubt many will have some strong reactions to these statements (Microsoft’s charge that Google Apps has unknown updates is interesting given the number of delays it has recently announced in its own



product lines). If nothing else, Microsoft just paid Google Apps perhaps the highest compliment it can — Google is a real competitor and Microsoft is finally starting to worry.



### Google's PowerPoint Killer Will Arrive Presently

Mashable

By Unavailable

9/14/2007

URL: <http://mashable.com/2007/09/14/google-presently/>

Google's PowerPoint killer looks to be on the horizon. Called Presently, the presentation-creation tool will offer a web-based solution for users.

This will be a welcome addition to the Google Apps family, and may even be a member of the suite edition that will be sold through **Capgemini**. Reportedly built in part on assets bought from the acquisition of Zenter and Tonic Systems earlier this year, Presently will join the ranks of existing tools like Zoho, and newbies like SlideRocket. As Google already has a growing platform for office tools, including Presently into the mix is a given. The company is touring Presently to publishing houses, and an official announcement is expected soon.

Will the addition of Presently help change the minds of those who balk at the lesser offerings of Google Apps' web-based tools, or will this help steer Google into the realm of useful options for Microsoft replacements? Perhaps the necessity of offline access and integration, as Gmail is rumored to soon offer, would help make the Google Apps suite more viable.



### Google Apps: Every Entrepreneur's Dream?

IT Business Edge

By Ann All

9/14/2007

URL: <http://www.itbusinessedge.com/blogs/sbp/?p=185>

Like a lot of other folks, we think it remains to be seen whether a new partnership with **Capgemini** will awaken more interest in Google Apps among large enterprises. There are plenty of doubters, including ZDNet blogger Mary Jo Foley.

Yet the bundle of free productivity applications (not the \$50-a-year version included in the **Capgemini** deal) is winning some SMB fans. Sean O'Steen, on his Geekularity blog, tells why he is one of them — despite his apprehension. ("Ignoring that faint voice in the back of my head that tells me that Google may indeed be Skynet, and that our robot overlords are just a few years away from their planned invasion . . .")

He is OK with having his e-mail, calendar and other items hosted (and probably indexed, he adds with eyes wide open) by Google because it relieves him of costly and expensive system-administration duties so he can focus on his core business. Sounds like every entrepreneur's dream.



## Google Presently - Presentation App

WebProNews

By Chris Smith

9/14/2007

URL: <http://www.webpronews.com/blogtalk/2007/09/14/google-presently-presentation-app>

The Inquirer reports that Google may soon deploy slideshow presentation creation and display software which they'll call "Presently". This application was apparently developed out of code that Google got with their acquisition of Zenter and Tonic Systems earlier this year.

The new presentation software will join the other Google Apps suite of products which include Google Spreadsheets, Google Write, and Gmail.

This is an interesting development...

I previously reported about how the Google Apps for Education program was set to ramp up adoption of Google's thin client applications by seducing colleges and universities into using their free and cheap levels of services. Google has also recently signed on **Capgemini** as a distribution partner in a deal which Microsoft has sharply criticized by saying that the Google Apps are not sufficiently robust to support the needs of many businesses

I know that the application will not have nearly the amount of bells and whistles found in PowerPoint, but it could be "good enough" for the purposes of many lower-level users who don't have the know-how or time to learn how to use the extensive features in Microsoft PowerPoint.

Microsoft's criticism is going to be blunted a bit, though, when Presently is finally released, because the suite of apps will be that much more solid.



## Google's PowerPoint Challenger Launching Soon?

WebProNews

By Andy Beal

9/14/2007

URL: <http://www.webpronews.com/blogtalk/2007/09/14/google-s-powerpoint-challenger-launching-soon>

The Inquirer is reporting we should soon see Google's PowerPoint clone, named Presently. Now, before you run around all excited—like a child with their underpants on their head—consider that we've heard these rumors since February.

Still, where there's smoke there's fire and the Inquirer has plenty of smoke...

Google is presently touring publishing houses to show Presently, so even if they make hacks sign an infuriatingly Web 1.0 non-disclosure agreement, an announcement can't be far off.

As a Google Apps user, I'm excited that one day I can finally uninstall Microsoft Office.



**Week in review: Vista, virtualization, vendettas**

Cnet News.com

By Steven Musil

9/14/2007

URL: [http://www.news.com/Week+in+review+Vista,+virtualization,+vendettas/2100-1083\\_3-6207941.html](http://www.news.com/Week+in+review+Vista,+virtualization,+vendettas/2100-1083_3-6207941.html)

*(Article also appeared in ZDNet)*

Microsoft is making changes to Windows Vista in response to objections from Google, but Microsoft has some criticism of its own for the search company.

In an effort to satisfy antitrust concerns, the software giant plans to make changes to the desktop search feature in Vista. Microsoft agreed in June to make alterations to the way desktop search operates in response to concerns from Google.

The primary impact of the change is giving Vista users who choose a non-Microsoft option for desktop search more outlets to see those search results, as opposed to the results generated by Vista's built-in desktop search engine.

The changes are coming with the first service pack to Windows Vista. Microsoft is launching a beta version of the update in the next couple of weeks, with a final version expected early next year.

As CNET News.com readers debated the value and origins of desktop search, one reader raised the issue of what would motivate Google to challenge Microsoft on the issue.

"What makes me a little more nervous than Windows knowing the content of files on my system is the fact that an advertising company wants to know the content of our files," wrote one reader to the News.com TalkBack forum.

In other Vista news, sales of boxed copies of the operating system continue to significantly trail those of Windows XP during its early days, according to a soon-to-be-released report. Standalone unit sales of Vista at U.S. retail stores were down 59.7 percent, compared with Windows XP, during each product's first six months on store shelves, according to NPD Group.

Microsoft also agreed that an analysis of boxed-copy sales is not representative of Vista's momentum, noting that the trend of people getting a new operating system with a new PC has further accelerated with Vista.

Meanwhile, Microsoft launched an attack on Google in which it seeks to dissuade businesses from downloading Google Apps. The attack came in a statement the same day that Google signed a deal with **Capgemini** to promote its office productivity software among businesses.

**Capgemini**, a global consulting firm, is set to offer desktop support and installation services to large corporations running Google Apps Premier Edition, the premium version of Google's Web-based package. Google Apps includes a word processor, a calendar and mail functions, and it thus is a direct rival to Microsoft Office.

In its statement, Microsoft laid out 10 questions it suggested users should ask when considering Google Apps.

Microsoft also sought to downplay the recent, but largely unpublicized, automatic update of system files on Windows XP and Vista machines as "normal behavior." A "stealth" update occurred on machines in late August that are set to not install automatic updates.

A Microsoft representative said, "Windows Update automatically updates itself from time to time, to ensure that it is running the most current technology, so that it can check for updates and notify customers that new updates are available."



### **Next Up for Google: Launch MSFT Powerpoint Killer**

Silicon Alley Insider

By Henry Blodget

9/14/2007

URL: <http://www.alleyinsider.com/2007/09/next-up-for-goo.html>

After initially being skeptical of Google Docs and Spreadsheets, we now use them incessantly. We still use Word and Excel, but only rarely, and the former usually off-line or because people still occasionally send us Word documents (hint: don't! Just publish using Google Docs and send the link). We assume Microsoft finally understands the seriousness of this challenge--it's classic disruption\*--but we can't understand why it is taking the company so long to respond with an online Office suite of its own. In the meantime, however, Google Apps are now being adopted by corporations and the company is about to launch its PowerPoint killer--which we, for one, can't wait to use. The Inquirer has more:

the coming-out party for the [Powerpoint Killer] is any day now. Called Presently, the slideshow program is likely to be based in part on code Google bought through the acquisitions of Zenter and Tonic Systems earlier this year.

Google had a bit of a coup last week when it said that ancient white-collar services group **Capgemini** will push Google Apps. Presently will be a near certainty to go into that suite, alongside web-based WP, spreadsheet and communications tools. Call it a PowerPoint killer or PowerPoint clone but, with Presently, Google now has a suite of the main productivity tools office dweeps spend one third of their lives in.

\*New technologies are considered "disruptive" when the market leader--in this case, Microsoft--adds so many features to a product that it overshoots the needs of the mainstream market. This leaves room for a competitor to offer a simpler, cheaper version that the incumbent can't respond to because doing so would crush the margins of its core business. So, instead, it responds by adding even more features and increasingly concentrating on the high-end of the market. Meanwhile, the competitor continues to gain market share at the low end until the incumbent is marginalized...



### **Office 2007 Is Hugely Popular**

Redmond Channel Partner

By Lee Pender

9/14/2007

URL: <http://rcpmag.com/blogs/weblog.aspx?blog=1227>

It's hugely popular in the retail channel, anyway.

And speaking of productivity suites (dig that smooth transition), Jim not only read Tuesday's entire newsletter entry on Google and **Capgemini**, he took the time to write us about it:

"Like you, I think **Capgemini**'s backing of Google's office suite will just cause Microsoft to create lighter-weight and less-expensive versions of Office, so what would be the point of moving to Google? Plus, there is so much Microsoft Office documentation, books, training, online forums that OpenOffice, Star Office and Google's suite just don't have. Then because Microsoft wisely designed Office products so that one could extend them via VBA or compiled add-ons, millions of businesses have custom code that can be reused in MS Office, even in lighter-weight, less expensive versions. I know from experience OpenOffice, Star Office cannot make use of compiled Office add-ons nor of non-compiled add-ons, nor can they correctly work with VBA (macros) except very simple ones. Google's office suite won't work with any existing Office custom coding. In addition, with Microsoft's building of many data centers around the world, applications like SoftGrid and more, you can expect Microsoft will be offering an excellent Office product as SaaS. Competition makes good things happen and only makes Microsoft create better products, which is what we are seeing."

Jim, we're right there with you, and thanks for taking the time to write.



### **Google Presently Set For Launch Next Week**

Read/ WriteWeb

By Richard MacManus

9/14/2007

URL: [http://www.readwriteweb.com/archives/google\\_presently\\_set\\_for\\_launch.php](http://www.readwriteweb.com/archives/google_presently_set_for_launch.php)

Google's PowerPoint competitor is expected to be released very soon, according to reports circulating. The Inquirer says the product will be called Presently. It wouldn't surprise me if Presently is unveiled at TechCrunch40 next week - TechCrunch was coy about this in their blog post, but they noted earlier this week that Google would be announcing something.

The lead-up to Presently: in June Google announced its acquisition of Zenter, a company that made software for creating online slide presentations. Zenter's technology was added to Tonic Systems, a technology for presentation creation and document conversion. Tonic Systems was acquired in April by Google. In a blog post in June, Google said that a presentations app was due by the end of summer. Well the end of summer is just a week away, so current speculation is almost certainly accurate.

Will this finally close the loop on Google's nascent Web Office suite? The table below shows that presentations is the only major app currently missing from Google Apps. It still won't make Google Apps any more ready for the enterprise, as both Microsoft and Zimbra were at pains to point out this week. But with the **Capgemini** partnership intact, it inches Google another step towards a true Microsoft Office competitor.



### **Google + Capgemini: Implications for enterprise systems management SaaS**

MSDN Blog Postings

By Unavailable

9/14/2007

URL: <http://msdnrss.thecoderblogs.com/2007/09/14/google-Capgemini-implications-for-enterprise-systems-management-saas/>

No, the sky is not falling – yet. Still, the recent announcement from Google and **Capgemini** is not trivial. The relationship puts the question of systems management SaaS in enterprise one step closer to the front burner (IMHO).

Ignore the fact that Google Enterprise Apps are NOT what most companies need and NOT what most I-workers prefer.

Focus on this: The ON RAMP for systems management SaaS just got bigger, especially for (at least some) enterprise-sized organizations – the assumption being that CapGem did their homework before this move (BTW we know they did).

Google Continues Driving to the Desktop

Google has already established its objective of winning computer desktops. A deal with Dell in 2006 created Google's beachhead in that space.

But the relationship with **Capgemini** is different.

Whereas the Dell deal was built around the search tools and especially focused on driving consumer eyeballs to advertising, the **Capgemini** connection represents a second offensive. This time Google is skirting the advertising revenue (though it is always one click away) and going directly for enterprise cred with a PAID version of the enterprise tools. Capgem has written in its documents that it intends to leverage "deep desktop and distributed services expertise" from Google to enable its own desktop management solutions (see the attached documents for the discussion).

**Capgemini** offers the "premier" version of Google Apps (\$50 per/dt/year direct, \$40 from Capgem – NO ADS). This includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk, Page Creator, Start Page, administrative tools, APIs, 24x7 support, and a 99.9-percent uptime guarantee for Gmail. The "Administrative Tools" part of the Premier Edition includes a dashboard for managing all accounts, sign-on, and domains among other things. Migration scenarios are also supported.

When you add the link to "partners" which already include Directpointe (currently small and market management), the opportunity for systems management is already available through Google. **Capgemini** will step this up to the full-meal-deal it provides to its >1 million customer desktops under management.

With the alliance, **Capgemini** anoints the SaaS model as credible for the enterprise. Likewise, Google plants a foot on the desktop management side of the service world (by association with CapGem's core business) while leaving first and second level support (aka, the client relationship) to Capgem as part of the deal. The relationship is the strongest link yet between systems management and Google.

Mid-Market Impact

Google has turned to Capgem for cred in enterprise. While the mid-market may not source through Capgem, the endorsement will trickle down as an indicator that Google's offerings may now be ready for prime time. Now, Google can also add its own SaaS management offering for the mid-market (that won't compete with **Capgemini**) and these, too, may enjoy a halo of credibility. Will it happen? Perhaps.

So this is my read – IMHO. What's yours?

From the Web and Blogosphere:

Nicholas Carr (author of Does IT Matter): "The move shows that Google believes the time is ripe to make a major push into the enterprise computing market."

The Guardian (UK): "**Capgemini** will collect ... further revenues from helping clients use the new applications, providing helpdesk services and maintenance. It will also provide help with corporate security, especially for applications such as email, as well as storage and back-up services."

From SearchCIO's TechTarget.com:

Ben Pring, an analyst at Stamford, Conn.-based Gartner who is following the partnership closely, said he sees the news as a "relatively big deal," providing a road map for Google's foray into the enterprise territory, a nice bit of publicity for **Capgemini** and legitimacy to the SaaS model. One could potentially raise an eyebrow that the partnership is not with one of the leading firms in the U.S. market, but he said it is an "important first step."

“From Google’s perspective this is the beginning of developing relationships with the large outsourcing vendors, the integrators, the consultants, the professional services firms, who are a very important channel for software companies traditionally,” Pring said. “These people have good relationships with CIOs and with other C-level executives at big corporations and are often very influential in the software decisions and the downstream implementation and management of technology.”

CNET News: “While Google’s entrance is adding momentum to using software as a service (SaaS) for communication, collaboration, and content management, it’s unclear at this point whether Google will be able to capitalize on the trends that it’s accelerating,” he added.

CBR (UK): Turning to the IT services perspective, we see this announcement as important both for **Capgemini** and the industry as a whole. From the point of view of **Capgemini**’s desktop support services, these are aimed at very large user organizations that have desktop applications from either Microsoft or IBM, and Google Apps becomes a third line of service. This is effectively both an offensive move (capture market share from slower-moving competitors) and defensive (if your services are going to be cannibalized by new offerings, better to be the first with the new offerings).

There are wider implications for the industry. First, outsourcing contracts (and IT services in general) are not usually about cutting-edge technologies but really about mainstream technologies. We therefore see this as good news for clients of companies such as **Capgemini** who are exploring more innovative technologies.

Second, desktop management has become a bit of a commodity that generates thin margins. **Capgemini** also thinks Google Apps is helping to differentiate its desktop management service offering from competitors — it will, but probably not for very long as this is unlikely to remain an exclusive partnership.

There’s a widespread view that software as a service (SaaS) takes business away from IT services vendors. However, while it does change things — re-arranging some of the cost equations for instance — SaaS gives vendors an opportunity to reduce costs, improve margins, enter new markets or see off conventional competitors.



### **Google Presently Will Soon Take On Microsoft PowerPoint**

Profy

By Michael Garrett

9/14/2007

URL: <http://www.profy.com/2007/09/14/google-presently-will-soon-take-on-microsoft-powerpoint/>

Google Apps has been presenting more and more of a threat to the Microsoft Office suite, and Microsoft is well aware although their recent actions are what I would consider lame.

Google is not wasting any time in providing one feature that Office provides, but Google Apps currently lacks. Presentations.

PowerPoint has long been the standard for creating slideshow presentations, but Google is directly targeting this software's market with a new web-based presentation application, known as Presently.

The Enquirer has reported today that "the coming-out party for the software is any day now," hinting at a public release in the very near future.

Following the recent news that Google had partnered with IT firm **Capgemini** to deliver Google Apps to enterprise clients, it is now almost certain that this presentation app will be included among the array of applications in the enterprise package.

According to speculation, Presently will likely be based on code that Google received through the acquisitions of Zenter and Tonic Systems earlier this year.

The release of this application will fill in a major gap that still left Google Apps lagging behind the features of MS Office. Whether or not it will actually make an impact on the sales of PowerPoint or the user base is still up in the air.

My guess is that many people, individuals and enterprise clients alike, will enjoy major benefits in the web-based Google Presently's ability to share presentations in an easy manner and access them from any PC. It will be developed to run on the web, which will increase collaboration and possibly even viral sharing of slideshows.

Although PowerPoint does have some web features and the ability to work within a browser, my experiences with it on the internet have been dismal.

With Microsoft's software offerings becoming more and more disappointing and under-developed upon release, I wouldn't be surprised at all if Google Apps started becoming more successful than Office.

## How To Split An Atom

### How to build a powerpoint killer

How to Split an Atom

By Steve Spalding

9/14/2007

URL: <http://howtosplitanatom.com/how-to-read-shorts/how-to-build-a-powerpoint-killer/>

It's Friday so when you run out of invites you have to fall back on the old standby, unsubstantiated rumor. In this case, the rumors come from our friends in Mountain View, Google. The Inquirer purports that we should all prepare ourselves for an upcoming PowerPoint "killer". Lets look at this a bit more deeply.

Presently

From The Inquirer,

"Called Presently, the slideshow program is likely to be based in part on code Google bought through the acquisitions of Zenter and Tonic Systems earlier this year.

Google had a bit of a coup last week when it said that ancient white-collar services group **Capgemini** will push Google Apps. Presently will be a near certainty to go into that suite, alongside web-based WP, spreadsheet and communications tools."

Web 2.0 Roundup

The biggest question is whether an online app will ever "feel right" to those who are serious PowerPoint users. We can't forget that children are brought up using PowerPoint, and as any enterprise software company will tell you — if you can manage to get them young, they will likely be life long users. This is why everything from Vista to Autocad is offered at cut rate prices for schools and students.

This is not even taking into account how "scary" the idea of cloud computing seems to a lot of people. Google already has its share of privacy concerns, the thought of importing important presentations into le indexer finale may not sit well with security conscience.

If Google is able to make this coup, however, it will finally be in the position to get a foothold in the desktop market. It's a risk worth taking, especially when that "risk" really only amounts to splicing together properties that are already in their portfolio. If this rumor is true, we might be nearing a tipping point in the battle for desktop dominance.





### **Searcharazzi: Google Launching Presently Presentation App Next Week?**

Search Engine Land

By Unavailable

9/14/2007

URL: <http://searchengineland.com/070914-124239.php>

PowerPoint haters unite! So, Techcrunch says that The Inquirer says that Google is this close to launching presently, a web-based alternative to PowerPoint. With consulting firm **Capgemini** now pushing Google Apps hard, can we finally say goodbye to Microsoft's Office Suite?

Some speculate that the app will be unveiled next week at TechCruch 40 (formerly TechCrunch 20, but I guess the start up life is going well). After all, Google is on the list of Who's Coming, as is rival Microsoft Corporation. Interestingly, the speaker that caught our attention is MC Hammer. Yes, folks, The Hammer.

If the Presently rumor is true, Searcharazzi suggests that they scrap the current keynote and have The Hammer, Marissa Mayer and Michael Moritz put on a little show of "U Can't Touch This" for the Microsoft team. Ye-ouch!



### **Google Presently Powerpoint Clone Could Be Days Away**

TechCrunch

By Duncan Riley

9/14/2007

URL: <http://www.techcrunch.com/2007/09/14/google-presently-powerpoint-clone-could-be-days-away/>

Google's long awaited Powerpoint clone could be days away from launching, according to a report at The Inquirer.

The service is said to be called "Presently" and is based in part on code from Zenter and Tonic Systems, two companies Google acquired earlier this year.

Presentations have long been the missing link in Google's attempts to provide a full office suite that challenges market leader Microsoft Office. The Powerpoint clone was first rumored in February then confirmed by Google CEO Eric Schmidt in April. More recently Google integrated Powerpoint viewing functionality into Gmail.

If a launch of Presently is coming shortly, the timing is perfect for Google, given that they have this week announced a deal with global consulting firm **Capgemini** to distribute their office package.

# Changing Way

Andrew weighs in on the ways in which the web and the world are changing

## Google Apps Presently Gearing Up

Changing Way

By Unavailable

9/15/2007

URL: <http://changingway.org/2007/09/15/google-apps-presently-gearing-up/>

It's been an big week for Google Apps, and in particularly for the Premier Edition (GAPE). Here's a review, with links to the relevant posts from Read/Write Web.

Sunday: "Google has partnered with major IT consultancy.. **Capgemini**, to sell Google Apps to enterprises... **Capgemini** currently manages about a million desktops for corporate clients."

Monday: An email from Microsoft stated 10 reasons enterprises should not use GAPE. "The 10 reasons... show just how concerned Microsoft really is about... Google Apps." This despite CapG's positioning of GAPE as a complement, rather than a substitute, to Microsoft Office.

Tuesday: A web office startup reacted with what looks like alarm to the CapGAPE news. "Zimbra says that since all Google docs and files are stored on Google's servers, public companies would face big Sarbanes-Oxley compliance issues if they deployed Google Apps."

Nothing could be further from the truth! proclaims Bob Warfield. In other words, Zimbra's SOX point may reflect alarmism as well as alarm.

Another reason for hesitating about GAPE is that it currently relies on being connected to Google's servers. But it's hard to believe that this won't be fixed very soon; I'm sure that Google has been working hard on making GAPE Gears-enabled, and hence available offline.

Friday (yesterday, Sep 14): RWW joined other sources in expecting Google to announce "Presently," Google Apps' counterpart to PowerPoint, within the week. And "presentations is the only major app currently missing from Google Apps."

The **Capgemini** deal, Presently, and Gears are a hop, skip and a jump taking GAPE closer to direct competition with Microsoft Office. I expect the skip (Presently) to be closely followed by the jump (Gears).

By the way, I don't see my use of RWW as ripoff or laziness. Rather, I prefer to see it in trendier terms: RWW as platform, mashing the kiwi, something like that...



## Google to unveil Presently

Inside Tonic

By Nicholas Mead

9/15/2007

URL: <http://www.insidetonic.com/google-to-unveil-presently/>

As we reported in April, Google have been working on their own answer to Microsoft Powerpoint and according to The Inquirer, 'Presently' as it is known, will be launched any day now.

Much of Presently is thought to be based on code patented by Zenter and Tonic Systems that Google acquired earlier this year. The news that Presently is about to launch coincides with the recent announcement that corporate consulting giants **Capgemini** will be promoting Google Apps to which

Presently is being added just in time. The addition of Presently means that Google will finally have a web based office suite that can now be said to be as comprehensive as Microsoft Office.

The question remains though whether the future lies in web based office applications as pioneered by Google or desktop reliables such as Microsoft Office. I prefer Google Apps because you can share and collaborate on documents much more easily and I probably trust Google's servers to store my data more securely than my own hard drive. However, it is doubtful that Presently will feature all the high-end features of Powerpoint in the same way as Google Docs don't compare with advanced features in Word and Excel.



### Las Vegas Linkfest: Week-in-Review

The Big Picture

By Unavailable

9/15/2007

URL: <http://bigpicture.typepad.com/comments/2007/09/indian-summer-1.html>

#### TECHNOLOGY & SCIENCE

- Plug for Google Software: Technology consultancy **Capgemini** will begin recommending Google Inc.'s online suite of office software to its corporate customers, a move that could bolster the Internet search leader's effort to drum up more sales to big business

### SEO Blog

#### Capgemini starts Recommending Google Apps

SEO Blog

By Unavailable

9/15/2007

URL: <http://seo.seocompany.ca/google-apps/>

According to recent reports from Forbes and Techmeme, Paris based **Capgemini** is going to recommend Google Apps on enterprise desktops. **Capgemini** influences what type of softwares to be installed in more than 1 million company PCs.

Google Apps, as the CEO of Google Eric Schmidt likes to see it, is termed as a new revenue model on the horizon and mentioned they are getting significant enterprise deals with this venture. He further discusses about this issue in a Wired Interview.

The Google Apps Premier Edition costs around \$50/yr for every user account which includes facilities like phone support and etc. However the limitation of the users being unable to use Google Ads offline might have triggered the launch of Google Gears as the popular search engine giant is looking for more ways to diversify the income sources rather than relying on online advertisements alone.

Google Apps does have some serious security issues and still does not have the complete authority to replace Microsoft Office, but this **Capgemini** intervention might let millions of it professionals to change their perspective about Google Apps.



## Weekly Wrapup, 10-14 September 2007

Read/ WriteWeb

By Richard MacManus

9/15/2007

URL: [http://www.readwriteweb.com/archives/weekly\\_wrapup\\_10-14september2007.php](http://www.readwriteweb.com/archives/weekly_wrapup_10-14september2007.php)

*(Article also appeared in Evision Lab and Discoverion)*

Here is a summary of the week's Web Tech action on Read/WriteWeb. Note that you can subscribe to the Weekly Wrapups, either via the special RSS feed or by email.

### Web Products

#### Google Apps Goes After Enterprise Market

This week Google announced a partnership with major IT consultancy and outsourcing specialist **Capgemini**, to sell Google Apps to enterprises. **Capgemini**, which is also a partner of Microsoft and IBM, aims to "mix and match" Microsoft and Google office products. So it seems Google Apps will be a complement, moreso than a replacement, for Microsoft Office. Robert Whiteside, Google enterprise manager for UK and Ireland, is quoted as saying: "If you look at the traditional desktop it is very focused on personal productivity. What Google Apps brings is team productivity."

See also the responses from Microsoft and Zimbra:

Microsoft Issues 10 Reasons Why Enterprises Shouldn't Use Google Apps

Zimbra: Google Apps Not Quite Ready For Enterprise

Finally, a note that Google's powerpoint competitor is rumored to be released next week - under the brand name Presently.



### Capgemini To Push Google Apps

Net Developers Journal

By Unavailable

9/16/2007

URL: <http://dotnet.sys-con.com/read/429515.htm>

In the first, possibly serious, quasi-defection to the online software-as-a-service Google Apps Premier Edition, **Capgemini** SA, the \$10 billion French consultant, said Monday that it will recommend the stuff to its clients which include major outfits like Eli Lilly and PricewaterhouseCoopers while continuing to support Microsoft Office. Perhaps installing Google next to Microsoft.

Citing Gartner research **Capgemini** said that the SaaS market could grow 25% by 2010.

Peddling \$50-a-seat-a-year software in lieu of Microsoft isn't going to do much for **Capgemini's** bottom line.

In fact, the financial arrangements surrounding the deal are altogether hazy and could vary from customer to customer.

The consultancy will offer training, support, provisioning, security consultation and integration with corporate single sign-ons and promote the staff for workers in mobile environments, on the manufacturing line, and for collaboration between geographically dispersed offices.

Google, on the other hand, is desperate to crack the enterprise and **Capgemini** influences the software that goes on a million PCs.

Google Apps Premier Edition includes Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page.

Google revenues from software licenses totaled \$70 million in the first half.

Microsoft responded with a mass mailing criticizing Google's "history of releasing incomplete products calling them beta software" and lack of "essential document creation features."



### **Google Returns Microsoft's Serve in FUD Volley**

Google Watch

By Clint Boulton

9/16/2007

URL:

[http://googlewatch.eweek.com/content/google\\_vs\\_microsoft/googles\\_bhorat\\_on\\_ooxml\\_not\\_so\\_much.html](http://googlewatch.eweek.com/content/google_vs_microsoft/googles_bhorat_on_ooxml_not_so_much.html)

Days after Microsoft shredded Google Apps in a top 10 FUD list, Google dug another hole for the grave that will likely be reserved for the Microsoft's Open Office XML (OOXML) specification.

Zaheda Bhorat, a member of the search vendor's open source team, wrote Sept. 14 in a blog post that Google agreed with the International Standards Organization's (ISO) Sept. 4 decision not to fast track OOXML.

Bhorat (stop smirking, there is an "h" in this name) wrote that Google engineers conducted their own analysis of the OOXML specification and found several areas of concern. For example, Bhorat cited "dependencies on other Microsoft proprietary formats and their technical defects makes it difficult to fully implement."

Ouch! Did Google just overtly bash Microsoft's code? Wow.

Other issues Google has with the OOXML spec include the overall cost for vendors of implementing multiple standards and the fact that it isn't compatible with the Open Document Format (ODF), which passed muster with ISO in May 2006.

That last reason is the key, because ODF is pretty much the de facto standard that Google, IBM, Sun Microsystems and scores of other major high-tech vendors are backing. Google, a fervent supporter of open source software, has already integrated ODF into Google Docs and Spreadsheets.

What's amusing about this blog post to me is that Google didn't need to publish it. We already knew Google was behind ODF. Chances are good that if you're on board with ODF, you despise OOXML, or at the least, dismiss it out of hand as a bid for Microsoft to do its own thing.

After ISO announced its decision not to fast track OOXML Sept. 4, ODF supporters around the world issued statements proclaiming the death of the spec, however exaggerated that may or may not be.

Yet Google was silent. That is, until Microsoft last week questioned the viability of Google Apps in a FUD blast aimed at the Google-**Capgemini** partnership.

Coincidence? Maybe, maybe not. But by detailing all the weak links Google perceives in OOXML, Bhorat's post was a return shot across Microsoft's bow. Nothing like payback to keep those competitive fires burning.

But OOXML isn't dead... yet. ISO is reviewing technical assessments and will resolve the situation at a Ballot Resolution Meeting (ooh, can I come?!) Feb. 25-29, 2008.

But as some folks note, Microsoft still owns the productivity market, and unless ODF can iron out the kinks, it may not matter if OOXML passes muster.

Anyway, it's Microsoft's turn in its FUD tennis match with Google.

# TechCrunch

## Google Completes Office Triple Play With Presently

TechCrunch

By Duncan Riley

9/18/2007

URL: <http://www.techcrunch.com/2007/09/17/google-completes-office-triple-play-with-presently/>

Google has officially launched the missing piece in Google's online office suite: Presently, a presentation product that competes directly with Microsoft PowerPoint.

We've know it's been coming for a long time, the PowerPoint competitor was first rumored in February then confirmed by Google CEO Eric Schmidt in April. More recently Google integrated PowerPoint viewing functionality into Gmail. and last week we posted on reports that it would be launched "within days." I didn't know it at the time, but the official launch is TechCrunch 40 but the site is live now.

First impressions: it depends on what you like when interacting with Office packages. I've become a big fan of Google Office products due to their simplicity and most importantly their online collaboration features. I've complete abandoned using Microsoft Office altogether, but I do have NeoOffice installed for offline usage (mostly when flying). Presently doesn't have all the bells and whistles PowerPoint has, but that's in part the appeal. Anyone who has used the Microsoft Office 2007 ribbon is able to explain their frustration at what at first is a bizarre interface that takes a fair bit of learning. Presently, like Docs and Spreadsheets before it is straight to the point.

Is Presently the Microsoft killer many are hoping it will be? Perhaps not yet, because Google still has work to do in breaking into the corporate marketplace, which we know they are doing with their **Capgemini** deal. For the rest of us, for all bar perhaps intensive presentations, Presently makes a great PowerPoint compatible tool, and at \$0 it comes at the best price of all: free.

As of now, Google has also renamed Google Docs and Spreadsheets to simply Google Docs.



## Why hosted desktop tools are here to stay

ITBusiness.ca

By Unavailable

9/18/2007

URL: <http://www.itbusiness.ca/it/client/en/home/News.asp?id=45115>

Adison & Partners is a small yet emblematic part of a major shift in how office software is sold and used.

No, Adison & Partners isn't a Web 2.0 Silicon Valley startup. It's an eight-person executive recruitment company in New Jersey. Its founder and managing partner Jim DiPietropolo doesn't know what a "wiki" is.

This he knows: choosing a Web-hosted suite of communication and collaboration applications has greatly benefitted his business.

Like Adison & Partners, thousands of organizations, large and small, are researching and implementing hosted office suites as alternatives to pricier, traditional options, like Microsoft Office, designed to live in PC hard drives.

Sure, IT buyers, whether chief information officers at large companies, small-business owners or self-employed individuals, must study the options carefully and ask hard questions about these software-as-a-service (SAAS), on-demand suites.

But while "fools rush in" mistakes are bad, an even worse decision regarding the SAAS model is ignoring it. That's particularly true for large organizations.

"Now is the time to definitely have advanced technology folks and strategy people, the ones who look a year or two ahead, to look at this stuff and stay abreast of it, even if the time isn't yet right to purchase," says Burton Group analyst Guy Creese. "A huge mistake would be to look at the offerings today, say they're immature and then not pay any attention."

The offerings are uneven, with some suites strong in webmail, while others focus on productivity applications like word processing and spreadsheets. Many key architecture, business and technology questions await answers.

But the SAAS model for these office suites is here to stay. Many big vendors are either openly embracing or likely to enter this market.

Google Inc. is committed with its Google Apps suite, as is Cisco Systems Inc. with the WebEx WebOffice product. Salesforce.com Inc. certainly could stake out a strong position quickly, applying its experience in the CRM (customer relationship management) SAAS market. Several smaller vendors have strong offerings, including Zoho and Zimbra.

Then there is Microsoft Corp., whose inability or unwillingness to come out with a hosted suite comparable to Google Apps many find befuddling. Microsoft Office is the dominant productivity suite in the packaged software.

That may be the problem. Many wonder if Microsoft is struggling with how to develop a hosted version of Office without cannibalizing the suite's packaged software business.

"A challenge for Microsoft is to figure out how to get people to buy the next version of Office if there is also an on-demand version," says Rebecca Wettemann, an analyst with Nucleus Research.

Another reason for Microsoft's perceived deer-in-the-headlights reaction: "They're not innovating the way they were 10 years ago," Wettemann says.

However, it's widely assumed Microsoft will respond at some point and have a significant effect on the market.

"I think Microsoft needs to worry about it now because it takes a while to get it right," Creese says. "In hosted office suites, it's going to take a while for companies to figure out how they want the thing to work."

In its defense, Microsoft officials have said that Office has steadily gained hosted service components for years, and that combining core PC software with SAAS capabilities is the right approach.

With Office Live, Microsoft offers a set of hosted services for small businesses, like Web site creation and hosting, while Office Online offers Office online resources.

Last week, Microsoft announced a unified installer to help users download updates for its family of Windows Live hosted services. Yet, those who have been waiting for Microsoft to make a power move in the hosted office space found the announcement underwhelming and dismissed it as cosmetic.

While Microsoft mulls its move, rivals like Google continue boosting their offerings.

This week, Google and **Capgemini** announced that the large IT services provider has become a partner for the workplace version of Google Apps. **Capgemini** now provides training, support, integration and other services to large organizations that implement Google Apps Premier.

“I’d expect more and more IT services companies will offer that kind of help desk and support around the Google Apps Premier environment,” Wettemann says.

While many organizations ponder SAAS productivity suites, thousands of others have already implemented them, lured by their benefits.

For Adison & Partners's DiPietropolo, the discovery of a SAAS office suite followed a disaster.

Three months after launching his company, his laptop's hard drive, loaded with critical documents, imploded. Recovering the data cost DiPietropolo dearly. He resolved to prevent a similar disaster.

He knew larger companies had server-based back-up systems managed by IT professionals. He assumed the cost of a modest set up would break his budget.

Then the entrepreneur found WebEx's WebOffice, a Web-hosted office suite which, for a monthly fee he finds affordable, gave him what he was looking for.

“It was a revelation to me that a small business owner could afford something like this,” he says.

The six employees in New Jersey -- two others work in Albany, New York -- have been office-less and working from home for the past several months, because the completion of Adison & Partners' new digs is delayed.

Having documents and calendars stored centrally in WebOffice servers “ties everyone together,” says DiPietropolo, who founded the company about two and a half years ago.

WebOffice also lets the staff nimbly respond to client requests from anywhere, by tapping remotely into databases and getting information on the fly.

“From a business development standpoint, this has been a differentiator for us,” he says. “This ability to instantaneously respond [to queries] really impresses clients.”

Because the suite is hosted by WebEx, he doesn't have to worry about tuning its hardware and upgrading its software.

Like DiPietropolo, many IT buyers find that hosted suites let them save on hardware and software installation and maintenance, while making it easy for employees to share and collaborate on documents, for a fraction of the cost it would take to implement an in-house messaging and collaboration system such as Microsoft's Exchange and Sharepoint or IBM Corp.'s Lotus Domino/Notes.

Disadvantages include security concerns over hosting sensitive data with a third party beyond the corporate firewall, as well as downtime incidents that leave the organization without access to the hosted applications.

Upon close inspection, existing SAAS suites reveal themselves as strong in certain areas and less so in others. In a recently published and widely discussed 55-page report, Creese took a microscope to Google Apps Premier, dissecting its pros and cons in detail.

For example, Creese found the suite lacking in archiving features, such as records management and electronic discovery, as well as in analytics capabilities, such as analysis of content creation patterns.



Google responded with a statement saying that the suite gives organizations “a new set of choices, many of which will complement and extend the power of the desktop, enhance group productivity and improve collaboration.”

Most analysts, users and vendors generally agree that hosted suites and packaged software suites, each with its advantages, work best in tandem, complementing each other.

“We'll see more and more organizations that look to a tiered strategy for the way they deliver desktop applications. So rather than have a standard desktop, I may give Office to the folks in finance who really need Excel, while the folks in marketing may be fine within the Google environment,” Wettemann says.

At SF Bay Pediatrics in San Francisco, employees use Microsoft Office in conjunction with the Google Apps word processor and spreadsheet applications, says CIO Andrew Johnson.

Meanwhile the Gmail Webmail component of Google Apps has proven a major improvement over the previous situation in which individual employees used a variety of personal accounts, Johnson says. The option of bringing in an Exchange server for e-mail would have been too expensive, he says.

Peter Gilbert, an independent IT consultant in New York whose one-man company is called PG Systems, swears by Zimbra's suite. Previously for e-mail he used a shared hosted Exchange server. But the hosted Zimbra suite gives him much more, like a hosted document repository and a centralized contacts manager.

“I see Zimbra's collaboration suite as a solid backbone for my business,” he says.



### **Google Presents PowerPoint Alternative**

WebProNews

By David A. Utter

9/18/2007

URL: <http://www.webpronews.com/insiderreports/2007/09/18/google-presents-powerpoint-alternative>

The rumored arrival of a Google option for creating and viewing slide-based presentations became fact with the debut of its newest feature on Google Docs.

You'll see something different when clicking New in Google Docs. The option to create a presentation with Google's online suite has been on the radar since Google disclosed it in April 2007, confirming an earlier rumor about it posted to Google Operating System.

People have the option of creating new presentations with the slide editor in Google Docs. The technology comes from a blend of companies Google acquired for their slide-based innovations.

As noted on the official Google blog, presentations and collaboration go hand in hand with this new product:

When it's time to present, participants can simply click a link to follow along as the presenter takes the audience through the slideshow. Participants are connected through Google Talk and can chat about the presentation as they're watching.

The debut of presentations gives Google another point on which they and **Capgemini** can compete with Microsoft for certain segments of enterprise workers. Google's deal with **Capgemini** gives it access to a lot of people working for units managed by the IT outsourcer.

Matt Cutts pointed out a discovery he and others discovered while chatting about Nathan Weinberg's experiments with the new presentation software.

"We figured out that you can embed a presentation on a web page using an iframe," said Matt. "I have no idea what the security implications are, so don't complain to me if it causes a problem, but it's pretty fun."

# InformationWeek

## IBM To Offer Free Office Software In Challenge To Microsoft

InformationWeek

By Paul McDougall

9/18/2007

URL: <http://www.informationweek.com/news/showArticle.jhtml?articleID=201807146>

*(Article also appeared in Intelligent Enterprise)*

The week's not off to a great start for Microsoft (MSFT). On Monday, a European court upheld almost \$1 billion in antitrust penalties against the software maker. A day later, it's IBM (IBM) that is taking aim at Microsoft with the release of a free office software suite called Lotus Symphony.

IBM said Tuesday that Symphony, based on open source software from the OpenOffice.org project, will be made available as a free download essentially to whoever wants it. The package contains a word processor called Lotus Symphony Documents, as well as Lotus Symphony Spreadsheets and Lotus Symphony Presentations. IBM is calling the suite "enterprise-grade productivity software" and points out that it's based on many of the same tools found in its pricey Lotus Notes 8 e-mail and collaboration platform.

Because it's free, Lotus Symphony could present a significant challenge to Microsoft's new Office 2007 suite in the market for office productivity software. Some commercial software buyers have expressed concerns about Office 2007's price and compatibility with older applications. The software is based on a new format developed by Microsoft called Office Open XML. Earlier this month, the format failed to gain fast track approval from the International Organization for Standardization.

As an Open Office derivative, Lotus Symphony employs the Open Document Format to ensure cross-application portability of data. ODF is an approved ISO format, a fact that appeals to many enterprise software buyers -- particularly those in the government market. "With the Open Document Format, businesses can unlock their information," said IBM software chief Steve Mills, in a statement.

Earlier this month, IBM said it would donate portions of the Lotus Notes code to OpenOffice.org, which governs the Open Office project.

To date, Open Office has failed to put much of a dint in Microsoft's multi-billion dollar office software business. However, that could start to change in light of Monday's announcement. IBM said it has tasked 35 programmers with creating enhancements for Symphony. Because it's an open source project, those enhancements will be made available to other vendors that offer versions of Open Office, including Sun Microsystems.

IBM's Symphony announcement takes a page from the company's Linux playbook. Big Blue is a significant backer of the open source operating system, though it derives no direct revenue from the software. Rather, IBM has created an ecosystem of customers and partners that buy IBM's commercial middleware products to tie together systems built on Linux. The strategy not only boosts demand for IBM middleware, it also denies to Microsoft some valuable market share. IBM now appears to be adopting a similar strategy in the desktop market.

OpenOffice isn't the only challenge to Microsoft's dominance in the productivity software market. Google recently entered the fray with an array of hosted applications sold as a service under the Google Apps brand. Earlier this month, outsourcer **Capgemini** said it would add support for Google (GOOG) Apps Premier to its service offerings.



## Yahoo! targets Exchange, not Office, with Zimbra

ZDNet

By Phil Wainewright

9/18/2007

URL: <http://blogs.zdnet.com/SAAS/?p=383>

A lot of the commentary about Yahoo!'s acquisition of Zimbra has revolved, predictably, around whether this means Yahoo! is now going to move against Microsoft's Office franchise. After all, who isn't gunning for Office? But, although Zimbra provides Yahoo! a platform for doing so should it wish to, I don't see that as the motive. Exchange is a much clearer and more vulnerable target, one that Yahoo! can move against with far greater hope of early and profitable success.

When I chatted to Zimbra's CTO and president Scott Dietzen back in June, he told me the company was making most headway in the education sector. I wasn't surprised to learn this. Educational establishments have a classic two-tier user problem that is poorly served, whether by hosted online email solutions or by classic on-premise email servers. One tier of users — the full-time administrative and tenured academic staff — wants a full corporate email service, while the other tier — all the students and other short-term users — expects the same kind of email experience they get with online email services like Yahoo Mail, Gmail or Hotmail. Zimbra's hybrid model (Web-based but enterprise-class) serves both sets of user well, whether the institution hosts their own server or has Zimbra do the hosting.

Of course, Zimbra's customer base isn't limited to the education sector, and nor is this kind of problem. One of Zimbra's largest corporate accounts is HR Block, which uses Zimbra as a communications platform for its army of seasonal tax professionals. And all enterprises have a large class of what **Capgemini**, talking about its alliance with Google last week, called "disenfranchised" employees. These are the shopfloor supervisors and clerks, for example — "working in uncarpeted offices," as **Capgemini**'s Steve Jones put it — who don't normally get given email accounts. A hybrid model allows the enfranchisement of such employees, as well as temporary contractors and external partners.

In fact, I wondered when being briefed by **Capgemini** whether its decision to support Google Apps as part of its desktop outsourcing offering would make any sense at all if Microsoft offered Hotmail accounts as an integrated option alongside Exchange server implementations. Most customers, surely, would leap at such a solution since it would offer a single infrastructure, rather than all the hassle of managing two completely separate stovepipe email applicatons.

This is why Yahoo! has made such a smart move in acquiring Zimbra. There's a real need out there in the market for an integrated offering that does both Web mail and enterprise-class corporate email, allowing organizations to offer Exchange-style functionality alongside Hotmail-style ease-of-use and flexibility. The reason Microsoft doesn't offer it is a combination of a) the difficulty of integrating two systems conceived and designed entirely separately and b) not wishing to cannibalize its Exchange server business.

The latter point is what makes Zimbra — especially now that it's in the hands of Yahoo! — an Exchange killer. Many mid-sized organizations have real problems maintaining their Exchange systems in an era when users are accustomed to effectively limitless storage in their online accounts. They don't have the IT skills or budgets to manage petabyte-sized Exchange archives, especially with the complexity level of doing so in an Exchange implementation. Yet the business managers in those organizations often want to further extend the email user base to new tiers of disenfranchised or casual users.

Yahoo Mail is already popular with many educational establishments, so Yahoo! is no doubt familiar with the market gap opening up in that sector. But what clinched the deal was probably the realization that many other organizations have similar issues with email. Once the Yahoo!-Zimbra combination begins to get traction then of course there may well be a strong case for opening out the Office functionality, too. But that's a far less certain market than the already proven email opportunity. Yahoo! is going after Exchange with Zimbra, not Office.



## Google Docs Is Now Better Than Microsoft's and Apple's Products

Seeking Alpha

By Zach Miller

9/18/2007

URL: <http://seekingalpha.com/article/47522-google-docs-gives-it-advantage-against-microsoft-and-apple>

Google's (GOOG) April announcement that it would be adding a hosted version of presentation software as part of Google Docs, Google's nascent stab at a full productivity suite, was realized today with the search provider's official announcement of Presentation as part of its hosted office solution. Presentation joins Google Docs' word processing application, Docs (creative name, no?), and spreadsheet application, Spreadsheet (even more creative).

What this means is that Google now has the equivalent functionality of Microsoft's (MSFT) Office Suite, competing head-on versus Microsoft Word, Excel, and PowerPoint.

Check out YouTube's: Google Docs in Plain English

Adding to the excitement, without much fanfare in the press (hey, it's Apple — a company known to plan entire days around Steve Jobs' choice of lunch), Apple had a seminal announcement last month as it introduced a spreadsheet application, Numbers (a bit more creative!) to round-out its own productivity software in iWork '08. Apple now offers Pages, its word processing software with Apple flare, Keynote (a hands-down PowerPoint killer), and now Numbers, Apple's spreadsheet offering.

I'm not going to use this space to compare functionality, mano a mano, of the three office suites. There are numerous analysts (See Carl Howe in particular) who do excellent work in this space. Instead, I'd like to think (write?) out loud about how these products stack up against one another in light of their parent companies' strategic objectives. While these companies will compete head-on with their new product suites, as we'll explore in this article, each company has its own, very different reasons for producing a kick-butt office suite.

### Microsoft (MSFT)

The Office Environment for Office: In spite of talk of its demise, Microsoft hasn't been dismissed yet. While the open source movement continues to make inroads on the server side with Unix-inspired systems, Microsoft's dominance of the OS, and Office Suite on the desktop of corporate computers worldwide is still extremely entrenched.

Because Microsoft continues to control the heart of the office (see image above), Microsoft continues to run a healthy business off of providing solutions, services, servers and programs to the global business community.

Lock In — from the office homeward: For MSFT, controlling the office means that for me to communicate as a business person, I need to buy Microsoft products (or at least products that can be translated to work with MSFT products). This has historically enabled MSFT to own my computer's OS and office suite at home. In order to communicate with my work life, I need parity of products and platform. This leverage into the home computer via the office environment is why it's so important for MSFT to maintain its Office Suite dominance.

What's happening to MSFT after years of failed attempts for competitors to take on Office within the corporate office, is that Microsoft now faces competition from the backdoor: home users. As Apple, Google, Open Office, etc. begin to garner a following at home, this momentum, if it reaches critical mass in terms of demand, functionality, and support in terms of supply, may begin to chip away at MSFT's dominance in the office. If MSFT's dominance in the office is challenged, its dominance at home is equally at peril.

Strategy to Compete: I know there is a lot of rhetoric coming from Redmond about their strategy, but I'm hard pressed to see a cohesive strategy to compete with Apple and Google. Microsoft Live is not living up to its hype or spending time, and money on game consoles and failed consumer devices shouldn't be MSFT's strategy. Neither should be competing for search. Google is using search to take over the desktop and ultimately, trojan horse into the corporate environment — MSFT needs to understand this.

Google (GOOG)

Capturing web search to own the Web Operating System: I know the stats say otherwise, but do you really use any other search engine other than Google? Really?? Google owns my web experience by organizing my web life and by using apps/products/services to get me to commit more info into the system, Google creates a lot of reliance. I'm still using Gmail at work and to communicate with clients. I've got Google Desktop running on my office machine. Google's new productivity suite aims at Microsoft's jugular and it's Google's foothold into challenging MSFT.

From my home into the office: I'm addicted to Google products at home. I NEED THEM. When I get to work, that dependence doesn't go away. Now that Google has an offering in the Office space, a product that actually has some advantages over other products of its type, I'm apt to begin introducing my colleagues to Google (I'm thinking Aaron "Instant Rebate" Katsman may write even more compelling analysis on Israeli stocks in a Google Doc).

I love Google Docs for two reasons:

Storage: I love that these docs are accessible from whatever machine I use. I log in via my phone, my home laptop, and my office box and I never have to worry about versioning. I manage one doc in one place.

Collaboration: I know MSFT has had collaborative tools for years. But guess what? I never used them — nor would I know how to. With Google Docs, I invite my colleagues into a document that's hosted by Google and updates in real time. We can edit each others' articles and even chat in real time on the document itself. What about biz dev and legal stuff with contracts? I don't know about your firm but I've been part of negotiations where the red-lining probably went back and forth over 50 times — all saved under different file names. That's too much to manage for me (maybe for anyone, other than lawyers).

As I think about how I'm decreasing my dependence on Microsoft products, I realize that Google has added an incredible feature as well. Certainly, Google Docs allows me to save documentation into standard formats that my non-Google-ized colleagues can use. But there's more. In fact, Google provides the ability to upload your MSFT Office-created documents to Google Docs, convert it into Google format, and continue to work with the application vis-a-vis Google Docs. This is big and important.

Jumping the shark: Given its competitive technology, collaborative features and an ever-growing reliance on Google products, I believe that Google Docs will provide a slow movement away from MSFT Office in the office. In fact, Google is basically saying, "We're coming to your crib to party!" with last week's announcement that **Capgemini** will support enterprise versions of Google Docs in Europe. Google will need to continue developing functionality and integrating Docs into your core Google experience. Apple will need to follow suit on the support side and learn from Google's prescient move to attract the business user.

Apple (AAPL)

Using consumer devices to own my desk: Apple is on fire with all its new product introductions. In fact, I think the velocity is a bit much, BUT, I'm listening to a lot of music that I've bought via iTunes on my iPod that I've upgraded 3 times. Apple's also done a good job convincing me to add phone functionality to this experience. It all works very well with my MacBook Pro. Apple's Halo Effect, introducing consumers to Apple consumer electronic products and eventually funneling these to increased Mac sales, has been, until recently, about owning the home computing experience. We've seen the numbers attest to Mac notebook growth in market share (according to NPD, Apple's U.S. retail notebook market share for June 2007 was 17.6%, a gain of 2.2% over 2006).

Filling the business void with an office suite: What business could afford to migrate to a Mac environment given the fact that while things might run more smoothly internally (I'd postulate — though I can't prove it — that although Apple products retail at a higher price point, total cost of ownership is lower for Apple products), they can't interface with the rest of the world because of Microsoft's

dominance? No longer — Apple now provides the functionality to compete for the business customer. Apple's next move will have to be global training and mobilization of third-party support to attract, service, and retain the fledgling business customer.

What does this all mean for investors?

Of these three players, I think Google is best situated for success. What Google, Salesforce.com, et al. have shown is that there is going to be a huge market for SaaS (Software as a Service). In fact, Web Search is really just SaaS 1.0. Instead of buying yellow page CD-ROMs (remember doing that?!), I just count on Google to provide great, FRESH results — all the time. I just type. I think the hardware becomes less important (not more important as AAPL is betting on), and it's going to be all about the integration of web apps with my desktop, and allowing the heavy processing to occur server side.

Finally, Apple and Microsoft are going to ultimately butt heads in a way that Apple doesn't really know how to compete. To get to the business customer, Apple will need to open up by partnering in the service experience — something they didn't quite get, and this is the same thing that almost sunk them a decade ago. As for Microsoft, I think they've really reached the point of becoming a "Technology Utility."

Disclosure: The author's fund does not have a position in any of the stocks mentioned here as of September 18, 2007, but the author owns GOOG personally.



### **Rivals make run at Microsoft Office**

ZDNet

By Martin LaMonica

9/18/2007

URL: [http://news.zdnet.com/2100-3513\\_22-6208696.html](http://news.zdnet.com/2100-3513_22-6208696.html)

After years of watching Microsoft rake in billions of dollars from its desktop software franchise, its competitors are pouncing.

IBM on Tuesday announced the release of Lotus Symphony, a suite of free desktop applications based on the OpenOffice.org open-source product.

The computing giant, which has been challenging Microsoft's desktop dominance for years, said that Lotus Symphony is a standards-based alternative to Microsoft's proprietary Office.

Separately, on Monday afternoon, Yahoo said that it paid \$350 million to acquire Zimbra, a start-up that developed a Web-based e-mail and collaboration package comparable with Microsoft Exchange and Outlook.

Meanwhile, Google on Monday introduced Google Presentations, an online version of Microsoft's PowerPoint presentation application that complements Google's Web-hosted document editor and spreadsheet.

The flurry of investment in productivity software points to technology and business changes in the IT industry that are making Microsoft's cash cow vulnerable to alternatives, particularly among small businesses and consumers.

But don't expect Microsoft coffers to start draining tomorrow. Analysts expect Microsoft to retain the great majority of its Office customers as it adjusts its product development to the Web and open source, even as competitors try to siphon off its Office revenue.

"I think there's some blood in the water between Microsoft not getting its Open XML (Office document formats) fast-track standards approval and the European Commission ruling," said Michael Silver, an analyst at Gartner, referring to two recent Microsoft setbacks.

Microsoft failed to get its Office Open XML formats certified as ISO standards through its accelerated process earlier this month. On Monday, the European Commission ruled in favor of regulators in an antitrust case that could change how Microsoft does business in Europe.

Microsoft has shown some signs of reacting to the full-court press it's seeing from competitors.

Last week, it made a version of its Office suite available to students for \$60. It is also developing Office Live, a set of online services that complements Office and is aimed at small businesses.

A Microsoft spokesman on Tuesday said that Office meets its customers' needs because the company continues to invest in it.

"Competition is good for the industry and good for customers. That said, Microsoft Office continues to be the overwhelming choice for a broad range of organizations and individuals," said Jacob Jaffe, director of Office at Microsoft. "Microsoft Office has changed as people's work has changed, and the alternatives for the most part have aimed to meet the needs of the past."

Low-risk volley

IBM on Tuesday offered up beta versions of the Lotus Symphony applications--a document editor, spreadsheet and presentation program--to end users and business customers for free download. The applications run on Windows and Linux, and a Mac version is planned.

IBM executives said that the company's backing of OpenOffice-based software and the open-source project is similar to its decision in the 1990s to push Linux into businesses.

For support, the company is pointing its customers to online forums on its Web site.

But company observers expect IBM to start to make paid support services available to large customers.

"If (Lotus Symphony) destabilizes Microsoft's Office business, that's a huge win and the potential risk for IBM is essentially nil."

--Stephen O'Grady, analyst, RedMonk For IBM, which makes about half of its revenue from professional services, pushing into desktop software with Lotus Symphony is a low-risk way to try to upset the balance of power using standards as a lever, said Stephen O'Grady, an analyst at RedMonk.

"If (Lotus Symphony) destabilizes Microsoft's Office business, that's a huge win and the potential risk for IBM is essentially nil because it's not a business where they are competitive anyhow. And it won't cannibalize any of its own products," O'Grady said.

Realistically, Lotus Symphony applications don't have the same advanced features found in Microsoft Office.

IBM said the programs are designed for ease of use and to be easily integrated with other applications. In addition, IBM made pains to point out that the programs support OpenDocument Format, or ODF, a standard document format. They also will work with Microsoft Office documents and Adobe Systems' PDF.

Stripped-down productivity applications could have an appeal in some corporate computing situations, such as small businesses or companies that don't want to pay a full Office license for employees who rarely use the suite, some analysts said.

While IBM, Sun Microsystems and Novell are attempting to offer OpenOffice-derived alternatives to Microsoft, Web businesses Google and now Yahoo are using Web 2.0-style features to attack Microsoft's largest businesses.

Yahoo's Zimbra e-mail and collaboration software is notable because it resembles a full-featured desktop application but the client runs in a browser. To do that, Zimbra has made heavy use of the Web programming technique called Ajax to make its application more interactive and support features such as "mashups," Web sites or applications that combine content from multiple sources but appear seamless upon use.

Zimbra has signed on 8 million customers through Internet service providers. The company designed its e-mail server for businesses as well, an area where Microsoft's Exchange is entrenched. But it's not clear whether Yahoo will continue to pursue that market, O'Grady said.

Several other start-ups are developing Web-based Office alternatives using Ajax or Adobe's Flash, which are typically free for consumers.

Google, meanwhile, continues to expand its Google Apps suite through new products, such as Google Presentations, and acquisitions including Web collaboration company JotSpot, which it bought last year.

The Web search king also has its eye on large businesses. It approached consulting firm **Capgemini** to create support and installation services for Google Apps Premium Edition, which costs \$50 per user per year.

**Capgemini** executives said the product lacks the sophistication of Microsoft Office but can fill a role even inside large corporations, such as collaborating with business partners over the Internet.

Chris Swenson, a software analyst at NPD Group, said the most recent sales data on Office 2007 looks very good for Microsoft. In the retail channel, sales to date this year show Office having a 96 percent dollar share and 98 percent dollar share in the commercial market.

It's exactly that massive market share and the billions spent that explains IBM's introduction of Lotus Symphony and Web-based Office alternatives, said Gartner's Silver. He added that he has seen more "reasonable interest" in Office alternatives in the past year among Gartner's corporate clients.

Microsoft "makes billions of dollars (in desktop software) so it's a hard market to ignore," he said. "But it's a hard market to get into."

## InfoWorld

### Google rep glib on enterprise play

InfoWorld

By Jason Snyder

9/18/2007

URL: <http://weblog.infoworld.com/techwatch/archives/013951.html>

Placed before a Web-believin' audience at TechCrunch40 today to present Google's much-anticipated Docs presentation capabilities, Jennifer Mazzon (pictured), product manager of Google Docs, parried questions about Google's ongoing enterprise agenda with a wave of the hand and a series of telling shrugs.

Asked about the security, reliability, and functionality reservations of enterprises considering a SaaS-based productivity app such as Google Apps Premier, Mazzon responded with the very consumer-oriented slant that Google has thus far been hard-pressed to shed in marketing its products to companies.

Concerned about the security of your productivity assets hosted at Google?

"Change your passwords, and make them good," Mazzon said. "Ultimately, your own security is your [own responsibility], just like your stuff on your own computer is one password away."

Wondering why you can't yet shake your Excel addiction in favor of a more beefed-up version of the comparatively lightweight Google Spreadsheets offering?

"In general, we did not design Google Docs for the power user who is very [adept] in spreadsheet usage," Mazzon said.

How about backup reliability?

"Nobody yet has lost their documents," Mazzon quipped.



The key issue here is, of course, a lack of commitment to the kinds of SLAs (service-level agreements) enterprises have come to rely on, if only as a reputable stamp of accountability. And Google appears reluctant to ante up its end of such contractual concerns anytime soon.

"We do have user agreements that people sign and we absolutely feel very strongly that people's assets that they put into Google Docs are precious and theirs and we need to enable them to get to them," she said.

In short, Google will continue to try to do its best.

Or, as we've seen in the recent **Capgemini** announcement, consultancies will do it for them.

Either way, integrating online tools into a hybrid productivity model will likely prove the not-too-distant enterprise norm, especially as Microsoft continues to lag in providing the kind of lightweight online capabilities many departments are currently seeking from IT.

And, with Yahoo's acquisition of Zimbra yesterday, the competition is certainly heating up.

Asked about the impact the Zimbra acquisition will have on Google's Web app lead, Mazzon was not unsurprisingly vague.

"The Internet is a big place," she said, admitting to the triteness of her evasive response. "There are a lot of users in the world, and competition makes everyone better."



### **They're Coming to Get You, Mr. Softy**

Motley Fool

By Rick Aristotle Munarriz

9/18/2007

URL: <http://www.fool.com/investing/general/2007/09/18/theyre-coming-to-get-you-mr-softy.aspx>

If Microsoft (Nasdaq: MSFT) thinks it's facing a tough crowd out in Brussels, just wait until it sees who's crashing its Office party back home.

IBM (NYSE: IBM) is the latest gladiator to step into the coliseum with hopes of slaying Mr. Softy's market dominance in application software. In a bold move, IBM was offering up its IBM Lotus Symphony apps suite for free through its website as of this morning.

Symphony consists of three programs, each a doppelganger of a core Office offering. It offers word processing, spreadsheets, and presentation software -- which aim at Word, Excel, and PowerPoint, respectively. It can import Microsoft documents, too, so the transition is a snap. IBM is giving away the product to companies, universities, governmental agencies, and consumers like you and me.

Giants gang up on the bigger giant

This isn't the first time IBM has taken a swing at Microsoft's software stronghold. It tried -- and ultimately failed -- in supplanting Windows as the operating system of choice with its OS/2 in the 1990s.

Microsoft has greased that ladder pretty well over the years. It's been hard even for free open-source invaders to unseat Windows at the top of the PC operating-system heap.

Saving Office will be trickier, because there are now too many companies hitting the market with free or deeply marked-down, enterprise-grade, Web-based solutions. Google (Nasdaq: GOOG) has been in the game since assembling the pieces for its Google Apps offering last year.

This week, it finally launched Google Presentations. The Web-based PowerPoint clone is a cinch to use. The slides are easy to make. Once you begin a slideshow presentation, a URL pops up, and you can share

it with anyone in cyberspace who wants to follow along with your presentation. Sure, Microsoft's PowerPoint is loaded with great features, but Google's equivalent happens to be free.

This also comes after Yahoo!'s (Nasdaq: YHOO) \$350 million purchase of Zimbra last night. That move is being portrayed as a way for Yahoo! to beef up its e-mail presence, but Zimbra's real calling card is a suite of Web-stored applications for the online sharing of spreadsheets, documents, and group calendars.

Forget about lions, tigers, and bears, Dorothy. It's IBM, Google, and Yahoo! Oh, my!

The hunted and the hunter

Google teamed up with Sun Microsystems (Nasdaq: JAVA) nearly two years ago to promote StarOffice. It seemed like a flimsy move at the time, but in retrospect, it looks like a smart opening move in this chess game that Microsoft finds itself playing, in a very crowded room.

The timing is not coincidental. The market is impressed to learn that Microsoft has moved 71 million licenses of Office 2007 in its recently concluded fiscal 2007. That may sound like a lot, but it's a small fraction of the 400 million to 600 million global users of Office.

In other words, the vast majority of Office users are in no hurry to upgrade. Either older versions satisfy their needs, or the desire isn't there to pay for the new stuff. No matter what's at the heart of the reluctance, this is an opportunity for everyone else.

If consumers and companies don't see it that way, maybe consultants will make them see the fiscal light. **Capgemini**, a global leader in consulting and IT outsourcing, is backing the commercial version of Google Apps over Office to its clients.

That's where we are in this battle. Any win for a non-Microsoft solution is also a stab at Microsoft. No one will argue that Office is going away, but this is no longer about Microsoft trying to battle an IBM or Apple (Nasdaq: AAPL) on its operating-system home field, or blowing out Netscape as the visiting team on the browser front.

If office applications are moving to a Web-stored platform, Microsoft may very well find itself as the underdog as it suits up against the search-engine giants. How can this not eat into Microsoft's pricing flexibility? How can it not make Microsoft vulnerable, for a change?

They're coming to get you, Mr. Softy. Be ready.



### **Office-killer Will Be About Features, Not File Type**

IT Business Edge

By Ken Hardin

9/19/2007

URL: <http://www.itbusinessedge.com/blogs/bpi/?p=520>

A few weeks ago, I received a job description via e-mail attachment. It was a DAT file, which, of course, my Windows-based system cannot open. Blaming a Mac somewhere upstream, I wrote a nice mail asking for a DOC or RTF file that I could, you know, read.

I still have not received a usable version of the document, and my handful of attempts to explain what I need have been met with the electronic equivalent of blank stares.

This is why Microsoft Office continues to completely dominate a market in which it is clearly overfeatured, if not overpriced — almost nobody needs or uses 80 percent or more of the sophisticated tools in the \$400 suite. It's good software — frankly, none of its perceived rivals even comes close — but it's forced on small businesses and individuals because Microsoft refuses to use default file types that its competitors can effectively manage.

It may sound like I'm about to praise IBM for its announced plans to re-market OpenOffice as a blow against Microsoft's onerous — and sometimes, downright sleazy — market advantage here. Really, how would FireFox have fared if you used it to browse a Web page only to be told it was in an unknown format?

But like many other observers, I'm unmoved by IBM's move. It's fighting a battle that's long-since lost.

IBM's Symphony brand push to its enterprise clients is now meeting with the same general "huh?" conclusion that greeted the big news a few weeks back that **Capgemini** was going to partner with Google to push cheap productivity software into shops that can afford to have a relationship with **Capgemini**.

OpenOffice is a fine piece of software for most people's needs, but basic features are not the issue here, even the ephemeral virtue of "collaboration" hawked by Web-based tools such as Google Apps. Ask typical Office users in your shop if they know how to use the Reviewing Toolbar that's been available in Word for more than a decade. Shops that truly value collaboration have embraced basic technologies such as VPNs a long time ago and now are transitioning to investments in workspace tools that dwarf anything offered by would-be Office-killers.

I tend to agree that IBM's move to back OpenOffice is probably a low-cost effort to push the ODF format — which everybody but Microsoft embraces — as a strategic linchpin to undercut Office's dominance.

That may have the desired effect in a generation or so, if OpenOffice and other low-cost alternatives to Office take hold in the consumer space and a new wave of workers knows how to use those tools as they enter the workplace. (My nephew took an MS Office class in grade school — talk about ubiquitous.) And of course, smaller businesses and entrepreneurs are always looking for cost-savings where they can find them.

But change is expensive in larger shops, even switches in productivity software that seem nominal to more technical types. Switching to an alternative to Office is just not worth the hassle unless it offers some real, new benefit.

The Office-killer will be a future generation of collaboration tools such as Clearspace or Traction that include that 20 percent or so of Office functionality that everybody uses as an add-on layer of value, not the main benefit. It will have a rich word processor, spreadsheets and slide-show software that users will employ to create collateral that gets uploaded into the shared workspace, along with tagging and relational sorting for keeping a handle on unstructured content. It will not just embrace, but enforce unified communications. It will be a knowledge-management system with the content-creation tools built right in.

And of course, it will export information in a format that every other knowledge worker in the world can use.

Obviously, this sounds like a next-gen Lotus Notes — nobody is in as good a position to take on Office/Sharepoint in the enterprise as IBM. But compelling features, not nominal cost-savings, will be the change agent here. Microsoft will adopt common file types when competitors' products force it to.



### **Google Completes Office Triple Play With Presently**

EVSION LAB

By Unavailable

9/19/2007

URL: <http://www.evSIONlab.com/2007/09/17/google-completes-office-triple-play-with-presently/>

Google has officially launched the missing piece in Google's online office suite: Presently, a presentation product that competes directly with Microsoft PowerPoint.

We've know it's been coming for a long time, the PowerPoint competitor was first rumored in February then confirmed by Google CEO Eric Schmidt in April. More recently Google integrated PowerPoint viewing functionality into Gmail. and last week we posted on reports that it would be launched "within days." I didn't know it at the time, but the official launch is TechCrunch 40 but the site is live now.

First impressions: it depends on what you like when interacting with Office packages. I've become a big fan of Google Office products due to their simplicity and most importantly their online collaboration features. I've complete abandoned using Microsoft Office altogether, but I do have NeoOffice installed for offline usage (mostly when flying). Presently doesn't have all the bells and whistles PowerPoint has, but that's in part the appeal. Anyone who has used the Microsoft Office 2007 ribbon is able to explain their frustration at what at first is a bizarre interface that takes a fair bit of learning. Presently, like Docs and Spreadsheets before it is straight to the point. Presentations can be created... (insert data when available).

Is Presently the Microsoft killer many are hoping it will be? Perhaps not yet, because Google still has work to do in breaking into the corporate marketplace, which we know they are doing with their **Capgemini** deal. For the rest of us, for all bar perhaps intensive presentations, Presently makes a great PowerPoint compatible tool, and at \$0 it comes at the best price of all: free.

As of now, Google has also renamed Google Docs and Spreadsheets to simply Google Docs.



### Google Officially Launches PowerPoint Killer

Mapping the Web

By Unavailable

9/19/2007

URL: <http://www.mappingtheweb.com/2007/09/18/google-presently-launch/>

Google officially launched its Microsoft PowerPoint killer. The cleverly named Presently is a very simple, slick presentation builder. The project appears to be the culmination of Google's acquisition of Zenter earlier this year. Now, users of Google Docs can quickly and easily create a document, spreadsheet, presentation, or folder, essentially completing the office suite.

What do I think of the offering so far? Friggen sweet. I highly suggest everyone check it out. It's a must for anyone looking to put together a stellar presentation. Here are some of the features that sold me:

Group-editing - numerous users can edit a given document, not just the creator.

Revision-viewing - the ability to view revisions allows you to revert back to previous editions.

One-click functionality - most features and functions are a single click away.

Slick, intuitive interface - all elements are well presented; this minimizes the learning curve.

Web-based - presentations are saved on Google servers and can easily be accessed from anywhere with an Internet connection.

Free - no money out of my pocket.

If Google Docs really wants to make a solid impact in the 'office' space, it is going to have to crack the enterprise market. The company has made steps toward doing, most notably with a partnership with **Capgemini** last week. Nevertheless, I still think there are many doubts, hesitations, and concerns from the institutional side. Large corporations, organizations, and governments will be difficult to penetrate, as they have historically used Microsoft. Such a dramatic change would not only present huge infrastructure changes, but it would also incur huge costs. Furthermore, education around the new system would be critical. In other words, I still think Microsoft can breathe safely for a \*bit\*. However, complacency will ultimately lead to failure, as we have witnessed over the years with this giant. Constant innovation is key.

## Office-killer Will Be About Features, Not File Type

IT Business Edge

By Ken Hardin

9/19/2007

URL: <http://www.itbusinessedge.com/blogs/bpi/?p=520>

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### **Big Tech Does Small Biz**

Forbes.com

By Rachel Rosmarin

9/20/2007

URL: [http://www.forbes.com/business/2007/09/19/microsoft-office-software-tech-cx\\_rr\\_0919ibm.html](http://www.forbes.com/business/2007/09/19/microsoft-office-software-tech-cx_rr_0919ibm.html)

Spreadsheets, calendars and presentations might feel like drudge work to the cubicle-bound, but they pay Microsoft's bills--Office accounted for around 75% of the company's fiscal 2007 net income. Half a billion desk jockeys use Microsoft's Office software suite to do their jobs.

But Microsoft's (nasdaq: MSFT - news - people ) prized, and thus far reliably growing profits from Office could begin shrinking if IBM (nyse: IBM - news - people ), Google (nasdaq: GOOG - news - people ), Yahoo! (nasdaq: YHOO - news - people ) and Sun Microsystems (nasdaq: SUNW - news - people ) have their way. Each has launched or purchased an application that is given away for free or hosted online--concepts Microsoft has been slow to stomach--to compete with Bill Gates' behemoth.

Stripped-down versions of "productivity software" have been available for free on the Web for more than a year. But while competitors are gaining ground, Redmond doesn't have too much to fear just yet.

IBM has the latest offering. The free package, Lotus Symphony--launched Tuesday--has a word processor, spreadsheet and presentation software. Based on OpenOffice, an open-source product with a following among rogue techie-types, IBM's endorsement of the system may cause some larger companies, including clients of IBM, to sit up and take notice.

IBM's suite doesn't offer it all--it lacks a calendar, e-mail, and online collaboration tools. The company doesn't claim Lotus Symphony will match Microsoft feature-for-feature. "Microsoft has the most sophisticated, most complete set of features," IBM Software Group Senior Vice President Steve Mills said during a press conference Tuesday.

IBM and Google know that not every employee and every company finds all those features to be worth the cost of an Office license, which can cost hundreds of dollars per employee. Desktop applications like IBM's, or Web-based versions like Google's, save money in the short-term with non-existent purchase prices, but can keep adding value by eliminating the need to pay for an upgrade every time Microsoft puts out a new version.

Though there may be drawbacks, limited free support, advertising and unplanned downtime, for many cash-strapped start-ups, the trade-off is worth it. Free applications often run on all major operating systems--Windows, Macintosh and Linux. Legions of nomadic start-ups with employees working from home or even coffee shops rely on Web-based software like Google Docs.

Mid-sized companies switching to free software may incur less obvious costs. Re-training employees and working with programmers to customize the new software to match previously made tweaks in Microsoft's products can add up.

Most large companies will find these trade-offs unacceptable. The applications do not provide adequate archiving options to meet legal demands, nor do they guarantee the type of security requirements.

Even so, Google continues to make overtures to large businesses. On Sept. 10, it announced that software consultancy **Capgemini** would support Google Apps Premier Edition, which costs \$50, when it works

with clients on software integration. The company hasn't said which large businesses have signed up, though Google often says a hundred small businesses begin using Google Apps every day.

None of these efforts have hurt Microsoft yet--it still enjoys a 98% share of the dollars spent on productivity software. But as business switch handfuls of employees over to free software to avoid paying upgrade or licensing fees, Microsoft may find it difficult to keep increasing the total dollars spent.



## Software as a Service Still Needs Services

Enterprise Networks & Servers

By Teresa Jones

9/20/2007

URL: <http://www.enterprisenetworksandservers.com/opinionw/art.php?323>

With the rise in Software as a Service (SaaS) applications - ranging from Customer Relationship Management (CRM) to desktop applications - one could be forgiven for thinking that you can just sign up to use them and away you go. While on an individual level this may be the case, for organizations of all shapes and sizes it is still highly likely that services will still be needed to ensure that the deployment runs smoothly.

### THE BIG PICTURE

The main problem with this services requirement is that the provider of the SaaS offering usually has limited professional services resources - and of course many SaaS offerings become used around the world very quickly. Just as an example, in a recent briefing with Salesforce.com, the company mentioned that it has some users in countries where it does not have offices - these customers are obviously quite happy with that but when deployment support is needed this can be a challenge to provide remotely. Salesforce.com does, of course, have a Web site dedicated to help customers get the most out of their CRM deployments.

Some people have identified a niche in the market to provide just such support for SaaS applications, and set up companies to do so. An example is Saaspoint (which used to be called Enterprise CRM) that provides implementation assistance, integration, configuration, and even some add-on capabilities specifically for Salesforce.com (although it has also recently announced a partnership with Business Objects for its on-demand reporting offering). Saaspoint takes advantage of Salesforce.com's AppExchange on-demand platform for hosting applications, and provides an application for estate agents (PropertyPoint), and for mobile field scheduling. However, its main emphasis at present is still on the services side of the business.

Companies like NetSuite, a provider of on-demand Enterprise Resource Planning (ERP) and CRM software, have gone down the partner route from early days, by working with regional partners in the countries where they have opened offices. The partner provides implementation services for customers (usually in conjunction with NetSuite) thus helping to expand the services that are needed to ensure successful deployment.

A more recent announcement comes from Google and **Capgemini**, who have formed a partnership around Google Apps. **Capgemini** is offering its desktop infrastructure and application support services to enterprise customers of Google Apps Premium Edition, while **Capgemini** will also resell Google Apps.

### BUTLER GROUP OPINION

Software provided as a service has significant benefits to those organizations, not least in that they need little or no internal infrastructure to support and upgrade them. However, the providers of those SaaS

applications still need partners to work with customers to deliver training, deployment services, and even support if they are to expand internationally. ENS



### Who Needs Office Now Google Docs Does Presentations?

Codswallop

By Unavailable

9/20/2007

URL: <http://www.cogniview.com/convert-pdf-to-excel/post/who-needs-office-now-google-docs-does-presentations/>

Recently Office suites have been in the news again. Yahoo has acquired Zimbra for \$350 million and OpenOffice 2.3 has been released. The biggest news though is Google releasing the presentations application for Google Docs.

#### Google Does Powerpoint

If you log into Google Docs now and start a new document you will see there is a new option for presentation. So now as well as a word processor and spreadsheet, you can also create neat slideshows.

Creating one of these presentations will be familiar to Microsoft PowerPoint users, it is very similar. You can even upload a .PPT file to work on. I'm not sure exactly how much of the functionality will remain, probably very little from the original, but it has to be a useful tool for anyone who needs to edit a file but doesn't want to take up the space or expense of Powerpoint or compatible alternative.

Saving files means storing your document online or exporting a .zip containing all your content to be viewed in a browser. It is a shame that I can not see an export as .PPT option.

As with other presentation packages you can go wild with the aesthetics. You can style up your slides, use pre-built themes, edit fonts and alignment etc, and of course preview as a slide show. Everything is very intuitive and built in an immediate feedback AJAX desktop-like style.

When viewing a presentation you can use mouse clicks or keyboard to navigate the slides as you would expect.

Basing the application on the web means a new, more collaborative way of working is possible.

One feature that I think will be very useful in educational contexts is the addition of a chat room for each presentation when shared online.

Each presentation when published is provided a unique URL for you to invite others to view, plus it is possible to embed these presentations in your own site using Iframes.

#### The Threat to Microsoft

Up until now I have been on the fence about these online office applications. Most of my uncertainty has been around relying on a web based app, and all that entails. Well now my days rely on internet connectivity anyway, and these applications have matured to a point where you are not missing many features. I'm not going to be using them full time but I do now think Google is on to a winner. As Tris says

If MSFT and OpenOffice/Sun don't adapt to the new desire for light apps, well I think they are going to find themselves in a world of hurt.

We know that Google is going after the corporate environment, pushing their suite through with the help of **Capgemini**



. These online apps contain the core functionality we use day to day, without any of the more fancy rarely used features. Many businesses will be seriously considering this functionality and wondering if it is worth the license cost for the extra.

## TheStreet.com

### Google Apps Packing a Punch

The Street

By Vishesh Kumar

9/21/2007

URL: <http://www.thestreet.com/s/google-apps-packing-a-punch/newsanalysis/techstockupdate/10380688.html>

It may be time to pay attention to one of Google's (GOOG - Cramer's Take - Stockpickr) underappreciated lines of business.

On Tuesday, the company announced presently, an online presentation service that will compete most directly with Microsoft's (MSFT - Cramer's Take - Stockpickr) PowerPoint while rounding out Google's online application suite, Google Apps, which already offers an online word processor and spreadsheet.

The move comes just a week after **Capgemini**, one of the world's biggest consulting firms, threw its weight behind Google Apps and announced that it would start recommending the service to its business clients.

While a cornerstone of Google's strategy, its applications business tends to be eclipsed by the other stated areas of its focus -- namely search and advertising. But over the long run, Google's push into applications has the potential to have a major impact on the company's already sizable bottom line.

And if recent events are any indication, Google's applications business may be ready to move to the next level.

Google's applications are usually considered the realm of individual users and small businesses. But the search giant's new partnership with **Capgemini** could help kick off adoption in the largest corporations as well. Big cost savings, increased collaboration between employees, and the ability to draw in employees who may not have their own dedicated machines are key pluses to Google's approach over traditional software, says Steve Jones, who heads up software-oriented architecture for **Capgemini**.

## The New York Times

### Storing Files on the Internet, Microsoft Style

The New York Times

By Steve Lohr

10/1/2007

[http://www.nytimes.com/2007/10/01/technology/01soft.html?\\_r=1&adxnnl=1&oref=slogin&ref=technology&adxnnlx=1191258383-GQOtU6m495DEBCeMpvLITg](http://www.nytimes.com/2007/10/01/technology/01soft.html?_r=1&adxnnl=1&oref=slogin&ref=technology&adxnnlx=1191258383-GQOtU6m495DEBCeMpvLITg)

Microsoft is moving to deliver more software technology over the Internet as a service, forced to follow an industry trend led by Google, its newest archrival.

But its strategy is a careful balancing act, adding Internet services without offering online versions of its most lucrative desktop products like Word, Excel and PowerPoint.

Microsoft is making announcements today that it plans to offer a free service, called Office Live Workspace, that will allow people to store, access and share documents online. A user will be able store up to 1,000 documents on a workspace on the Web.

But a Word or Excel document in the online workspace can be edited only if the user has bought Microsoft's Word or Excel software. "The ideal case is where a person has Office," said Rajesh Jha, a vice president for Microsoft Office Live products.

In an offering for larger companies, Microsoft will host the data center software for e-mail, workgroup collaboration and instant messaging and provide those as online services to corporate customers with 5,000 or more users of Microsoft Office desktop software, a product second only to Windows as a profit maker for the software giant.

Microsoft has long had online services for consumers, including its Web-based e-mail, Hotmail, and instant messaging service known as Windows Live Messenger. Last year, the company introduced an online service for small businesses, providing them with their own Web sites and e-mail accounts. It also has a customer relationship management service, Microsoft Dynamics CRM, which competes with Salesforce.com, another leader in the software-as-services trend.

The moves by Microsoft, analysts say, represent an effort to quicken the company's pace in Internet services. "Microsoft is recognizing that it needs to be seen as a fast follower in this space, and now it is seen as a slow follower," said David M. Smith, an analyst at Gartner, a market research firm.

Microsoft describes its strategy as "software plus services." Increasingly, industry analysts say, software will be a blend of online and offline abilities. Google, for example, introduced programming tools called Google Gears in May to help people use its Web-based applications like e-mail and word processing when a user is, say, on an airplane.

Yet Microsoft champions a vision of Web-based services that is firmly moored in the company's mainstay products. Office Live Workspace, for example, can be used by anyone with a browser for tasks, ranging from a business team jointly drafting a sales proposal to a family sharing and updating a household calendar. (Individuals can sign up for a workspace at [www.officelive.com](http://www.officelive.com), though the service will not begin until later this year.)

Microsoft has so far resisted the advice of some industry analysts and company insiders who say Microsoft should offer simple, online versions of its most popular desktop applications like Word and Excel. It would be better for Microsoft, they say, to offer those alternatives itself than to allow rivals to seize this emerging market.

Indeed, Google began offering its Google Apps to business customers this year. Today, hundreds of thousands of small businesses use the Google bundle of online applications that include a word processor, spreadsheet, e-mail, calendar and instant messaging, and dozens of large global corporations are evaluating Google Apps, said Dave Girouard, general manager of its corporate business.

"The world is changing to this new paradigm of Internet services, and it's going faster than people expected," he said.

Google won an endorsement last month when Capgemini, a large technology services company, began a service to help large companies use Google Apps. The corporate demand is fueled in part by the desire of companies to add Web-based collaboration tools quickly and without the expense and headaches of having to buy more server computers. The Google Apps run on Google's computers in its data centers.



## Capgemini Enables Large-Scale Adoption of Google Apps

TMCnet

By Richard Grigonis, 10/3/2007

<http://billing.tmcnet.com/topics/applications/articles/11802-capgemini-enables-large-scale-adoption-google-apps.htm>

Capgemini is a world provider of consulting, technology and outsourcing services. It enables its clients to perform their best through the application of technology.

Capgemini provides its clients with its insights and capabilities that boost their freedom to achieve superior results through a way of working that it calls the Collaborative Business Experience. The company reported 2006 global revenues of EUR 7.7 billion (approx. US\$10 billion). It employs more than 75,000 people worldwide.

And now, Capgemini is extending its outsourcing portfolio to include services that support the adoption of Google (News - Alert) Apps Premier Edition by large-scale enterprises. By partnering with Google, Capgemini extends its portfolio of desktop solutions, enabling it to support more client employees, regardless of their locations, platforms and roles.

Google Apps Premier Edition includes Google Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and the Start Page. It's delivered as a Software-as-a-Service (SaaS (News - Alert)) solution over the Internet via a web browser, and furnishes users with powerful collaboration and communication applications for a low annual fee. SaaS solutions, such as Google Apps Premier Edition, in a sense revive the old ASP model, delivering the equivalent of desktop software over the Internet via a web browser, a process that doesn't require companies to install or maintain software locally, or to tap into internal IT resources.

Steve Jones, Global Director of SaaS, says, "At a high level, this is about how corporations can get together to combine their existing technologies to offer greater flexibility and choice into the enterprise market. It's all about how to deliver software service innovation into the desktop. By innovation, we're talking here about business innovation. For example, on this launch we used Google Docs to write a white paper. Normally you write one draft in a word processor, you mail it around to several people, they make edits, they respond. The original person then does some cutting and pasting to produce a new draft that he sends out. Rinse-Repeat, Rinse-Repeat. It takes about two months before it enters the stage where it can go to the graphic designer."

"With this white paper, however, we used Google Docs," says Jones. "So there was one version of the tree. One document to edit and everybody viewing it. People from CapGemini, people from Google, people from external agencies, all working on one document. No cut-and-paste to merge, no email. It took us practically no time to finish the white paper."

As a result of this deal, Google gains a solutions partner with enterprise delivery expertise and Global 2000 companies benefit from greater choice and lower cost.

According to industry analyst firm Gartner (News - Alert), a 25 percent compound annual growth rate is predicted for the SaaS market through 2010, so perhaps there is something to Capgemini's ingenious approach.

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Richard Grigonis is an internationally-known technology editor and writer. Prior to joining TMC (News - Alert) as Executive Editor of its IP Communications Group, he was the Editor-in-Chief of VON Magazine from its founding in 2003 to August 2006. He also served as the Chief Technical Editor of CMP Media's Computer Telephony magazine, later called CommunicationsConvergence, from its first

year of operation in 1994 until 2003. In addition, he has written five books on computers and telecom (including the Computer Telephony Encyclopedia and Dictionary of IP Communications). To see more of his articles, please visit his columnist page.



**Dow Jones**

**10/09/2007**

### **French Co Capgemini To Urge Google Office Software To Clients**

SAN FRANCISCO (AP)--Technology consultancy Capgemini (CAP.FR) will begin recommending Google Inc.'s (GOOG) online suite of office software to its corporate customers, bolstering the Internet search leader's effort to drum up more sales to big businesses. The partnership to be announced Monday represents the first time one of the world's top technology consulting services has embraced Google's software bundle, which includes email, word processing, spreadsheets and calendar management. Capgemini, based in Paris, France, influences the type of software used on more than 1 million personal computers in companies worldwide. Its major customers include drug maker Eli Lilly & Co. (LLY) and accounting firm PricewaterhouseCoopers. Capgemini also will continue to support business software made by other vendors, including Microsoft Corp. (MSFT) and IBM Corp. (IBM) - the dominant forces in a field that Google only recently entered. Hoping to diversify beyond the online advertising market that generates most of its revenue, Mountain View, Calif.-based Google in February began selling a souped-up version of its office applications for a \$50 annual fee per user. While the low cost has appealed to small businesses and universities operating on tight budgets, Google has had a tougher time winning over large companies - a market segment more likely to worry about other key issues besides price. The security, reliability and performance of technology also sway corporate buying decisions. Google's software package will gain greater credibility now that Capgemini has agreed to support the applications and help integrate them, predicted Forrester Research analyst Ray Wang. Capgemini's involvement also will help more businesses better understand when it makes sense to subscribe to Google's applications instead of paying higher licensing and maintenance fees for similar products from Microsoft, IBM and other vendors, said Ovum analyst Tom Kucharvy. Those competing programs typically are on discs that directly install the coding on a hard drive, while Google's applications can be accessed from any computer with an Internet connection. Google hasn't made much of a dent in the business software market yet. The company says hundreds of thousands of businesses currently use its applications, but most of those appear to be relying on a free version introduced last year. Google collected \$70 million from sales of software licenses and other services during the first half of the year, accounting for less than 1% of the company's revenue during the period.



**WSJ**

**10/09/2007**

### **Plug for Google Software Capgemini Touts Online Office Suite To Corporate Clients**

Technology consultancy Capgemini will begin recommending Google Inc.'s online suite of office software to its corporate customers, a move that could bolster the Internet search leader's effort to drum up more sales to big businesses. Hoping to diversify beyond the online-advertising market that generates most of its revenue, Google, based in Mountain View, Calif., began selling a souped-up version of its office applications in February for a \$50 annual fee per user. While the low cost has appealed to small businesses and universities operating on tight budgets, Google has had a tougher time winning over large companies, a market segment more likely to worry about other key issues besides price. The security, reliability and performance of technology also sway corporate buying decisions. Google's software bundle includes email, word processing, spreadsheets and calendar management. Google collected \$70 million from sales of software licenses and other services during the first half of the year, accounting for less than 1% of the company's revenue during the period. Capgemini will continue to support business software made by other vendors, including Microsoft Corp. and International Business Machines Corp., the

dominant forces in a field that Google only recently entered. Those competing programs typically are on discs that directly install the coding on a hard drive, while Google's applications can be accessed from any computer with an Internet connection. Capgemini, based in Paris, influences the type of software used on more than one million personal computers in companies world-wide. Its major customers include drug maker Eli Lilly & Co. and accounting firm PricewaterhouseCoopers. Google's software package will gain greater credibility now that Capgemini has agreed to support the applications and help integrate them, Forrester Research analyst Ray Wang predicted. Capgemini's involvement also will help more businesses better understand when it makes sense to subscribe to Google's applications instead of paying higher licensing and maintenance fees for similar products from other vendors, Ovum analyst Tom Kucharvy said.



**Reuters**

**10/09/2007**

**Capgemini partners Google Apps software**

PARIS (Reuters) - Capgemini (CAPP.PA: Quote, Profile, Research), Europe's largest computer consultancy, said on Monday it would partner U.S. software group Google Inc (GOOG.O: Quote, Profile, Research) in supporting the Google Apps software package. Capgemini said partnering with Google would enable the company to extend its portfolio of desktop solutions and help it support more office staff. "Incorporating Google Apps Premier Edition into our offering is yet one more way that we are helping our clients adopt technological innovations within a robust and tested framework," Capgemini global outsourcing chief executive Paul Spence said in a statement. The Google Apps package includes Google's Email service Gmail and word processor, spreadsheet and business presentation software. Google's development of the package is part of its strategy to diversify away from its core businesses of Internet searches and advertising.

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**The Economist**

**13/09/2007**

## **Liquid concrete**

As software shifts to an “on demand” model, can SAP move with the times? WHAT'S in a name? Apparently everything—at least when it comes to a product being launched by SAP, the world's third-largest software firm, on September 19th. Although the technical details are known, the firm has kept its name secret. But whatever it is called, the launch of the new product, code-named A1S, could be a turning point for both SAP and the enterprise-software industry. The new product is a big bet, even for a giant such as SAP, a German firm with annual revenues of €9.4 billion (\$13 billion) in 2006 and around 42,000 employees. It has already invested hundreds of millions in the development of A1S, and expects to spend a further €400m (\$553m) by 2009. A1S is key to SAP's future growth, just as another new product was in the 1990s. Called R/3, it allowed medium-sized corporations to implement SAP's massive suite of enterprise-resource planning (ERP) software, which manages a firm's inner workings, from its accounts to its supply chain. Now A1S is meant to repeat the trick with even smaller or “mid-market” companies, considered the biggest opportunity in enterprise software. Henning Kagermann, SAP's chief executive, says he wants to triple the number of customers to 100,000 by 2010. What makes A1S such a departure for SAP is that rather than running on a firm's own computers, it is delivered as a service via the web. SAP is a latecomer to this “on demand” or “software as a service” approach, but A1S is the first fully fledged ERP suite available in this way. This may signal a shift in the nascent market for on-demand software, away from single functions such as customer-relationship management (CRM), and towards integrated suites. The current market leader is salesforce.com, a CRM provider, with 35,300 customers and expected revenues of \$730m this year. By contrast, the figures for NetSuite, a rival firm that provides a suite of services, were only 5,300 and \$67m respectively in 2006, and the firm has yet to make a profit. (This has not stopped it from filing to go public.) A1S is also meant to be more flexible than traditional ERP software, since it has been built in a new way. Rather than being a collection of separate applications, it is a set of dozens of building blocks that can be assembled and rearranged like Lego pieces. This approach also allows companies to adapt business processes to make them more efficient, or when markets change—something that is very hard to do in the old ERP world. SAP's on-demand rivals claim similar flexibility. NetSuite says its suite is more customisable and flexible than SAP's. Salesforce.com is no longer just a CRM provider, but a platform on which customers and other software firms can build applications, which can then be assembled into combinations, or “mash-ups”. Google, an online-search giant that also offers a set of web-based applications such as spreadsheets and word processing, is likely to go down a similar path. This week it announced a partnership with Capgemini, a technology consultancy, to encourage companies to use Google's applications. Meanwhile SAP's old rivals, Oracle and Microsoft, are also vigorously pushing into the mid-market. So A1S will face competition on many fronts. But SAP has a reputation for good engineering in its favour. And the new on-demand suite should prove attractive to suppliers of big firms that already use SAP's ERP software, since A1S makes it easier to link up. That could bring in new customers. A broader question is whether SAP can overcome its history. It grew up selling complicated software directly to big businesses. Now it will need to reach the much larger number of less sophisticated customers, who want simpler products. Worse, says Josh Greenbaum of EAC, a consultancy, firms may simply not believe that SAP has suddenly discovered flexibility. “People still haven't forgotten the old joke that implementing SAP is like pouring concrete into a company,” he says.

INTERNATIONAL  
**Herald Tribune**

**International Herald Tribune**  
**10/09/2007**

CAPGEMINI will begin recommending Google's online suite of office software to its corporate customers. The partnership represents the first time one of the world's top technology consulting services has embraced Google's software bundle, which includes e-mail, word processing, spreadsheets and calendar management.

**ComputerWeekly**

**ComputerWeekly.com**  
**10/15/2007**  
**Hot skills: Google Apps**  
**Author: Nick Langley**

What is it?

Google Apps is a web-based suite of office applications. The Premier Edition, which costs £25 per user per year, is being aimed at enterprises currently using Microsoft products.

Outsourcing supplier Capgemini's decision to offer desktop support to customers running Google Apps shows that even large service companies think there is money to be made from low-cost software-as-a-service applications.

The version Capgemini will be supporting is the Premier Edition, which comes with round the clock telephone support.

Google is also creating an infrastructure of companies offering software to Google Apps users, trying to create in a hurry what Microsoft has had more than a quarter of a century to build. There will be work with these companies - and for individual developers trying to fill niches.

Systems administrators may also need to get to grips with the ins and outs of managing Google Apps, probably in addition to Microsoft, since outside the low-budget worlds of education and NGOs, few organisations are likely to burn their bridges with Microsoft yet.

A report by analyst firm Burton Group - Google Apps in the Enterprise: A Promotion-Enhancing or Career-Limiting Move for Enterprise Architects? - points out that Google Apps does not support many of the functions users have grown accustomed to, programming tools are rudimentary compared with Visual Studio, the 99.9% uptime promise applies only to Gmail, and the user agreement says that Google will not be liable for lost data if the service fails.

Where did it originate?

Google began assembling Google Apps in 2006, building on the positive response to Gmail. The Premier Edition was launched in February this year, and e-mail migration was added this summer.

What's it for?

Google Apps comprises Gmail, Google Calendar, Google Talk, Docs & Spreadsheets, and a Page Creator that requires no knowledge of HTML. These are accessed through a customisable start page. There is also a set of code extensibility APIs for integration with other applications.

Administrators have a basic set of tools for tasks such as managing lists of users and creating mailing lists. There are also tools for migrating existing e-mail systems, such as Exchange, to Gmail. Once



migration is complete, the old e-mail server can be abandoned, or run in parallel. APIs are supplied to enable account synchronisation with the existing user directory and provide single sign-on.

What makes it special?

The administrator's task is very much simplified, since the hardware and software is managed by Google. If use of Google Apps spreads, however, the system admin work lost will be replaced by systems integration work, which is likely to be made more interesting by Google's policy of keeping its applications in a state of continuous beta.

How difficult is it to master?

Everyday use and management of Google Apps is likely to be much simpler than managing Microsoft Office, not least because a web interface cannot be cluttered in the same way as a desktop screen. There is no feedback yet on how difficult it will be to integrate Google Apps into existing infrastructures.

Where is it used?

Google's flagship user is Arizona State University in the US. Capgemini potentially has a million desktop users, including the Inland Revenue.

What systems does it run on?

Where Microsoft only supports Internet Explorer for Windows Live, Google Apps offers support for Internet Explorer, Firefox, Safari, Opera, Mozilla and Netscape.

## Holland



### **Webwereld**

**10/09/2007**

#### **Capgemini gaat Google Apps aan de man brengen**

Automatiseerder Capgemini gaat Google Apps aan klanten in de grootzakelijke markt aanbieden, een markt waar Google tot nu toe met zijn online tegenhanger van Microsoft Office weinig voet aan de grond kreeg. De klanten van Capgemini krijgen de mogelijkheid om te kiezen voor de online kantoorsoftware van Google. Capgemini zal Google Apps Premier Edition aanbieden als 'software-as-a-service' (SaaS), een model voor het online ter beschikking stellen van software. Er hoeft dan geen aparte software op de pc van de gebruiker te worden geïnstalleerd. Google Apps is een pakket voor kantoorautomatisering en bevat onder meer een tekstverwerker en een agenda. Bedrijven zouden tot nu toe terughoudend zijn in het gebruik van deze online kantoortoepassingen, omdat Google Apps de naam heeft vooral geschikt te zijn voor privégebruik en kleine bedrijven. Nu Capgemini het pakket gaat aanbieden aan zijn klanten en hen bij het gebruik ervan ondersteunt, wordt de stap om op Google Apps over te gaan wellicht kleiner. Analistenbureau de Burton Group plaatste onlangs vraagtekens bij de geschiktheid van Google Apps voor de zakelijke markt. Het pakket zou te basaal zijn en niet tegemoet komen aan de eisen van veelgebruikers van kantoorsoftware. Steve Jones, hoofd services oriented architecture bij Capgemini, zei te verwachten dat de grootzakelijke klanten van Capgemini Google Apps vooral zullen gebruiken voor medewerkers die geen eigen desktop hebben, omdat ze bijvoorbeeld in een winkel werken. SaaS wordt door analisten gezien als een sterke groeiemarkt en Capgemini hoopt door dit partnerschap met Google van deze groei te profiteren, zo meldt het bedrijf in een vandaag verschenen persbericht.

**VNU.net.nl****10/09/2007****CapGemini betreft Google Office**

IT-bedrijf CapGemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke IT-markt. Het Franse CapGemini maakte vanochtend bekend (PDF-download) dat het wederverkoper wordt van Googles online kantoordiensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een Powerpoint-kloon. Het pakket kost 40 euro per gebruiker per jaar. Systeembeheerders van grote bedrijven, want daar richten CapGemini en Google zich op, kunnen nu basale toepassingen uitbesteden. De Franse IT-dienstverlener zorgt voor klantondersteuning en personalisatie van Google Apps. Google draagt zorg voor de hosting en doorontwikkeling van de kantoorsoftware. In Nederland bedient CapGemini bedrijven als TNT Post, Corus en ABN Amro. Door met een vooraanstaand IT-bedrijf samen te werken, vergroot Google zijn bereik aan de bovenkant van de IT-markt. Het bedrijf bereikt nu degenen die op het hoogste niveau beslissingen nemen over de inrichting van de IT-infrastructuur en eventuele uitbestedingen. CapGemini zegt meer dan 1 miljoen klanten wereldwijd te bedienen met desktopapplicaties. Google nam onlangs technologiebedrijf Postini over om zakelijke gebruikers van Google-diensten een hoger beveiligingsniveau te kunnen bieden. De handel in online kantoordiensten bevindt zich in een jonge, maar snel groeiende markt. In april waren er, naar schatting van Emerce, maandelijks enkele honderdduizenden gebruikers van online varianten op Microsoft Office. De grootste concurrent voor Google in dit segment is ZoHo, een van oorsprong India's bedrijf dat in de ontwikkeling en integratie van zijn online kantoordiensten verder is dan Google. Volgens een recent onderzoeksrapport van Burton Group is Google & Spreadsheets nog niet klaar voor de grootzakelijke markt, omdat de online variant van Microsoft Office te basaal is en weinig oplossingen biedt voor veeleisende gebruikers.

**Tweakers.net****10/09/2007****Capgemini brengt Google Apps naar grote bedrijven**

Het consultancybedrijf Capgemini is een samenwerkingsverband met Google aangegaan om Google Apps Premier Edition naar de zakelijke markt te brengen. Capgemini zal grote bedrijven ondersteuning en installatiediensten bieden. Het begin dit jaar geïntroduceerde Google Apps Premier kost bedrijven vijftig dollar per jaar per gebruiker. Daarvoor krijgen ze naast Gmail, Google Calendar, Google Docs & Spreadsheets en Page Creator een aantal extra's, zoals Blackberry-ondersteuning en een uptime-garantie. Hoewel diverse grote bedrijven aangaven wel wat te zien in het online office-pakket, lijkt de marktadoptie niet bepaald vlot te verlopen. Volgens analisten zou een van de redenen zijn dat Google vooral bekend staat als een consumentenbedrijf. Capgemini moet de conservatieve grootzakelijke markt nu het vertrouwen geven dat ze zonder veel problemen over kunnen stappen van Microsoft Office door ondersteuning te bieden bij de uitrol en het beheer van Google Apps. 'De webgebaseerde applicaties zijn vooral geschikt voor werknemers die geen eigen pc hebben en bij wie de uitgave aan Microsoft Office moeilijk te rechtvaardigen is', aldus Steve Jones, hoofd SOA bij Capgemini. Ook voor mensen die veel samenwerken met zakelijke partners via internet is een overstap zinnig, voegde hij daaraan toe.

# De Telegraaf

**De Telegraaf**

**10/09/2007**

## **Capgemini prijst Google software aan door onze redactie**

AMSTERDAM - Consultancybedrijf Capgemini gaat het online kantoorsoftwarepakket van Google aanprijzen bij zijn zakelijke klanten. Google hoopt via deze samenwerking meer grote bedrijven aan zich te binden.

Het is de eerste keer dat een vooraanstaand consultancybedrijf het softwarepakket van Google met daarin e-mail, tekstverwerker, spreadsheets en kalender management, omarmt. Google is afgelopen februari begonnen met de verkoop van deze opgevoerde versie van zijn gratis kantoorapplicaties. Aan het pakket hangt een prijskaartje van \$50 per jaar. Dit lage prijskaartje heeft al een aantal kleinere bedrijven en universiteiten doen besluiten op de Google software over te stappen. Bij grote bedrijven spelen naast de prijs ook factoren als betrouwbaarheid, veiligheid en prestaties een grote rol. Ze zijn daardoor moeilijker over te halen. Analist Ray Wang van Forrester Research verwacht dat de geloofwaardigheid van het softwarepakket van Google een enorme oppepper krijgt nu Capgemini besloten heeft de applicaties te ondersteunen en te zullen helpen bij de integratie. De betrokkenheid van het consultancybedrijf zal er ook voor zorgen dat meer bedrijven begrijpen waarom het verstandig kan zijn over te stappen op Google's applicaties in plaats van hoge licentiekosten te betalen voor het gebruik van gelijksoortige producten van Microsoft, IBM en anderen. Overigens blijft Capgemini ook de zakelijke software van deze producenten ondersteunen. De rol van Google in de markt voor zakelijke software is nog gering. Hoewel het internetbedrijf zegt dat honderdduizenden bedrijven de zakelijke software inmiddels gebruiken, moet dit haast wel de vorig jaar geïntroduceerde gratis software betreffen. In de eerste helft van dit jaar verdiende Google \$70 miljoen aan de verkopen van softwarelicenties en andere diensten, dit is minder dan één procent van de totale inkomsten van het bedrijf gedurende deze periode.



**Nu.nl**

**11/09/2007**

## **CapGemini gaat Google Office verkopen**

IT-bedrijf CapGemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke markt waar beslissingen worden genomen over uitbestedingen van bedrijfskritische diensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een Powerpoint-kloon. Het pakket kost 40 euro per gebruiker per jaar.



**Emerce**

**10/09/2007**

**CapGemini betreft Google Office**

IT-bedrijf CapGemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke IT-markt. Het Franse CapGemini maakte vanochtend bekend (PDF-download) dat het wederverkoper wordt van Googles online kantoordiensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een Powerpoint-kloon. Het pakket kost 40 euro per gebruiker per jaar. Systeembeheerders van grote bedrijven, want daar richten CapGemini en Google zich op, kunnen nu basale toepassingen uitbesteden. De Franse IT-dienstverlener zorgt voor klantondersteuning en personalisatie van Google Apps. Google draagt zorg voor de hosting en doorontwikkeling van de kantoorsoftware. In Nederland bedient CapGemini bedrijven als TNT Post, Corus en ABN Amro. Door met een vooraanstaand IT-bedrijf samen te werken, vergroot Google zijn bereik aan de bovenkant van de IT-markt. Het bedrijf bereikt nu degenen die op het hoogste niveau beslissingen nemen over de inrichting van de IT-infrastructuur en eventuele uitbestedingen. CapGemini zegt meer dan 1 miljoen klanten wereldwijd te bedienen met desktopapplicaties. Google nam onlangs technologiebedrijf Postini over om zakelijke gebruikers van Google-diensten een hoger beveiligingsniveau te kunnen bieden. De handel in online kantoordiensten bevindt zich in een jonge, maar snel groeiende markt. In april waren er, naar schatting van Emerce, maandelijks enkele honderdduizenden gebruikers van online varianten op Microsoft Office. De grootste concurrent voor Google in dit segment is ZoHo, een van oorsprong India's bedrijf dat in de ontwikkeling en integratie van zijn online kantoordiensten verder is dan Google. Volgens een recent onderzoeksrapport van Burton Group is Google & Spreadsheets nog niet klaar voor de grootzakelijke markt, omdat de online variant van Microsoft Office te basaal is en weinig oplossingen biedt voor veeleisende gebruikers.

## Dutch Cowboys

10/09/2007

### CapGemini verkoopt nu ook Google Apps

Google Apps Professional, het in februari gelanceerde "office pakket" van Google, gaat zich verder richten op de (door Microsoft Office gedomineerde) zakelijke markt via een overeenkomst met de grote IT consultancy en outsourcing specialist CapGemini, zo meldt The Guardian. Met name interessant is het feit dat CapGemini, beheerder van ruim een miljoen computers in de zakelijke markt, één van de partners is van Microsoft. CapGemini gebruikt naast de producten van Microsoft ook de producten van Lotus Notes eigenaar IBM. Met het toevoegen van de office applicaties van Google spreekt CapGemini in feite vertrouwen uit in Google Apps. CapGemini installeert Google Apps inmiddels al bij een eerste (onbekende) grote klant. Google Apps, ervanging of aanvulling van Microsoft Office? Google Apps lijkt met deze overeenkomst een aanvulling te worden van Microsoft Office, omdat CapGemini diensten levert die zijn opgebouwd uit de verschillende producten van o.a. Microsoft, IBM en nu dus ook Google. Zowel CapGemini als Google geven aan dat Google Apps eerder een aanvulling is op bestaande office pakketten dan een vervanging (mijn vrije vertaling): "Door de lage kosten van \$50 per jaar worden office applicaties bereikbaar voor meer mensen die tot nu toe geen licentie hadden. Ook bevordert Google Apps de samenwerking, specifiek tussen medewerkers van verschillende bedrijven" Google Apps is om eerlijk te zijn ook geen partij voor het geavanceerde Microsoft Office. Maar voor veel (kleinere) bedrijven is de basisfunctionaliteit van Google Apps voldoende. Voor grote bedrijven kan met name het gezamenlijk aan documenten werken een goede aanvulling zijn.

### Verandering business model Google?

Tot op heden leeft Google alleen van advertentie inkomsten, maar op de lange termijn kan deze afhankelijkheid een bedreiging vormen. Mede daarom zoekt Google meerdere mogelijkheden om inkomsten te genereren en voorlopig lijkt Google Apps daar de aangewezen applicatie voor, zoals Eric Schmidt onlangs in een interview met Wired zei. Ook de in mei door Google (onofficieel) gelanceerde strategie Search, Ads & Apps laat zien dat Google zich op meer dingen concentreert dan advertenties. Daarnaast heeft Eric Schmidt eerder aangegeven dat we Google moeten zien als: Een advertentie system, Een eindgebruiker systeem (zoeken, email en andere -online- applicaties), Een gigantische super computer, Een sociaal fenomeen. Het moge duidelijk zijn dat Google zich op meer fronten sterk maakt dan alleen advertenties, waar de overnames van YouTube en DoubleClick slechts de bekende voorbeelden zijn. Interessant om te melden is dat in deze overeenkomst de jaarlijkse fee voor Google Apps Professional van \$50 geheel wordt bijgeschreven op de rekening van CapGemini.

# Computable

## Computable

10/09/2007

### Capgemini verkoopt Google-producten

Ict-bedrijf Capgemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke ict-markt. Het Franse Capgemini maakte vanochtend bekend (PDF-download) dat het wederverkoper wordt van Googles online kantoordiensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een Powerpoint-kloon. Het pakket kost veertig euro per gebruiker per jaar. Systeembeheerders van grote bedrijven, want daar richten Capgemini en Google zich op, kunnen nu basale toepassingen uitbesteden. De Franse ict-dienstverlener zorgt voor klantondersteuning en personalisatie van Google Apps. Google draagt zorg voor de hosting en doorontwikkeling van de kantoorsoftware. In Nederland bedient Capgemini bedrijven als TNT Post, Corus en ABN Amro.

### Bereik vergroten

Door met een vooraanstaand ict-bedrijf samen te werken, vergroot Google zijn bereik aan de bovenkant van de ict-markt. Het bedrijf bereikt nu degenen die op het hoogste niveau beslissingen nemen over de inrichting van de ict-infrastructuur en eventuele uitbestedingen. Capgemini zegt meer dan een miljoen

klanten wereldwijd te bedienen met desktopapplicaties. Google nam onlangs technologiebedrijf Postini over om zakelijke gebruikers van Google-diensten een hoger beveiligingsniveau te kunnen bieden. De handel in online kantoordiensten bevindt zich in een jonge, maar snel groeiende markt. In april waren er, naar schatting van Emerge, maandelijks enkele honderdduizenden gebruikers van online varianten op Microsoft Office. De grootste concurrent voor Google in dit segment is ZoHo, een van oorsprong India's bedrijf dat in de ontwikkeling en integratie van zijn online kantoordiensten verder is dan Google. Volgens een recent onderzoeksrapport van Burton Group is Google & Spreadsheets nog niet klaar voor de grootzakelijke markt, omdat de online variant van Microsoft Office te basaal is en weinig oplossingen biedt voor veeleisende gebruikers.

## ChannelWeb NETWORK

### Channel Web

10/09/2007

#### Capgemini tekent voor Google Office

It-bedrijf Capgemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke markt waar beslissingen worden genomen over uitbestedingen van bedrijfskritische diensten. Het Franse Capgemini maakte vanochtend bekend (PDF-download) dat het wederverkoper wordt van Googles online kantoordiensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een PowerPoint-kloon. Het pakket kost 40 euro per gebruiker per jaar. Systeembeheerders van grote bedrijven, want daar richten Capgemini en Google zich op, kunnen nu basale toepassingen uitbesteden. De Franse it-dienstverlener zorgt voor klantondersteuning en personalisatie van Google Apps. Google draagt zorg voor de hosting en doorontwikkeling van de kantoorsoftware. In Nederland bedient Capgemini bedrijven als TNT Post, Corus en ABN Amro. Door met een vooraanstaand it-bedrijf samen te werken, vergroot Google zijn bereik aan de bovenkant van de it-markt. Het bedrijf bereikt nu degenen die op het hoogste niveau beslissingen nemen over de inrichting van de IT-infrastructuur en eventuele uitbestedingen. Capgemini zegt meer dan 1 miljoen klanten wereldwijd te bedienen met desktopapplicaties. Google nam onlangs technologiebedrijf Postini over om zakelijke gebruikers van Google-diensten een hoger beveiligingsniveau te kunnen bieden. De handel in online kantoordiensten bevindt zich in een jonge, maar snel groeiende markt. In april waren er, naar schatting van Emerge, maandelijks enkele honderdduizenden gebruikers van online varianten op Microsoft Office. De grootste concurrent voor Google in dit segment is ZoHo, een van oorsprong India's bedrijf dat in de ontwikkeling en integratie van zijn online kantoordiensten verder is dan Google. Volgens een recent onderzoeksrapport van Burton Group is Google & Spreadsheets nog niet klaar voor de grootzakelijke markt, omdat de online variant van Microsoft Office te basaal is en weinig oplossingen biedt voor veeleisende gebruikers.

## Automatisering Gids

### Automatiseringgids

10/09/2007

#### Capgemini gaat Google Apps supporten

Capgemini gaat Google Apps Premier Edition onderdeel maken van zijn 'managed desktop'-outsourcingactiviteit. Extra diensten moeten de online applicatiesuite geschikt maken voor grotere bedrijven.

Bedrijven die hun bureaucomputers uitbesteden aan Capgemini kunnen er voortaan voor kiezen Google Apps Premier Edition te gebruiken, in plaats van of naast bijvoorbeeld Microsoft Office. De zorgen die er zijn over migratie, helpdesk, het documentbeheer en het volgen van regelgeving daarover neemt Capgemini voor zijn rekening. "Zeker als het om documenten gaat, wat een belangrijk onderdeel is van apps, is het belangrijk dat dat ook aan een aantal compliance-eisen voldoet", licht Capgemini's CTO Ron Tolido toe. "Dat zijn dingen die niet in die applicatie zitten en procedureel geregeld moeten zijn." Ook de migratie en de uitwisseling tussen Google Apps en Microsoft Office is een belangrijk punt. "Je zult het

vaak ook in combinatie met een Microsoft-omgeving gebruiken. Zeker in de komende jaren." Google Apps Premier Edition werd onlangs door de Burton Group min of meer gediskwalificeerd als middel om de IT van bedrijven te ondersteunen. De bedenkingen die Burton uitte, betreffen vrijwel dezelfde hiaten die nu door het Capgemini-aanbod worden opgevuld, meent Tolido. (Freek Blankena)

# Automatisering Gids

## Automatiseringgids

11/09/2007

### Microsoft vindt Google Apps voor bedrijven geen aanrader

In een reactie op het nieuws dat Capgemini bedrijven gaat helpen bij het gebruik van Google Apps zet Microsoft kritische kanttekeningen bij het gebruik ervan in een bedrijfssetting. De reactie is door een woordvoerder van het bedrijf ongevraagd per e-mail verstuurd naar een aantal Amerikaanse media. De hoofdmoot van de mail bestaat uit vragen die die bedrijven zich volgens Microsoft moeten stellen voor ze op het aanbod van Google en Capgemini ingaan. Om te beginnen is onduidelijk hoeveel zakelijke gebruikers er nu werkelijk zijn van Google Apps, en zou men dat eerst moeten vaststellen, meent Microsoft. Ten tweede moet men rekening houden met Googles gewoonte om incomplete producten als bètaversie te brengen zonder dat er een duidelijke roadmap richting definitief product aan vast zit. Daar moet men dus naar vragen, meent Microsoft. In het verlengde daarvan moet men duidelijkheid vragen over de manier waarop Google uitbreidingen gaat aankondigen en leveren, zodat men zijn planningsproces daarop kan inrichten. Daarnaast moet men zich volgens Microsoft afvragen of Google Apps niet tot meer complexiteit en kosten leidt, wanneer het product alleen complementair is aan Microsofts Office-suite. Verder raadt Microsoft potentiële klanten aan te vragen welke garanties Google geeft voor de continuïteit, gezien het feit dat zakelijke applicaties slechts een nevenactiviteit zijn die hun commerciële waarde voor Google nog moeten bewijzen. Tevens moet men Google duidelijkheid vragen over de faciliteiten die zijn product biedt bij het voldoen aan de verplichtingen voor het aanleveren van informatie aan overheden en toezichthouders. De online-toepassingsuite biedt namelijk zelf geen faciliteiten voor het op regelmatige basis wissen, tegen wissen beschermen en gecontroleerd kopiëren van documenten. Ook de beschikbaarheidsgaranties roepen vragen op die men Google moet stellen, meent Microsoft. Zo lijkt Google een beschikbaarheid van 99,9 procent alleen te garanderen voor Gmail. Daarbij plaatst Microsoft de kanttekening dat downtime door Google gedefinieerd wordt als het tien minuten achter elkaar niet beschikbaar zijn van de diensten; men moet zich afvragen hoe acceptabel dat is. In het verlengde daarvan moet men duidelijkheid krijgen hoe de technische ondersteuning is geregeld en of er beperkingen zijn in de tijden waarop men daarop een beroep kan doen. Ook bij de gebruikersaspecten ziet Microsoft beren op de weg van potentiële Google Apps-klanten. Zo neemt het bedrijf stelling tegen de uitspraak van Google, dat gebruikers slechts 10 procent van de functionaliteit van hedendaagse kantoorsoftware gebruiken. Volgens Microsoft is het te kort door de bocht om te denken dat dat voor iedere gebruiker dezelfde functies betreft; men zou dan ook moeten vragen welke functies Google Apps biedt voor specifieke toepassingsgebieden. Ook raadt Microsoft bedrijven aan te berekenen wat de feitelijke gebruikskosten zijn wanneer men het moet doen zonder functies die het samen aan documenten werken en versiebeheer ondersteunen. Ten slotte moeten bedrijven zich ook afvragen hoeveel van hun gebruikers voldoen aan het profiel dat Google voor gebruikers van Google schetst: geen power user, altijd online en geen gebruik van maatwerkapplicaties in de kantoortoepassingsfeer. De reactie van Microsoft is ongebruikelijk. Ook de uitgebreidheid ervan wekt de suggestie dat Microsoft zich zorgen begint te maken over Google Apps, concluderen verschillende ontvangers van het epistel. Eén van de ontvangers, de bekende Microsoft-watcher Mary Jo Foley, voegt daar in haar commentaar snedig de vraag aan toe, of haar lezers in Microsofts riedel kanttekeningen wellicht voorbeelden zien van de pot die de ketel verwijt zwart te zien.

@home.nl

10/09/2007

### **Capgemini gaat Google Apps aan de man brengen**

WebWereld - Automatiseerder Capgemini gaat Google Apps aan klanten in de grootzakelijke markt aanbieden, een markt waar Google tot nu toe met zijn online tegenhanger van Microsoft Office weinig voet aan de grond kreeg. De klanten van Capgemini krijgen de mogelijkheid om te kiezen voor de online kantoorsoftware van Google. Capgemini zal Google Apps Premier Edition aanbieden als 'software-as-a-service' (SaaS), een model voor het online ter beschikking stellen van software. Er hoeft dan geen aparte software op de pc van de gebruiker te worden geïnstalleerd. Google Apps is een pakket voor kantoorautomatisering en bevat onder meer een tekstverwerker en een agenda. Bedrijven zouden tot nu toe terughoudend zijn in het gebruik van deze online kantoortoepassingen, omdat Google Apps de naam heeft vooral geschikt te zijn voor privégebruik en kleine bedrijven. Nu Capgemini het pakket gaat aanbieden aan zijn klanten en hen bij het gebruik ervan ondersteunt, wordt de stap om op Google Apps over te gaan wellicht kleiner. Analistenbureau de Burton Group plaatste onlangs vraagtekens bij de geschiktheid van Google Apps voor de zakelijke markt. Het pakket zou te basaal zijn en niet tegemoet komen aan de eisen van veelgebruikers van kantoorsoftware. Steve Jones, hoofd services oriented architecture bij Capgemini, zei te verwachten dat de grootzakelijke klanten van Capgemini Google Apps vooral zullen gebruiken voor medewerkers die geen eigen desktop hebben, omdat ze bijvoorbeeld in een winkel werken. SaaS wordt door analisten gezien als een sterke groeiemarkt en Capgemini hoopt door dit partnerschap met Google van deze groei te profiteren, zo meldt het bedrijf in een vandaag verschenen persbericht.



ITprofessional

11/09/2007

### **Capgemini biedt Google Apps aan Eerste klant wordt bekendgemaakt in oktober**

Google Apps, het pakket kantoortoepassingen van de zoekmachine, wordt aangeboden door Capgemini, dat maken beide bedrijven bekend. Google probeert op die manier zijn applicaties binnen te loodsen in de bedrijfswereld, Capgemini ziet vooral financiële en praktische voordelen voor zijn klanten. Een grootscheepse vervanging van Microsoft Office-toepassingen is echter niet aan de orde. Capgemini zal Google Apps Premier Edition, de betaalversie van het pakket, verkopen en er ondersteuning voor bieden. De tools zullen ook kunnen worden aangepast aan de noden van de gebruiker. Dat Microsoft door deze dienst wordt aangevallen, wil Capgemini niet gezegd hebben. Richard Payling, director Channels van Capgemini UK: "We zien dit zeker niet als een aanval op Microsoft, maar wel als het aanbieden van een extra dienst aan onze klanten. Wij vinden dat onze klanten een keuze moeten hebben wat kantoortoepassingen betreft." Payling verwacht dat de dienst vooral zal worden gebruikt door werknemers die tot op heden geen Office-applicaties gebruikten. De Google Apps worden gehost op de servers van Google zelf, wat in eerste instantie ook zo zal blijven. Dat kan echter veranderen, zegt Kris Poté van Capgemini België: "Wanneer een bedrijf ons vraagt om de applicaties op onze servers te draaien, bijvoorbeeld om veiligheidsredenen, dan kan dat zeker bekeken worden. Ook de vraag van bedrijven om Google Apps op de eigen servers te draaien is een optie. Die aanvragen zullen dan elk individueel worden bekeken." Er zou best wat interesse zijn voor de dienst. "We hebben er zelfs al een klant voor", aldus Payling. Om welk bedrijf het gaat, wilde hij niet kwijt: "Dat kondigen we aan in oktober". Ook andere bedrijven lijken geïnteresseerd: "De interesse is groot, sinds we de dienst vandaag hebben aangekondigd, ontvingen we al heel wat reacties uit de bedrijfswereld." Met deze aankondiging springt ook Capgemini op de Software as a Service-kar (SaaS). "We verwachten een groei van 25% tot 2015", zegt Kris Poté.



Lan Magazin

11/09/2007

### **Capgemini gaat Google Apps leveren**

Capgemini breidt zijn outsourcingportfolio uit met Google Apps Premier Edition. Capgemini, wereldwijd aanbieder van consultancy-, technologie- en outsourcingdiensten, heeft vandaag bekendgemaakt diensten te gaan leveren die de invoering van Google Apps Premier Edition door grote ondernemingen ondersteunen. Dankzij de samenwerking met Google breidt Capgemini zijn portfolio met desktop-oplossingen uit om zo meer medewerkers van klanten te kunnen ondersteunen, ongeacht hun werkplek, platform en functie. SaaS

Google Apps Premier Edition wordt geleverd als een Software as a Service (SaaS) oplossing. Het pakket, dat onder meer bestaat uit Docs & Spreadsheets, Gmail, Google Calendar, Google Talk en Start Page, biedt krachtige toepassingen voor samenwerking en communicatie tegen lage jaarlijkse kosten. Profiteren Het toevoegen van Google Apps aan de portfolio met desktop-oplossingen zorgt ervoor dat Capgemini ook kan profiteren van de snelle groei in SaaS-oplossingen. IT-marktonderzoeksbureau Gartner voorspelt voor de SaaS-markt tot en met 2010 een samengestelde jaarlijkse groei van 25%.



Telecommerce.nl

11/09/2007

### **Capgemini werkt samen met Google**

Capgemini gaat diensten leveren die de invoering van Google Apps Premier Edition door grote ondernemingen ondersteunen. Dankzij de samenwerking met Google breidt Capgemini zijn portfolio met desktop-oplossingen uit om zo meer medewerkers van klanten te kunnen ondersteunen, ongeacht hun werkplek, platform en functie, zo meldt de organisatie. Google Apps Premier Edition wordt geleverd als een Software as a Service (SaaS)-oplossing. Het pakket bestaat onder meer uit Docs & Spreadsheets, Gmail, Google Calendar, Google Talk en Start Page. Het toevoegen van Google Apps aan de portfolio met desktop-oplossingen zorgt ervoor dat Capgemini ook kan profiteren van de snelle groei in SaaS-oplossingen. IT-marktonderzoeksbureau Gartner voorspelt voor de SaaS-markt tot en met 2010 een samengestelde jaarlijkse groei van 25 procent.

SaaS-oplossingen, zoals Google Apps Premier Edition, vormen een kosteneffectief en gebruiksvriendelijk alternatief voor geïnstalleerde, gelicentieerde desktopsoftware. Ze kunnen via een webbrowser worden gedownload en bedrijven hoeven software niet lokaal te installeren of te onderhouden, of gebruik te maken van interne IT-middelen. De mogelijkheid om gegevens in een samenwerkingsomgeving via het web te delen, te evalueren en te bewerken komt tegemoet aan de behoeften van de klanten van Capgemini die zowel nationaal als internationaal actief zijn en wereldwijd meerdere vestigingen hebben.



ChannelWeb

11/09/2007

### **Capgemini integreert SaaS-innovatie van Google Apps in desktop-oplossingen voor grote ondernemingen**

Capgemini, een wereldwijd aanbieder van consultancy-, technologie- en outsourcingdiensten, heeft vandaag bekendgemaakt diensten te gaan leveren die de invoering van Google Apps Premier Edition door grote ondernemingen ondersteunen. Dankzij de samenwerking met Google breidt Capgemini zijn portfolio met desktop-oplossingen uit om zo meer medewerkers van klanten te kunnen ondersteunen, ongeacht hun werkplek, platform en functie. Google Apps Premier Edition wordt geleverd als een Software as a Service (SaaS)-oplossing. Het pakket, dat onder meer bestaat uit Docs & Spreadsheets, Gmail, Google Calendar, Google Talk en Start Page, biedt krachtige toepassingen voor

samenwerking en communicatie tegen lage jaarlijkse kosten. Het toevoegen van Google Apps aan de portfolio met desktop-oplossingen zorgt ervoor dat Capgemini ook kan profiteren van de snelle groei in SaaS-oplossingen. IT-marktonderzoeksbureau Gartner voorspelt voor de SaaS-markt tot en met 2010 een samengestelde jaarlijkse groei van 25%<sup>1</sup>. Dit partnership leidt tot een uitbreiding van het pakket desktopdiensten van Capgemini Global Outsourcing dat de volledige levenscyclus van een bedrijfsmiddel omvat: van aanschaf, installatie, gebruik en beheer tot en met afstoting. Capgemini ondersteunt wereldwijd al meer dan 1 miljoen desktopgebruikers en heeft veel ervaring met de uitdagingen en kansen die de invoer van nieuwe toepassingen in bestaande, complexe IT-infrastructuren meebrengt. Met zijn hoog aangeschreven diensten op het gebied van transitie kan Capgemini de waarde van Google Apps voor grote ondernemingen verhogen door de toepassingsmogelijkheden te optimaliseren en real time samenwerking te stimuleren. Dit geldt zelfs voor mobiele werknemers, partners en andere gebruikersgroepen die tot nu toe geen verbinding hadden met de e-mail en toepassingen van een bedrijf. "Capgemini staat erom bekend ondernemingen in staat te stellen een effectief en op samenwerking gericht businessplatform voor klanten te creëren", aldus Paul Spence, Chief Executive Officer van Capgemini Global Outsourcing. "Onze visie is erop gericht dat onze klanten betere, snellere en duurzamere resultaten behalen door middel van een directe verbinding met hun partners, leveranciers en de meest recente technologieën. De integratie van Google Apps Premier Edition in ons pakket is weer een extra service waarmee onze klanten technologische innovaties met een stabiel en beproefd framework kunnen implementeren." SaaS-oplossingen, zoals Google Apps Premier Edition, vormen een kosteneffectief en gebruiksvriendelijk alternatief voor geïnstalleerde, gelicentieerde desktopsoftware. Ze kunnen via een webbrowser worden gedownload en bedrijven hoeven software niet lokaal te installeren of te onderhouden, of gebruik te maken van interne IT-middelen. De mogelijkheid om gegevens in een samenwerkingsomgeving via het web te delen, te evalueren en te bewerken komt tegemoet aan de behoeften van de klanten van Capgemini die zowel nationaal als internationaal actief zijn en wereldwijd meerdere vestigingen hebben. Dave Girouard, vice-president en general manager van Google Enterprise: "Google Apps richt zich op samenwerking en communicatie en is een logische uitbreiding van de desktopdiensten van Capgemini. Capgemini heeft een grote reputatie als leverancier van technologie- en consultancydiensten voor grote ondernemingen. Die ervaring zal een geweldige ondersteuning betekenen voor organisaties die willen profiteren van door Google aangeboden diensten." Deskundigen van Capgemini op het gebied van applicatie- en infrastructuurbeheer kunnen klanten helpen bij het ontwikkelen van een strategie waarmee ze Google Apps Premier Edition zo effectief mogelijk kunnen gebruiken. Dit ongeacht of het gaat om een kantoorapplicatie voor de gehele onderneming of om een aanvullende oplossing voor specifieke afdelingen of medewerkers binnen een desktop-omgeving die op traditionele wijze wordt beheerd. In verband met deze dienstverlening neemt Capgemini bovendien deel aan het Google Enterprise Professionalprogramma. Meer informatie over het brede pakket desktopdiensten van Capgemini is te vinden op [www.capgemini.com/google](http://www.capgemini.com/google).

# Computable

## Computable

10/09/2007

### Capgemini verkoopt Google-producten

Ict-bedrijf Capgemini wordt wederverkoper van Googles online kantoorsoftware. De Franse steun kan Google geloofwaardigheid geven aan de bovenkant van de zakelijke ict-markt. Het Franse Capgemini maakte vanochtend bekend (PDF-download) dat het wederverkoper wordt van Googles online kantoordiensten. Google Apps Premier Edition is een online pakket diensten met tekstverwerker, spreadsheets, e-mail, chat, agenda en binnenkort een Powerpoint-kloon. Het pakket kost veertig euro per gebruiker per jaar. Systeembeheerders van grote bedrijven, want daar richten Capgemini en Google zich op, kunnen nu basale toepassingen uitbesteden. De Franse ict-dienstverlener zorgt voor klantondersteuning en personalisatie van Google Apps. Google draagt zorg voor de hosting en doorontwikkeling van de kantoorsoftware. In Nederland bedient Capgemini bedrijven als TNT Post, Corus en ABN Amro. Bereik vergroten Door met een vooraanstaand ict-bedrijf samen te werken, vergroot Google zijn bereik aan de bovenkant van de ict-markt. Het bedrijf bereikt nu degenen die op het hoogste niveau beslissingen nemen over de inrichting van de ict-infrastructuur en eventuele uitbestedingen. Capgemini zegt meer dan een miljoen klanten wereldwijd te bedienen met desktopapplicaties. Google nam onlangs technologiebedrijf Postini over om zakelijke gebruikers van Google-diensten een hoger beveiligingsniveau te kunnen bieden. De handel in online kantoordiensten bevindt zich in een jonge, maar snel groeiende markt. In april waren er, naar schatting van Emerce, maandelijks enkele honderdduizenden

gebruikers van online varianten op Microsoft Office. De grootste concurrent voor Google in dit segment is ZoHo, een van oorsprong India's bedrijf dat in de ontwikkeling en integratie van zijn online kantoordiensten verder is dan Google. Volgens een recent onderzoeksrapport van Burton Group is Google & Spreadsheets nog niet klaar voor de grootzakelijke markt, omdat de online variant van Microsoft Office te basaal is en weinig oplossingen biedt voor veeleisende gebruikers.



### **Computerpartner**

**11/09/2007**

#### **Capgemini biedt Google Apps aan**

Capgemini, een wereldwijde aanbieder van consultancy-, technologie- en outsourcingdiensten, heeft bekendgemaakt diensten te gaan leveren die de invoering van Google Apps Premier Edition door grote ondernemingen ondersteunen. Dankzij de samenwerking met Google breidt Capgemini zijn portfolio met desktop-oplossingen uit om zo meer medewerkers van klanten te kunnen ondersteunen, ongeacht hun werkplek, platform en functie. Het toevoegen van Google Apps aan de portfolio met desktop-oplossingen zorgt ervoor dat Capgemini ook kan profiteren van de snelle groei in SaaS-oplossingen. IT-marktonderzoeksbureau Gartner voorspelt voor de SaaS-markt tot en met 2010 een samengestelde jaarlijkse groei van 25%. Dit partnership leidt tot een uitbreiding van het pakket desktopdiensten van Capgemini Global Outsourcing dat de volledige levenscyclus van een bedrijfsmiddel omvat: van aanschaf, installatie, gebruik en beheer tot en met afstoting. Capgemini ondersteunt wereldwijd al meer dan 1 miljoen desktopgebruikers en heeft veel ervaring met de uitdagingen en kansen die de invoer van nieuwe toepassingen in bestaande, complexe IT-infrastructuren meebrengt.

### **Germany/Switzerland/Austria**

## **VersicherungsJournal**

Der tägliche\* Informationsdienst für die Versicherungsbranche.  
Kompetent. Unabhängig. Kostenlos.

### **Versicherungs Journal**

**10/09/2007**

#### **Beim Geld bleiben die Deutschen konservativ**

Innerhalb von zehn Jahren haben die deutschen Haushalte ihr Gesamtvermögen um 25 Prozent auf rund 125.200 Euro pro Kopf steigern können. Eine konservative Anlagestrategie geht aber zu Lasten einer möglichen höheren Rendite, wie der „Vermögensreport 2007“ der zum Allianz-Konzern gehörenden Dresdner Bank feststellt. Die Vermögensstruktur in Deutschland hat sich nach den Untersuchungen in den vergangenen Jahren von Immobilien- hin zu Geldvermögen entwickelt. Nach Berechnungen des Bundesverbands deutscher Banken e.V. summierte sich das Vermögen der privaten Haushalte auf mehr als neun Billionen Euro. Abzüglich der Schulden in Höhe von 1,6 Billionen Euro – zumeist Wohnungsbaukredite – bleibt danach ein Nettovermögen von etwa 7,7 Billionen Euro.

#### **Kapitalmarkt- und Versicherungsprodukte gewinnen**

Im Zuge des langfristigen Vermögensaufbaus fanden der Untersuchung zufolge deutliche strukturelle Verschiebungen im Portfolio statt. Insbesondere seien Anlagen bei Banken hinter dem durchschnittlichen Wachstum zurückgeblieben, und diese hätten Anteile zugunsten von Kapitalmarkt- und Versicherungsprodukten verloren, resümierte die Autorin der Studie, Dr. Renate Finke. „Verstärkte Sparanstrengungen, aber auch die Optimierung des Portfolios zur Erzielung von höheren Renditen sind notwendig, um den sukzessiven Rückzug der öffentlichen Unterstützungssysteme aufzufangen“, hieß es zur Begründung.

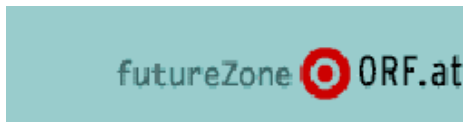
#### **Deutlich höherer Versicherungsanteil**

Die Versicherungen (inklusive Pensionskassen, Pensionsfonds, Sterbekassen, berufsständische Versorgungswerke und Zusatzversicherungs-Einrichtungen) seien nach der Abschaffung des

Steuerprivilegs langsam wieder in normales Fahrwasser gekommen. Sie profitierten nach wie vor davon, dass immer mehr Bundesbürger für ihre Altersvorsorge Geld zurücklegen, hieß es in dem Report weiter. Die Bankeinlagen, die 1970 noch 60 Prozent des Geldvermögens ausmachten, kommen heute noch auf etwa 34 Prozent. Dagegen konnten Versicherungen ihren Anteil auf 26 (1970: 14) Prozent ebenso ausweiten wie Kapitalmarktprodukte auf 35 (19) Prozent.

#### Immer mehr Reiche und Superreiche

Die Durchschnittswerte täuschen vermutlich mehr Vermögen vor, als viele hierzulande tatsächlich ihr Eigen nennen können. Nach dem von den Beratungs- und Finanzhäusern Capgemini und Merrill Lynch vorgelegten 11. World Wealth Report stieg die Zahl der Millionäre, die ohne selbstbewohnte Immobilien und Verbrauchsgüter über ein Finanzvermögen von über einer Million US-Dollar verfügen, im Jahr 2006 in Deutschland um 4,1 Prozent auf 798.000 Personen. Weltweit wuchs die Zahl der sogenannten High Net Worth Individuals (HNWI) um 8,3 Prozent auf 9,5 Millionen mit einem Gesamtvermögen von 37,2 Billionen Dollar. Die Zahl der Superreichen (Ultra-HNWIs) wuchs sogar um 11,3 Prozent auf 94.970. Sie verfügen jeweils über ein Vermögen von mehr als 30 Millionen Dollar.



#### **Futurezone**

**10/09/2007**

#### **Capgemini unterstützt Google-Software**

Der IT-Consulter Capgemini wird seinen Kunden in Zukunft auch Googles webbasierte Office-Anwendungen näherbringen. Der Online-Dienstleister Google hat mit der Consulting- und Outsourcing-Firma Capgemini eine Partnerschaft vereinbart, mit deren Hilfe Googles Software in großen Unternehmen verstärkt Einzug halten soll. Capgemini wird für Googles Online-Applikationen [E-Mail, Kalender, Textverarbeitung und Tabellenkalkulation] Support und Beratung anbieten. Google hostet wie bisher die Anwendungen und stellt sie wie gehabt im Netz bereit.

#### Türöffner bei Geschäftskunden

Capgemini betreut derzeit über eine Million Desktops bei Firmenkunden, gab das Unternehmen in Berlin bekannt. Zu den größten Kunden gehören der Pharmakonzern Eli Lilly & Co. sowie die Investmentfirma PricewaterhouseCoopers. Die Partnerschaft könnte Google den lang erhofften Einstieg ins Geschäft mit großen Geschäftskunden bringen. Zwar nutzen laut Google bereits einige Hunderttausend seine Office-Software, allerdings die kostenlose Version. Im ersten Halbjahr hat Google mit Lizenzen und anderen Software-Services 70 Millionen Dollar verdient - das ist weniger als ein Prozent des Gesamtumsatzes.



#### **News Aktuell**

**10/09/2007**

#### **Capgemini unterstützt Google Apps Premier Edition**

Software-as-a-Service-Anwendung erweitert das Outsourcing Portfolio Berlin/Paris (ots) - Das Beratungs- und IT-Service Unternehmen Capgemini bietet seinen Kunden künftig die Desktop-Lösung Google Apps Premier Edition als Teil seines Dienstleistungsportfolios an. Die Anwendungen werden als Software-as-a-Service vertrieben, d.h. sie sind per Web Browser über das Internet zugänglich. Zielgruppe der

Kooperation zwischen Capgemini und Google sind vor allem größere Unternehmen, die damit ihren Mitarbeitern Google Apps unabhängig vom Standort, von den verwendeten IT-Plattformen oder den Einsatzbereichen zur Verfügung stellen können. Während Google das Anwendungspaket zur Verfügung stellt und auch hostet, wird Capgemini

Kunden beim effektiven Einsatz unterstützen, sei es als unternehmensweite Office-Anwendung oder als ergänzende Lösung. "Capgemini bietet Desktop Leistungen von der Beschaffung über Installation, Betrieb bis hin zur Entsorgung. Die Aufnahme von Google Apps Premier Edition in unser Service Portfolio gibt unseren Kunden die Möglichkeit, solche technische Innovationen innerhalb einer getesteten und sicher laufenden Umgebung anzuwenden", fasst Jörg Otto, Vice President und Sales Director bei der Outsourcing Unit von Capgemini die Vorteile zusammen. Hohe Steigerungsraten bei Software-as-a-Service-Anwendungen erwartet Die Google Apps Premier Edition schließt Anwendungen zur Texterstellung und Tabellenkalkulation, das E-Mail Programm Gmail, den Google Kalender sowie Google Talk und Start Page ein. Die Programme werden von Google für eine niedrige Jahresgebühr zur Nutzung angeboten. Derartige Software-as-a-Service oder auch On-demand-Lösungen bieten Unternehmen eine kostengünstige und einfach anpassbare Alternative zu fest installierten lizenzierten Softwareprogrammen. Dem Markt für derartige Anwendungen prognostiziert der IT-Marktanalyst Gartner (1) bis zum Jahr 2010 jährliche Steigerungsraten von 25 Prozent. Capgemini wird durch die Kooperation mit Google davon profitieren. "Capgeminis Kompetenz bei Technologie- und Beratungsdienstleistungen im Konzernumfeld wird Google Apps-Kunden eine große Hilfe beim nutzbringenden Einsatz der Anwendungen sein", erläutert Dave Girouard, Vice President und General Manager von Google Enterprise. Weltweit betreut Capgemini Outsourcing im Kundenauftrag mehr als eine Millionen Desktops und verfügt damit über umfangreiche Erfahrungen bei der Integration neuer Anwendungen in bestehende, komplexe IT-Infrastrukturen. Diese Expertise steht auch den Google Apps-Anwendern zur Verfügung. Im Rahmen der Kooperation wird Capgemini darüber hinaus auch im Google Enterprise Professional Programm mitarbeiten.



## **Manager-magazin**

**10/09/2007**

### **Professionelle Hilfe**

Um sein Geschäft mit Bürosoftware zu stärken, kooperiert der Internetkonzern Google mit Capgemini. Mit Hilfe des IT-Dienstleisters will Google dem Softwarehersteller Microsoft Office-Kunden abspenstig machen. Paris – Capgemini werde das Online-Programmpaket Google Apps unterstützen, teilte der IT-Berater und -Dienstleister am Montag mit. Das Unternehmen biete die Desktoplösung als Teil seines Dienstleistungsportfolios an. Office-Klon von Google: Capgemini akquiriert Kunden Google Apps beinhaltet unter anderem Programme zur Textverarbeitung, Tabellenkalkulation und E-Mail. Die Nutzung des Online-Softwarepakets wird von Google normalerweise gegen eine Jahresgebühr angeboten. Die Anwendungen würden als Software-as-a-Service vertrieben, also direkt über das Internet abrufbar sein, teilte Capgemini mit. Google werde das Paket zur Verfügung stellen, während der IT-Dienstleister seine Kunden beim effektiven Einsatz unterstützen werde, sei es als unternehmensweite Office-Anwendung oder als ergänzende Lösung. Google verstärkt mit der Kooperation seinen Angriff auf Microsoft, der im Bereich Bürosoftware Marktführer ist. Über den IT-Dienstleister, der weltweit mehr als eine Million Firmendesktops betreut, könnte der Internetkonzern vor allem neue Firmenkunden akquirieren.



## **Inside-IT**

**10/09/2007**

### **Capgemini gibt Google-Software den Segen**

Capgemini wird in Zukunft seinen Kunden auch die Büro-Suite "Google Apps Premier Edition", sowie dazugehörige Services als Teil seines Desktop-Portfolios anbieten, wie das Unternehmen heute bekannt gab. Natürlich behält Capgemini auch weiterhin die Konkurrenzprodukte von Microsoft oder IBM im Portfolio und wird damit auch in der näheren Zukunft den Löwenanteil seines Umsatzes machen. Trotzdem: Mit Capgemini stellt sich zum ersten Mal einer der grossen IT-Dienstleister hinter die Office-Lösungen von Google und bürgt damit auch mit seinem Namen dafür, dass diese für gewisse Zwecke auch den höheren Sicherheits- und Verlässlichkeitsansprüchen von Unternehmen genügen können. Does

könnte Googles Softwarebusiness einigen Auftrieb geben. Capgemini supportet gegenwärtig nach eigenen Angaben bei seinen Kunden weltweit etwas mehr als eine Million Desktops und beeinflusst damit auch das darauf verwendete Softwareportfolio. Die "Google Apps"-Suite umfasst gegenwärtig unter anderem die Funktionen E-Mail, Instant Messaging, Kalender, Textverarbeitung und Tabellenkalkulation. Eine Präsentationslösung soll bald hinzukommen. Die ganze Suite wird im "Software-as-a-Service" (SaaS)-Prinzip vertrieben, die Software wird nicht auf den lokalen PCs installiert, sondern im Google-Rechenzentrum betrieben. User benutzen sie über den Browser und das Internet. Die Grundversion ist kostenlos. Die für Unternehmenskunden gedachte "Premier Edition", die zusätzlichen Speicherplatz und Management-Werkzeuge bietet, kostet 50 Dollar pro Jahr und User. (hjm)



## Heise-Online

10/09/2007

### Capgemini empfiehlt Googles Online-Anwendungen

Das IT-Beratungsunternehmen Capgemini[1] wird seinen Kunden künftig die Online-Anwendungen von Google ans Herz legen. Laut Mitteilung[2] (PDF-Datei) hat sich das Unternehmen Google Apps Premier Edition[3] in sein Dienstleistungsportfolio geholt. Die Anwendungen seien vor allem für größere Unternehmen gedacht, die damit ihren Mitarbeitern unabhängig vom Standort, von den verwendeten IT-Plattformen oder den Einsatzbereichen Anwendungen bereitstellen können sollen. Google werde das Anwendungspaket bereitstellen und hosten, Capgemini Unterstützung beim Einsatz leisten, sei die Abmachung zwischen den beiden Unternehmen. Google Apps besteht aus den Anwendungen Gmail, Google Talk, Google Kalender, Texterstellung und Tabellenkalkulation, Page Creator und Start Page. Die seit Februar erhältliche Premier Edition ist im Unterschied zur Standard Edition kostenspflichtig und für 50 US-Dollar im Jahr je Account zu haben. Dafür bietet es beispielsweise 10 GByte E-Mail-Speicherplatz, Programmierschnittstellen und eine telefonische Hilfe. Capgemini verlässt sich auf Zahlen der Marktforscher von Gartner, laut denen der Markt für derartige "Software-as-a-Service-Anwendungen" bis 2010 jährlich um 25 Prozent steigen werde. Das Wall Street Journal berichtet, Capgemini werde auch weiterhin Anwendungen anderer Anbieter wie Microsoft und IBM unterstützen.



## Finanznachrichten

10/09/2007

### Capgemini launches desktop software partnership with Google

PARIS (Thomson Financial) - IT services company Capgemini (Nachrichten/Aktienkurs) said it has signed a partnership agreement with Google (Nachrichten/Aktienkurs) under which it will incorporate the Google Apps Premier Edition desktop suite into its product catalogue. In a statement, Capgemini said it will offer the application package to its business customers and provide all related services including installation, deployment and management. Google Apps Premier Edition includes word-processing, spreadsheet, messaging and calendar software and is Google's alternative to existing licensed packages such as Microsoft Office.

**entwickler**

**10/09/2007**

### **CapGemini soll Google Apps in Unternehmen bringen**

Google hat sich mit dem IT-Beratungs- und Outsourcing-Spezialisten Capgemini zusammengetan, um seine Office-Programme an Unternehmen zu verkaufen. Das meldet der britische Guardian. Ein direkter Angriff gegen Microsoft, das diesen Markt dominiert.

Bereits erster Großkunde gefunden

Capgemini arbeitet bereits mit Microsoft und IBM zusammen. Dass man jetzt auch Google in diesen Kreis aufgenommen hat, zeigt, dass Capgemini offenbar großes Vertrauen in Google Apps setzt. Offenbar ist man bereits dabei, beim ersten großen Geschäftskunden Google Apps zu installieren. Besonders interessant ist dabei für Unternehmen, dass mehrere Menschen gemeinsam über das Internet an einem Dokument arbeiten können. Änderungen können dann in Echtzeit verfolgt werden. Ein Haken ist allerdings, dass alle Daten auf Google-Servern gespeichert werden, was sicherlich nicht jedem Unternehmen recht sein dürfte.

## **derStandard.at**

**derStandard**

**10/09/2007**

### **Capgemini kündigt Zusammenarbeit mit Google an**

Unternehmen will Online-Programmpaket Google Apps unterstützen. Der IT-Dienstleister Capgemini hat eine Zusammenarbeit mit dem US- Internetkonzern Google angekündigt. Man werde das Online-Programmpaket Google Apps unterstützen, teilte das Unternehmen am Montag mit. Zu den Applikationen gehören neben E-Mail auch Software für die Textverarbeitung und Tabellenkalkulation. (Reuters)



**De.internet.com**

**10/09/2007**

### **Capgemini bietet Support für Google Apps.**

Consulting Unternehmen betreut web-basierte Office-Anwendungen. Das Internet-Unternehmen Google hat eine Partnerschaft mit Capgemini geschlossen. Die Consulting- und Outsourcing-Firma wird großen Unternehmen Support bei der Nutzung von Googles web-basierten Office-Anwendungen für E-Mail, Kalender, Textverarbeitung und Tabellenkalkulation anbieten. Capgemini betreut bereits über 1 Million Desktops bei Firmenkunden, gab das Unternehmen heute in Berlin bekannt. Damit greift Google direkter als je zuvor Microsofts Kundenbasis im Business-Bereich an. Während Google das Anwendungspaket zur Verfügung stellt und auch hostet, wird Capgemini Kunden beim Einsatz unterstützen, sei es als unternehmensweite Office-Anwendung oder als ergänzende Lösung. "Die Aufnahme von Google Apps Premier Edition in unser Service Portfolio gibt unseren Kunden die Möglichkeit, solche technische Innovationen innerhalb einer getesteten und sicher laufenden Umgebung anzuwenden", fasst Jörg Otto, Vice President und Sales Director bei der Outsourcing Unit von Capgemini zusammen. "Capgeminis Kompetenz bei Technologie- und Beratungsdienstleistungen im Konzernumfeld wird Google Apps-Kunden eine große Hilfe beim nutzbringenden Einsatz der Anwendungen sein", erläutert Dave Girouard, Vice President und General Manager von Google Enterprise. Im Rahmen der Kooperation wird Capgemini darüber hinaus auch im Google Enterprise Professional-Programm mitarbeiten. (as)

Computerworld Online

10/09/2007

## **Capgemini bietet auch Google Apps an**

Die IT-Beraterin und Outsourcerin Capgemini mit fünf Schweizer Standorten bindet Google Apps in ihr Angebot ein. In Zukunft wird Capgemini auch die Premier Edition von Google Apps als Software as a Service anbieten. Ziel sind dabei Unternehmen, die Office-Anwendungen unabhängig vom Standort über das Internet nutzen wollen. Im Abkommen mit Google wird Capgemini für die Installation und den Betrieb beim Kunden zuständig sein, während sich die Suchmaschinenbetreiberin die Anwendungen zur Verfügung stellt und auch hostet.



Computerwoche.de

10/09/2007

## **Capgemini soll Google Apps unters Unternehmensvolk bringen**

Der IT-Dienstleister Capgemini beeinflusst die Software-Installationen auf mehr als einer Million PCs in Unternehmen weltweit. Künftig empfiehlt und implementiert das Unternehmen auch die gehosteten "Google Apps Premier Edition". Google1 macht bisher den Löwenanteil seines Umsatzes mit Online-Werbung, bemüht sich aber um Diversifizierung. Seit Februar dieses Jahres offeriert der Internet-Konzern eine aufgewertete Version seiner gehosteten Produktivitätsanwendungen gegen eine Gebühr von 50 Dollar pro Nutzer und Jahr. Der niedrige Preis der Google Apps Premier Edition (bei Google heißt die Unternehmensvariante hierzulande inzwischen "Google Apps Professional2" und kostet jährlich 40 Euro pro Nutzer) sprach bislang vor allem kleine Firmen und Universitäten mit schmalem Geldbeutel an. Unternehmenskunden zu überzeugen, die sich um andere Themen Gedanken machen als nur den Preis, gestaltet sich aber schwieriger. Ihnen geht es unter anderem auch um die Sicherheit, Zuverlässigkeit und Leistung von Technik. In Google Apps Professional kann der Admin bestehende E-Mail-Archive bei Bedarf importieren. Das Büropaket von Google umfasst unter anderem E-Mail, Kalenderverwaltung, Textverarbeitung und Tabellenkalkulation. Im ersten Halbjahr 2007 hatte das im kalifornischen Mountain View ansässige Unternehmen mit Softwarelizenzen und anderen Services um die 70 Millionen Dollar und damit weniger als ein Prozent seiner Gesamterlöse eingenommen.

Capgemini3 wird natürlich auch weiterhin Unternehmenssoftware von Herstellern wie Microsoft und IBM unterstützen, die den Markt dominieren, in den sich Google erst seit kurzem vorgewagt hat. Deren traditionelle Software wird typischerweise von Datenträgern direkt auf die Computer beim Anwender aufgespielt, wohingegen Googles Programme von jedem Rechner mit Internet-Anschluss aus zugänglich sind.

Capgemini hat Einfluss auf die Software auf mehr als einer Million Rechnern in Unternehmen weltweit. Auf der Kundenliste des Dienstleisters stehen zum Beispiel der Pharmariese Eli Lilly und der Wirtschaftsprüfungskonzern PricewaterhouseCoopers. Aus Sicht des Forrester-Analysten Ray Wang gewinnt Google Apps Premier Edition durch die Unterstützung von Capgemini bei Support und Implementierung an Glaubwürdigkeit gewinnen. Der Ovum-Experte Tom Kucharvy geht ferner davon aus, dass die Beteiligung von Capgemini mehr Anwenderfirmen dabei helfen wird, zu entscheiden, wann es sinnvoll ist, die Google Apps zu abonnieren, statt höhere Lizenz- und Wartungskosten für vergleichbare Produkte anderer Anbieter zu bezahlen. Andreas Zilch, Lead Advisor und Vorstand der Experton Group, ergänzt: "Die Initiative bietet ein logisches Angebot für den aktuellen Bedarf vieler Kunden in Deutschland. Es bleiben allerdings noch viele technische und strategische Fragen offen, sodass ein durchschlagender Erfolg im ersten Schritt noch sehr zweifelhaft ist. Auf jeden Fall bringt das Druck und Bewegung in den Office-SaaS-Markt."(tc)





**ITbusiness.ch**

**10/10/2007**

### **Capgemini unterstützt Google-Software**

Der IT-Consulter Capgemini bietet seinen Kunden künftig die Desktop-Lösung Google Apps Premier Edition als Teil seines Dienstleistungsportfolios an. Die Anwendungen werden als Software-as-a-Service vertrieben, d.h. sie sind per Web Browser über das Internet zugänglich. Zielgruppe der Kooperation zwischen Capgemini und Google sind vor allem grössere Unternehmen, die damit ihren Mitarbeitern Google Apps unabhängig vom Standort, von den verwendeten IT-Plattformen oder den Einsatzbereichen zur Verfügung stellen können. Während Google das Anwendungspaket zur Verfügung stellt und auch hostet, wird Capgemini Kunden beim effektiven Einsatz unterstützen, sei es als unternehmensweite Office-Anwendung oder als ergänzende Lösung.



**News4Press.com**

**10.09.2007**

### **Capgemini unterstützt Google Apps Premier Edition**

#### **Software-as-a-Service-Anwendung erweitert das Outsourcing Portfolio**

Zürich/Paris (ots) - Das Beratungs- und IT-Service Unternehmen Capgemini bietet seinen Kunden künftig die Desktop-Lösung Google Apps Premier Edition als Teil seines Dienstleistungsportfolios an. Die Anwendungen werden als Software-as-a-Service vertrieben, d.h. sie sind per Web Browser über das Internet zugänglich. Zielgruppe der Kooperation zwischen Capgemini und Google sind vor allem grössere Unternehmen, die damit ihren Mitarbeitern Google Apps unabhängig vom Standort, von den verwendeten IT-Plattformen oder den Einsatzbereichen zur Verfügung stellen können. Während Google das Anwendungspaket zur Verfügung stellt und auch hostet, wird Capgemini Kunden beim effektiven Einsatz unterstützen, sei es als unternehmensweite Office-Anwendung oder als ergänzende Lösung.

"Capgemini bietet Desktop Leistungen von der Beschaffung über Installation, Betrieb bis hin zur Entsorgung. Die Aufnahme von Google Apps Premier Edition in unser Service Portfolio gibt unseren Kunden die Möglichkeit, solche technische Innovationen innerhalb einer getesteten und sicher laufenden Umgebung anzuwenden", fasst Hans Limacher, Vice President und Sales Director bei der Outsourcing Unit von Capgemini Schweiz die Vorteile zusammen.

Hohe Steigerungsraten bei Software-as-a-Service-Anwendungen erwartet

Die Google Apps Premier Edition schliesst Anwendungen zur Texterstellung und Tabellenkalkulation, das E-Mail Programm Gmail, den Google Kalender sowie Google Talk und Start Page ein. Die Programme werden von Google für eine niedrige Jahresgebühr zur Nutzung angeboten. Derartige Software-as-a-Service oder auch On-demand-Lösungen bieten Unternehmen eine kostengünstige und einfach anpassbare Alternative zu fest installierten lizenzierten Softwareprogrammen. Dem Markt für derartige Anwendungen prognostiziert der IT-Marktanalyt Gartner (1) bis zum Jahr 2010 jährliche Steigerungsraten von 25 Prozent. Capgemini wird durch die Kooperation mit Google davon profitieren.

"Capgeminis Kompetenz bei Technologie- und Beratungsdienstleistungen im Konzernumfeld wird Google Apps-Kunden eine grosse Hilfe beim nutzbringenden Einsatz der Anwendungen sein", erläutert Dave Girouard, Vice President und General Manager von Google Enterprise. Weltweit betreut Capgemini Outsourcing im Kundenauftrag mehr als eine Millionen Desktops und verfügt damit über umfangreiche Erfahrungen bei der Integration neuer Anwendungen in bestehende, komplexe IT-Infrastrukturen. Diese Expertise steht auch den Google Apps-Anwendern zur Verfügung. Im Rahmen der Kooperation wird Capgemini darüber hinaus auch im Google Enterprise Professional Programm mitarbeiten.

(1) Gartner Data Request Insight: Service Providers Must Prepare for the Software-as-a-Service Wave, Figure 1, Ben Pring, 13. Dezember 2006

## Spain



VNUnet.es

10/09/2007

### **Capgemini apoya el software de Google**

Gracias al acuerdo entre ambas compañías, google se beneficiará de la red de clientes de Capgemini para dar a conocer su software y sus ventajas frente a otras aplicaciones similares. La empresa francesa Capgemini acaba de anunciar un acuerdo por el que se compromete a recomendar el software de Google a sus clientes, informa Yahoo News. Lo que significa que más de un millón de usuarios de PCs en empresas de todo el mundo se verán influenciados por su recomendación. Sin embargo, Capgemini también apoya los productos de otras empresas como Microsoft o IBM, más veteranas en el sector del software. La suite de software de la empresa incluye un procesador de texto, calendario y correo electrónico por un precio económico: 50 dólares al año (unos 36 euros). Esto ha permitido que se haga con aquellos segmentos que trabajan con un presupuesto reducido, pero no le ha facilitado la entrada en las grandes compañías que están dispuestas a pagar precios más altos por mayores prestaciones. Por ello el compromiso de Capgemini incluye dar consejo a sus clientes sobre cuando conviene utilizar cada producto, e informar a grandes empresas de que pueden conseguir las mismas prestaciones con otros productos a menor precio. Este acuerdo termina de adherirse a una larga lista de esfuerzos por ampliar las fuentes de ingresos de Google. Una de las últimas, es Google Gears que permite utilizar parte de sus aplicaciones sin conexión a Internet.



Channel Partner

11/09/2007

### **Google y Capgemini se alían para llevar Google Apps al mercado corporativo**

Ayudará al gigante de las búsquedas a llevar sus aplicaciones a los usuarios corporativos. La consultora de TI de origen galo, Capgemini, ha anunciado el establecimiento de una alianza con Google para ayudar al gigante de las búsquedas en Internet a llevar sus aplicaciones a los usuarios corporativos. Con este acuerdo, Capgemini se convierte en el primer gran integrador de sistemas que respalda el negocio Google Apps, una iniciativa que Google lanzó el pasado febrero e incluye aplicaciones de correo electrónico, calendario, procesamiento de texto y hoja de cálculo, entre otros. Como miembro del programa Google Enterprise Professional, Capgemini facilitará servicios de integración, soporte, formación y asistencia a los usuarios de Google Apps Premier Edition. Google comunicó el pasado julio que ya contaba con 100.000 empresas usuarias de sus paquete ofimático Google Apps, con referencias de la talla de GE, Procter & Gamble y Mondadori, entre otras; si bien sólo un millar de estas organizaciones clientes lo eran de su versión de pago, Premier Edition. En España, Google ya tiene tres partners, GFI, Cuality y Sitesa. Esta última compañía ya ha realizado más de 25 implantaciones de Google Search Appliance (GSA) en organizaciones como la Junta de Castilla y León, el Ministerio de Justicia, el Parlamento Vasco o la Comunidad de Madrid.

Cinco Dias

11/09/2007

## Capgemini respalda la expansión de Google en el software empresarial

Google acaba de ganar su primer gran aliado en su particular guerra contra Microsoft en el negocio del software empresarial. La consultora tecnológica europea Capgemini dio a conocer ayer que empezará a recomendar a sus clientes corporativos el paquete de aplicaciones ofimáticas del gigante de internet, que incluye, entre otras soluciones, procesador de texto, hoja de cálculo, calendario y correo electrónico. Se trata de la primera compañía de servicios tecnológicos del top 10 mundial que da este respaldo a Google desde que ésta se lanzara al negocio de las aplicaciones de pago el pasado febrero. Capgemini es, sin duda, un buen socio. La consultora influye en el tipo de software utilizado en más de un millón de PC en empresas de todo el mundo, según informa AP. Entre sus mayores clientes están la farmacéutica Eli Lilly y la auditora PricewaterhouseCoopers. El acuerdo entre Capgemini y Google no implica que la consultora no pueda seguir dando soporte al software de otros fabricantes como IBM o Microsoft. Lo que sí deja claro es que el gigante de las búsquedas va a por todas en el negocio del software, en una clara apuesta por diversificar sus ingresos. Google reconoció en julio que tenía unas 100.000 empresas clientes de su paquete ofimático Google Apps (entre ellas Procter & Gamble, GE, Mondadori y L'Oréal), pero sólo 1.000 lo eran de su versión de pago. Una en España, la Diputación de Burgos. Los analistas creen que las aplicaciones de Google ganarán en credibilidad ahora que Capgemini dará soporte a su software y ayudará a sus clientes a entender cuándo les interesa adoptar soluciones bajo demanda o adquirir licencias de software de otros competidores. Lo que sí tiene claro Google es la importancia de contar con consultoras e integradoras de todos los tamaños para impulsar su nuevo negocio. En España, y al margen de Capgemini, la firma ya tiene tres socios estratégicos (GFI, Sitesa y Quality Objetc); otros dos en Portugal (Halos y Safira). 'La idea es acabar el año con ocho o diez', dice Carlos Gracia, director del área de Enterprise de Google en España.

### Reunión con Protección de Datos

El responsable de políticas de privacidad de Google, Peter Fleischer, mantuvo ayer una reunión con el director de la Agencia Española de Protección de Datos, Artemi Rallo. Durante la conversación, el organismo propuso al buscador la necesidad de mejorar la información ofrecida a sus usuarios para que estos puedan conocer realmente el mecanismo de almacenamiento de la información y los procedimientos para desactivarlos. La AEPD emprendió en junio una investigación sobre la política de privacidad de datos de los buscadores. Ahora se reunirá con Microsoft y Yahoo.

# EL PAIS

El Pais

10/09/2007

## Cap Gemini lleva las aplicaciones de Google a las grandes empresas

La consultora ha llegado a un acuerdo para comercializar el paquete Google Apps Premier Edition. Cap Gemini, la consultora de origen francés, es el nuevo socio de Google en el negocio de las aplicaciones ofimáticas donde el buscador quiere llegar a ser una alternativa al Office de Microsoft. Hasta ahora la oferta de aplicaciones de Google, que ofrece un procesador de textos y una hoja de cálculo en un servicio gratuito llamado Google Docs; y que los combina con agenda, correo electrónico o calendario a un precio de 50 dólares anuales (unos 36 euros) en Google Apps Premier Edition, se ha dirigido a los usuarios particulares y las pequeñas empresas. Pero el buscador acaba de dar un giro en su estrategia, apoyado en Cap Gemini, para que sus aplicaciones entren en el mundo empresarial. Cap Gemini va a ofrecer servicios de instalación y de soporte para las grandes corporaciones, al mismo tiempo que adaptará las aplicaciones de productividad de Google a la imagen y uso de cada compañía. La consultora encaja las aplicaciones de Google en su oferta del "software distribuido como un servicio" (SaaS, Delivered as a Software as a Service), un concepto en el que se engloban los sistemas que son accesibles desde un navegador y que pueden utilizarse independientemente del lugar desde donde esté conectado el usuario. Según la consultora, la demanda de este tipo de solución va a crecer un 25% anual hasta 2010. Cap Gemini cree que las grandes corporaciones pueden encontrar una gran utilidad en las aplicaciones web de Google,

especialmente en organizaciones donde los empleados no tienen un sitio de trabajo fijo o donde se comparten equipos por varios usuarios.

## Denmark



### **Bizzzen**

**10/09/2007**

#### **Googles virksomhedspakke får Cap Gemini i ryggen**

Microsoft må have kigget en ekstra gang på nyheden om, at det store, gamle konsulenthus Cap Gemini nu også vil rådgive virksomheder om brugen af Googles samlede kontor- og kommunikationspakke til erhvervslivet, altså Google Apps Premier. Kan det være et tegn på en reel efterspørgsel hos Cap Geminis kunder, der udgøres af erhvervslivets store virksomheder? Eller vil gamle Cap Gemini, der i mange år har haft Microsoft kontor- og mailøsninger på programmet lige som IBM's Lotus Notes, blot signalere ungdom? Men Cap Gemini tilbyder altså fremover også uddannelse, support, integrationsydelser med videre til store virksomheder, som implementerer Google Apps Premier. Da Google oprindeligt gik ud med applikationer såsom Gmail, Docs & Spreadsheet (lidt a la Word og Excel) med flere, var det jo i starten rettet mod forbrugere. Senere kom erhvervs-satsningen, og mange små unge virksomheder tog tilbudet til sig. Det var typisk virksomheder, hvor samarbejde om dokumenter og meget andet var i højsædet. Virksomheder, der gerne ville nøjes med at kunne bruge omkring 300 kroner pr. år pr. medarbejdere til kontor- og samarbejdssoftware og så slippe for hele bøvl med at få installeret software på pc'erne, opgraderinger og patchning, og så kunne mailservicen tilmed sendes på pension. Men især det nylige opkøb af mailsikkerhedsfirmaet Postini gjorde det lysende klart, at Google havde større ambitioner end "blot" forbrugere og små virksomheder. Postini havde allerede 35.000 virksomheder som kunder og derigennem 10 millioner brugere. På infoworld.com citeres Cap Geminis tekniske direktør Steve Jones for, at Google Apps slet ikke vil erstatte Microsoft Office, men blot dække behovet på to nicheområder. For det første at øge videnarbejderes mulighed for at udarbejde dokumenter i samarbejde. For det andet vil medarbejdere, der ikke tidligere har haft adgang til kontorprogrammer, kunne få det. Det sidste er jo letforståeligt, men kan det passe, at både Microsoft og IBM, der begge har badet i penge i mange år, stadig kun tilbyder samarbejdssoftware, som overgås af unge Googles? Eller er det prisen på samarbejdssoftwaren, det handler om? Eller er det stemmen de unge ansatte hos Cap Geminis store kunder, der høres? Hvad tror du? PS: Hele Infoworld-artiklen er her.



### **CRN**

**10/09/2007**

#### **CapGemini indleder samarbejde med Google**

Kanalen: Den franske udbyder af konsulent-ydelser har indgået samarbejde med søgegiganten Google omkring rådgivning i Googles palet af online-tjenester. Den internationale it-konsulentvirksomhed CapGemini vil fremover anbefale sine virksomhedskunder at bruge Googles store samling af online-tjenester som gmail, kalender og skrive- og regnearkprogrammer. Det sker som et led i en aftale CapGemini har indgået med søgegiganten Google. Det franske it-konsulenthus skal dog stadig bakke op om programmer fra såvel Microsoft som IBM. Med aftalen håber Google at få blåstemplet sine tjenester til virksomhedsbrug. Og analytiker Ray Wang fra Forrester Research vurderer dog også at søgegiganten vil vinde øget troværdighed med den nyligt indgåede aftale: »Googles programpakke vil få mere troværdighed nu, efter at CapGemini er gået med til at yde support og hjælpe til med at integrere produkterne,« siger Ray Wang til det amerikanske nyhedsbureau AP.

# COMPUTERWORLD

Computerworld

11/09/2007

## It-kæmpe satser stort på Googles kontorpakke

Søgeselskabet Google indgår partnerskab med service-kæmper Capgemini, som skal skubbe Googles Office-alternativ ud til store erhvervskunder verden over. Google er kommet et gennembrud nærmere på markedet for kontorpakker til virksomheder, hvor dets Google Apps Premier Edition siden februar i år har forsøgt at erobre andele fra Microsofts Office-pakke. Google har indgået et nært partnerskab med it-servicekæmper Capgemini, der fremover vil levere tjenesteydelser til virksomheder, som kaster sig over Googles kontorpakke, der også omfatter samarbejds- og kommunikationssoftware. Partnerskabet betyder, at Capgemini fra i dag er medlem af Google Enterprise Professional-programmet og derfor kan tilbyde træning, support, integration og andre services til Googles virksomhedskunder. Capgemini supporterer i dag flere end 1 million desktop-brugere på verdensplan.

### Mere spiselig kontorpakke

Partnerskabet med Capgemini, der er et af verdens største it-serviceselskaber med 75.000 medarbejdere i 32 lande, skal gøre Googles kontorpakke mere spiselig for store organisationer, der foretrækker at få it-serviceselskaber til at hjælpe dem med ændringer og tilføjelser i store, komplekse it-arkitekturer. "Vores overordnede partner-strategi er at sikre os, at de kunder, vi tiltrækker, kan få den hjælp, de efterspørger," siger Kevin Smith, der står i spidsen for Googles division for virksomhedspartnerskaber, ifølge IDG News Service. Capgemini kan eksempelvis hyres for at få kontorpakkens kalenderkomponenter til at synkronisere med medarbejdernes mobiltelefoner, PDA'er eller andre apparater, fortæller han.

### Google intensiverer angrebet på Microsoft

Google Apps Premier Edition er en udvidet udgave af Googles gratis kontorpakke. For 50 dollar om året – eller 272 kroner – per bruger får brugerne adgang til teknisk support over telefonen, software interfaces og mere plads til at lagre e-mails end i gratisversionen. Google, der tjener milliarder af dollar på at sælge onlineannoncer, er i færd med at udvide forretningen, og har blandt andet udset sig markedet for forretningssoftware. Dermed kommer Google på kollisionskurs med etablerede spillere på eksempelvis markederne for samarbejdssoftware, kommunikationssoftware og virksomhedssøgninger. Google Apps bliver af mange opfattet som en trussel mod Microsofts Office-produkter, der med 450 millioner brugere verden over sidder solidt på markedet for kontorapplikationer. Microsoft har ikke en hosted version af kontorpakken, der kan sammenlignes med Google Apps, eller lignende produkter fra selskaber som Zoho, Zimbra og WebEx. Google forsøger dog jævnligt at afdramatisere slagsmålet mod Microsoft ved at insistere på, at selskabet blot forsøger at ændre den måde, folk anvender software på, og at målgruppen primært er små virksomheder, der i dag ikke har de store behov, eller slet ikke anvender kontorsoftware. De udmeldinger bliver imidlertid endnu sværere at tro efter annonceringen af partnerskabet med Capgemini, der primært har store virksomheder og organisationer som kunder.

### Capgemini: Software-As-A-Service hitter

Capgemini er gået ind i samarbejdet, fordi service-kæmper Capgemini – der i 2006 omsatte for 56,5 milliarder kroner – er overbevist om, at markederne for software-As-A-Service (SAAS), samarbejdssoftware og kommunikationssoftware står foran markant vækst i de kommende år. Hos analysehuset IDC har senioranalytiker Brian Troelsen umiddelbart svært ved at se det helt oplagte i det nye partnerskab. "Jeg ser primært Google Apps som et Office-alternativ til mindre virksomheder, mens Capgemini primært er en virksomhed, der har de helt store virksomheder og institutioner som kunder," siger han. Derimod er han helt enig i, at SAAS-markedet er et vækstmarked, hvor primært små virksomheder fremover vil være interesseret i enkle løsninger leveret over nettet til væsentligt lavere priser end eksempelvis Microsofts produkter. Hos Capgemini i Danmark løfter direktør Pia Rybenfeldt lidt mere af sløret for, hvorfor it-serviceselskabet har indgået partnerskab med Google. "Som konsulenthus handler det om at udvikle sig sammen med kunderne. Stadig flere store og mellemstore virksomheder kigger efter alternativer til de etablerede kontorpakker, og derfor skal vi selvfølgelig også have produkter som Google Apps på hylden," siger hun. Pia Rybenfeldt oplyser, at Capgemini i Danmark i dag endnu ikke har Google Apps kunder, men hun har store forventninger til partnerskabet. "Vi udvikler i dag flere store open source-applikationer til vores kunder, der også er på udkig efter kontorapplikationer. Her er det jo oplagt at kigge på Google Apps," siger Pia Rybenfeldt.

### Fordele og ulemper ved Apps

Google Apps indeholder tekstbehandling, kalender, hjemmeside generator, regneark, webmail og instant messaging-værktøjer. Blandt fordelene ved webapplikationer som Google Apps er, at alle dokumenter samles på en central server, som gør det muligt for brugerne at dele og samarbejde om dem. Derudover slipper virksomhederne for at bekymre sig om at installere og vedligeholde softwaren eller serverhardwaren, der kører applikationerne. Ulemperne skal eksempelvis findes på sikkerhedsfronten, hvor mange virksomheder ikke er meget for at overlade kontrollen med følsomme data til en leverandør på den anden side af virksomhedens firewall. Derudover lever vi godt nok i internetalderen, men systemerne er endnu ikke så gode, at de ikke bryder sammen indimellem. Hvis man ikke kan få adgang til Google, så kan man heller ikke få adgang til dokumenter, kundeoplysninger og så videre. Google er bevidst om offline-problemet og annoncerede i juni open source-værktøjet Google Gears, der på sigt skal gøre det muligt for softwareudviklere at bygge web-applikationer, der er tilgængelige, selvom brugeren ikke er online.

## France



### **BFM GOOD MORNING BUSINESS**

**11/09/2007**

**Invité : Patrick NICOLET, directeur des ventes de CAPGEMINI**

STEPHANE SOUMIER: Patrick NICOLET, donc le directeur des ventes de CAPGEMINI, est avec nous. Bonjour Monsieur NICOLET.

PATRICK NICOLET: Bonjour.

STEPHANE SOUMIER: Bonjour. C'est une forme de coup d'éclat quand même pour CAPGEMINI, enfin, moi, je l'analyse comme ça, mais justement, je voulais votre avis, donc accord passé avec GOOGLE. D'abord, expliquez bien de quoi il s'agit, Monsieur NICOLET, vous allez aider vos clients, les clients CAPGEMINI, à se servir des logiciels de bureau, mis au point par GOOGLE, c'est ça l'idée ?

PATRICK NICOLET: Pour nous, il s'agit surtout de poursuivre sur notre trajectoire d'innovations, on est un des principaux prestataires de services informatiques au monde, comme vous le savez...

STEPHANE SOUMIER: Oui, oui, oui...

PATRICK NICOLET: Nous avons une tradition dans l'innovation, puisque nous devons mettre à la disposition de nos clients, à chaque fois, les solutions les plus adaptées, donc c'est à notre charge de connaître l'environnement technologique qui est le nôtre, et ça participe de cette démarche. Il y a quelques temps, nous avons annoncé un partenariat avec NOVELL dans le domaine open source, open standard. Il y a de ça un peu plus longtemps, avec INTEL, dans le domaine des architectures orientées services. Et donc régulièrement, on a, comme ça, un programme d'innovations pour lequel nous scellons un certain nombre de partenariats.

STEPHANE SOUMIER: Ça veut dire que ce n'est pas du tout une forme de déclaration de guerre contre MICROSOFT par exemple, parce que très franchement, GOOGLE et MICROSOFT sur les suites bureautiques sont frontalement en concurrence ?

PATRICK NICOLET: Non, absolument pas, absolument pas, je veux dire, ce n'est pas notre métier. Et justement, je viens de le dire, nous sommes là pour offrir les solutions adaptées aux besoins de nos clients...

STEPHANE SOUMIER: Oui, mais vous donnez à GOOGLE une énorme crédibilité, comme vous le disiez, CAPGEMINI, ce sont des millions de clients à travers la planète qui, tout à coup, vont se dire : tiens, si CAPGEMINI utilise les outils GOOGLE ou m'aide à me servir des outils GOOGLE, je n'ai plus à hésiter, et pour dire les choses très franchement, je n'ai pas à payer les milliers d'euros que demande MICROSOFT pour ses suites bureautiques.

PATRICK NICOLET: Non. Nous accordons effectivement une certaine crédibilité dans le domaine entreprise à l'offre de services de GOOGLE. Ceci dit, vous avez d'autres prestataires dans ce genre de domaine, notamment dans la gestion de la relation client, que sont par exemple SALESFORCE.COM, donc c'est un modèle économique qui est offert aux utilisateurs informatiques qui existe, qui prend de l'ampleur, et c'est notre rôle, notre mission, à CAPGEMINI, d'être sur le front de ces innovations, de les amener à nos clients. Donc oui, nous sommes contents de faire le premier pas, mais encore une fois, en complément de ce que nous offrons. Le monde de l'entreprise, de l'informatique d'entreprise ne va pas basculer d'un jour à l'autre sur un nouveau modèle. Il s'agit d'innovations, il y aura des pionniers, comme

toujours dans cette aventure, et, oui, il n'y a aucune raison que CAPGEMINI laisse la place à d'autres de nos concurrents.

STEPHANE SOUMIER: Et est-ce que vous avez une forme d'exclusivité, Monsieur NICOLET, sur justement le soutien aux applications que pourrait développer GOOGLE?

PATRICK NICOLET: On a un temps d'avance.

STEPHANE SOUMIER: C'est votre métier qui est en train de changer, ça, Patrick NICOLET?

PATRICK NICOLET: Effectivement, le métier de l'intégrateur de systèmes est en train de changer, oui, il y a des mutations technologiques importantes qui influent sur non seulement le nôtre, mais sur l'ensemble de nos partenaires également.

STEPHANE SOUMIER: Oui, la grande idée de GOOGLE, mais là, je parle vraiment sous votre contrôle, c'est de gérer l'ensemble de ces applications à distance, comme vous dites, le logiciel reste chez le propriétaire, et donc on fait l'ensemble de l'assistance notamment à distance?

PATRICK NICOLET: Oui.

STEPHANE SOUMIER: Et ça aussi, pour vous, ça peut être quelque chose d'important, enfin, dans la modification de votre métier, dans la façon dont vous pouvez opérer à l'avenir?

PATRICK NICOLET: Totalement, parce que le modèle économique est différent. Donc à la place d'acheter un logiciel, de payer des licences, et puis ensuite, de payer un support, vous payez à l'usage, à l'utilisation de ce que vous faites. Donc les questions aussi d'intégration par rapport au domaine applicatif, dont vous pourriez rester propriétaire, se posent différemment. Donc l'interaction, la transaction entre l'éditeur ou le fournisseur de solutions logiciels, et de même qu'avec l'intégrateur de services, est différente.

STEPHANE SOUMIER: Mais – et je vais terminer là-dessus – d'une certaine manière quand même, CAPGEMINI se paie un bain de Jouvence, j'ai presque envie de dire, Patrick NICOLET c'est-à-dire, vous envoyez le signal de dire : nous ne sommes pas le dinosaure installé, nous sommes capables d'aller réfléchir aux applications les plus modernes.

PATRICK NICOLET: Totalement, le dinosaure ne fait pas partie de notre vocabulaire.

STEPHANE SOUMIER: Dinosaure ne fait pas partie de votre vocabulaire. Merci beaucoup Patrick NICOLET.

PATRICK NICOLET: Très bien. Merci.

STEPHANE SOUMIER: Je vous remercie d'avoir été avec nous ce matin.

PATRICK NICOLET: Très bonne journée.

STEPHANE SOUMIER: Bonne journée à vous.

PATRICK NICOLET: Au revoir. FIN#



## EUROPE 1 JOURNAL DE L'ECONOMIE

11/09/2007

THIERRY FRERET: Axel, ce matin, GOOGLE et le français CAP GEMINI s'associent pour proposer ensemble des services de bureautique et de ligne aux entreprises et il s'agit, entre autre, d'un traitement de textes compatible avec Word.

AXEL DE TARLE: Oui aujourd'hui on le sait, toute l'informatique est dominée par MICROSOFT qui équipe 95% des ordinateurs sur terre, tout le monde écrit ses textes sur Word par exemple, pour les tableurs de calcul eh bien c'est Excel, pour la messagerie Outlook de MICROSOFT est en bonne place. C'est d'ailleurs au passage, bien ce qu'on reproche à MICROSOFT, profiter de son incontournable logiciel d'exploitation Windows pour nous imposer ensuite tous ses logiciels de bureautique. Eh bien justement, c'est tout l'intérêt de cette offre GOOGLE - CAP GEMINI, petit cocorico au passage d'ailleurs puisque c'est une société française CAP GEMINI, qui a été choisi par le géant américain de l'Internet GOOGLE. Alors, de quoi s'agit-il ? Eh bien il s'agit de proposer en ligne depuis le site GOOGLE, un tableur, un traitement de textes, une messagerie électronique, bref, d'échapper à cette bureautique MICROSOFT, même si, pas de panique, le traitement de textes de CAP GEMINI – GOOGLE est compatible avec word. Alors est-ce là le début de la fin de MICROSOFT ? Eh bien chez CAP GEMINI pas d'arrogance, on préfère souligner les avantages de cette offre de bureautique en ligne, tout d'abord vous n'avez pas à vous soucier du bon fonctionnement des logiciels puisqu'ils ne sont pas sur votre machine, mais ils sont sur Internet. Et puis surtout grand avantage, eh bien c'est qu'avec ce système on peut travailler en ligne à plusieurs sur le même texte et depuis n'importe quel poste. Bref on le voit, les

## La Tribune

### La Tribune

10/09/2007

#### Google attendu sur le terrain des télécoms

Le moteur de recherche pourrait lancer son propre téléphone portable ou un système d'exploitation pour mobile. Il s'intéresse aussi aux fréquences. C'est le sujet le plus brûlant de la blogosphère. Dans le sillage d'Apple avec son iPhone, le géant de l'Internet Google s'apprêterait à se lancer dans la téléphonie mobile. Selon certains sites spécialisés, il pourrait même l'annoncer dès la semaine prochaine. La rumeur n'est pas nouvelle et circule au moins depuis le début de l'année. Elle a enflé depuis un article du Wall Street Journal du 2 août affirmant que Google avait « dépensé des centaines de millions de dollars dans un projet de téléphone mobile » et développé « des prototypes de combinés ». Ira-t-il, ira-t-elle pas ? Les paris sont ouverts. Le géant de Mountain View reste muet sur ces rumeurs, soulignant qu'il discute avec tous les opérateurs et les fabricants de mobile pour qu'ils incluent ses applications dédiées au portable (recherche, géolocalisation, mail, etc.). Selon Business Week, Google préparerait plutôt un nouveau système d'exploitation pour mobile, concurrent du Symbian de Nokia et du Windows Mobile de Microsoft. MARCHÉ ESTIMÉ ENTRE 300 ET 400 MILLIARDS D'EUROS Plutôt en retard sur ce marché, Google a compris que le prolongement de l'Internet est le téléphone mobile. L'enjeu pour lui est double: déployer ses services, donc sa marque, sur portable, et croquer une part du gâteau naissant de la publicité sur mobile. Ce marché, estimé entre 300 et 400 millions de dollars aux Etats-Unis cette année, pourrait atteindre 3,9 milliards en Amérique du Nord et 14,7 milliards dans le monde en 2011, selon le Gartner Group. « L'intérêt de la publicité sur mobile est qu'elle est deux fois plus rentable que les autres publicités, car elle est plus personnelle » a déclaré récemment le directeur général de Google, Eric Schmidt. L'opérateur Verizon Wireless a précisément choisi de ne pas intégrer le moteur de Google dans ses services pour mobile, estimant qu'il réclamait une part « disproportionnée » des recettes publicitaires. Faute de réseau, Google devra pourtant travailler avec les opérateurs existants s'il veut lancer son CAPGEMINI PARTENAIRE Le groupe de services informatiques doit annoncer aujourd'hui un partenariat avec Google dans l'infogérance. Capgemini va intégrer à son offre de services les logiciels bureautiques Google Apps. « Nos clients n'auront plus à gérer la maintenance de leurs applications, hébergées par Internet, et pourront partager et modifier des données en temps réel, sans passer par leur propre système informatique », explique Capgemini. propre téléphone: il aurait notamment approché AT & T, Vodafone et même Orange. Plusieurs fabricants, dont le taiwanais HTC, auraient créé des prototypes du « gPhone », un modèle à écran tactile, wi-fi et 3G. L'idée de Google serait de le vendre à moins de 100 dollars et sans abonnement, la publicité finançant les communications. À terme, Google n'exclut pas de devenir opérateur. Il est prêt à investir 4,6 milliards de dollars pour gagner des fréquences qui seront libérées par le passage de la télévision au numérique aux Etats-Unis.

### AG Presse

10/09/2007

#### Paris attendue dans le rouge

Les mauvais chiffres de l'emploi américains de vendredi devraient de nouveau peser sur la Bourse de Paris. Vendredi, le CAC 40 a fini sur un fort repli de 2.63% à 5430.10 points. Le marché parisien était plombé par Société Générale (-3.91%) qui dévissait suite à des rumeurs d'avertissement sur ses résultats du troisième trimestre. Tout le secteur bancaire était alors affecté. Vers la fin de séance, les pertes se sont creusées, après l'annonce d'une contraction du marché du travail aux Etats-Unis en août. Pour la première fois depuis quatre ans, le marché du travail s'est contracté aux Etats-Unis, avec la suppression de 4000 emplois par rapport à juillet. Les chiffres sont considérés comme très mauvais par les analystes, les opérateurs ayant tablé jusque là sur 110000 créations d'emplois sur le mois. Les opérateurs estiment que la crise des marchés financiers commence à se faire sentir et que l'emploi va continuer de se dégrader ce qui a renforcé les anticipations de détente monétaire de la Fed lors de sa réunion du 18 septembre.



Les statistiques du jour :

Sur le plan macroéconomique, la France publiera sa production industrielle de juillet, et le Royaume-Uni, pour le mois d'août, ses prix à la production (PPI) hors alimentation et énergie, ainsi que le PPI output et input. Les Etats-Unis annonceront à 21h00, les chiffres du crédit à la consommation de juillet. Les valeurs du CAC 40 à suivre : Mittal Steel, Cap Gémini, L'Oréal, Peugeot, Renault, Société Générale, EDF Citigroup a abaissé sa recommandation d'"achat" à "conserver" sur Arcelor Mittal. Par ailleurs, le groupe prévoit de racheter 51% des actions de Rozak, principal distributeur turc de produits sidérurgiques. Capgemini a rendu publique la signature d'un partenariat stratégique avec Google dans l'infogérance. Le groupe proposera de nouveaux outils bureautiques à ses clients. L'Oréal a déposé en août une assignation en justice dans cinq pays européens à l'encontre du site d'enchères eBay. L'accusation porte sur la "contrefaçon de parfums". Confirmant des informations parues sur le journal Libération de samedi, le porte-parole de L'Oréal a confirmé que l'assignation a été déposée dans cinq pays, soit l'Allemagne, le Royaume-Uni, la Belgique, l'Espagne et la France. Dans une interview à la Tribune, PSA Peugeot Citroën prévoit de supprimer plusieurs milliers d'emplois par an en Europe de l'Ouest au cours des trois prochaines années. 2007 s'achèvera sur 7 à 8 000 suppressions de postes. Ces suppressions d'emplois visent à réduire de 30% les coûts fixes du groupe. Carlos Ghosn, pdg de Renault a déclaré que le groupe n'est pas intéressé par Jaguar, la marque de luxe mise en vente par Ford. Le constructeur français souhaite s'imposer dans le haut de gamme avec la Laguna. Dans une interview accordée au Figaro, le PDG de la Société Générale indique que la crise est sous contrôle, "même si on ne peut pas exclure un incident quelque part dans le monde". EDF détient désormais plus de 88% du capital d'Electricité de Strasbourg suite au rachat de la part d'EGL. Le montant de la transaction s'élève à 150 millions d'euros. On suivra de près les valeurs de la grande distribution. Les grands fabricants de jouets et les distributeurs ont reçu un rapport du Conseil de la concurrence. Ce dernier les suspecte de s'être entendus sur les prix au détriment des consommateurs. Ils devront répondre avant l'audience contradictoire de la mi-décembre.

## LE FIGARO

**Le Figaro**

**10/09/2007**

### **Google, le nouvel empire de la publicité**

Le géant de Mountain View a transformé des services gratuits en mine d'or publicitaire. Il est désormais bien décidé à s'emparer de nouveaux marchés. LARRY PAGE et Serge Brin, les fondateurs de Google, n'avaient sans doute jamais rêvé d'une telle réussite. La petite entreprise employant 39 salariés en 1999 est devenue une multinationale de plus de 10 000 personnes, désormais surnommée « l'Ogre de Mountain View ». Créé il y a moins de dix ans, l'empire réalise plus de dix milliards de dollars de chiffre d'affaires et a engrangé en 2006 un bénéfice de 3,6 milliards de dollars. À la réussite commerciale s'ajoute l'appétit des investisseurs. Depuis son entrée en Bourse en août 2004, Google est devenue l'une des cinquante plus importantes capitalisations boursières au monde. Avec 163 milliards de dollars, la sienne est supérieure à celle d'IBM, mais inférieure à celle du numéro un mondial de l'agro-alimentaire, Nestlé. Ce succès foudroyant a été obtenu en séduisant des dizaines de millions d'utilisateurs d'Internet qui ont changé leur manière de consommer, de s'informer, de se divertir. Tout a commencé avec le moteur de recherche indexant des millions de données pour satisfaire la curiosité des internautes. En 2002, on dénombrait une cinquantaine de millions d'utilisateurs. Cinq ans plus tard, Google en comptait 544 millions, contre 472 millions pour son concurrent américain, Yahoo!. Surtout, les fondateurs de Google ont eu l'idée géniale de fournir à leur public des informations gratuites en présentant l'addition à d'autres interlocuteurs: les annonceurs. Ces derniers se cachent discrètement derrière des liens commerciaux affichés sur la page des résultats de recherche. Une astuce qui a donné naissance à un nouveau modèle économique. Des millions d'internautes se sont ainsi habitués à utiliser gratuitement des services fournis par leur marque favorite sur Internet. Satisfaire les internautes L'audience de Google n'a cessé de s'élargir, attirant du même coup une masse toujours croissante d'investissements publicitaires, qui constituent encore aujourd'hui plus de 90 % de ses revenus. Pour continuer à satisfaire leurs fidèles, les ingénieurs de Google ont innové. Après la réponse aux requêtes des internautes, Google a étoffé son offre en lançant en 2002 Google News, une offre d'informations sur l'actualité; Gmail, sa messagerie par courrier électronique, en 2004. Comme dans La Complainte du progrès, la chanson de Boris Vian, la liste des nouvelles applications s'allonge: les cartes et les plans, les services de traduction, l'édition et le stockage de photos numériques, l'agenda partagé... Comme Microsoft, l'ancienne start-up, fondée par

les deux étudiants de Stanford , ne compte plus sur ses seules forces . Elle n' hésite pas à puiser dans ses coffres pour s' offrir des entreprises innovantes . En juillet , Google a mis la main pour 625 millions de dollars sur Postini , une société spécialisée dans la sécurité informatique en ligne. En avril , il s' est emparé pour 3 ,1 milliards de dollars de DoubleClick , la régie publicitaire en ligne . Il a étonné le monde en acquérant il y a un an pour 1 ,6 milliard de dollars YouTube , la plate-forme d' échange de vidéos lancée par un autre duo de jeunes créateurs . Un téléphone portable attendu Insatiable , l' écran de l' ordinateur ne lui suffit plus . L' « ogre » a compris que le téléphone mobile deviendrait une vitrine de choix pour ses services et ceux de ses annonceurs . Certains s' attendant à ce que Google lance dans quelques mois son propre téléphone portable , le Gphone . Car l' empire Google sait attirer le grand public . Il sait aussi répondre aux besoins des dirigeants d' entreprise .

## Les Echos

LE QUOTIDIEN DE L'ÉCONOMIE

Les Echos

10/09/2007

### Capgemini va proposer la suite bureautique de Google

C' est une pierre dans le jardin de Microsoft . Google et Capgemini annoncent aujourd' hui la signature d' un partenariat dans le domaine des suites bureautiques . La SSII française va intégrer à son catalogue les logiciels en ligne Google Apps Edition Premium du moteur de recherche . Lancée en février dernier , cette suite comprend traitement de texte , tableur , messagerie , calendrier et messagerie instantanée et constitue la première étape de l' offensive de Google sur l' un des marchés clefs de Microsoft . A la suite de cet accord , Capgemini proposera à ses clients l' achat et la gestion des applications Google Apps ainsi que l' assistance à leurs utilisateurs . La division infogérance de la SSII française gère aujourd' hui les applications bureautiques d' un peu plus d' un million d' utilisateurs dans le monde . Pour Google , ce partenariat avec Capgemini va permettre de crédibiliser la démarche du moteur de recherche auprès des grandes entreprises . Accessible pour 50 dollars par an par utilisateur , la suite de Google offre un avantage financier indéniable , tout en intégrant un mode de travail collaboratif , qui permet à plusieurs personnes d' œuvrer simultanément sur un même document . Mais les Google Apps ont suscité des interrogations quant au niveau de sécurité et de confidentialité des informations stockées à distance . La conformité des applications avec certaines obligations légales des grandes entreprises , comme l' archivage des e-mails , a également pose question . Pour combler ces failles , Google a racheté , en juillet dernier , 625 millions de dollars cash , le spécialiste des communications sécurisées Postini , soit la troisième plus grosse acquisition de son histoire , après YouTube et DoubleClick . Aujourd' hui , Google revendique un peu plus de 100.000 entreprises clients dans le monde. Pour autant , le moteur de recherche reste un groupe à la culture grand public. La marque Capgemini ne sera pas de trop pour changer cette perception au sein des entreprises . Une offre de prestations élargie Pour la SSII française , cet accord constitue un moyen d' élargir son offre de prestations en misant sur un nouveau marché , celui du logiciel à la demande . Après neuf mois de discussions , liées notamment à la définition d' un « business model » adapté à ce nouveau type d' offres , la SSII parie sur un déploiement de la suite bureautique dans l' industrie , la distribution ou encore certains secteurs des services . « Dans un centre d' appels par exemple , le management a besoin d' outils de productivité avancés comme Office mais ce n' est pas le cas de 85 %% des employés » , explique David Payling , en charge du partenariat avec Google chez Capgemini . Selon le cabinet d' études Gartner , le marché des logiciels en ligne devrait représenter un chiffre d' affaires de 5 ,1 milliards de dollars dans le monde cette année , soit une progression de 21 %% par rapport à l' an dernier .



**Reuters**

**10/09/2007**

### **Capgemini va proposer les applications de Google**

PARIS (Reuters) - Capgemini annonce lundi avoir signé un partenariat stratégique avec Google dans l'infogérance afin de proposer des services bureautiques développés par le géant américain de la recherche Internet. Dans un communiqué, le groupe français de conseil et de services informatiques précise qu'il permettra aux utilisateurs des entreprises clientes de ne plus avoir à gérer la maintenance, l'exploitation et l'hébergement des applications, celles-ci étant disponibles sur l'Internet. Il distribuera aussi les services comme le traitement de texte et le tableur ainsi que la messagerie. "Le groupe proposera ainsi à ses clients et futurs clients des services allant de l'achat à la gestion des applications 'Google Apps' en passant par leur installation, leur maintenance et l'assistance à leurs utilisateurs", ajoute-t-il

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**Le Monde Informatique**

**10/09/2007**

### **Capgemini proposera le support de Google Apps aux entreprises**

La version payante de la suite bureautique en ligne de Google pourra désormais être distribuée et maintenue par la SSII. Un grand pas pour Google dans sa stratégie de conquête des entreprises. Peu à peu, les briques de l'offre bureautique professionnelle en ligne de Google se mettent en place. Le moteur de recherches a signé un accord avec Capgemini : la SSII fournira le support aux grandes entreprises choisissant d'utiliser la version payante, Premier Edition, de Google Apps. Forte des fonctionnalités classiques d'une suite bureautique - traitement de texte, tableur, et bientôt un éditeur de diaporamas - Google Apps offre surtout des éléments liés au travail collaboratif : email, agenda, travail en commun sur un document... C'est justement cette dernière fonctionnalité qui fait la différence, pour Capgemini. Comme l'explique dans son blog le directeur technique de la SSII, Andy Mulholland (dans une note écrite avant l'annonce officielle de l'accord), il ne s'agit pas d'opposer Microsoft Office et Google Apps en termes binaires - l'une étant bien, l'autre pas, ou l'une étant pour les grands groupes l'autre non -, mais de s'interroger sur leur utilisation. De fait, la SSII installe et supporte Microsoft Office et continuera de le faire, il lui faut donc trouver un positionnement relatif des deux offres. Andy Mulholland écrit ainsi : « Pour moi, la question est : cherchez-vous un environnement de document hébergé pour travailler de façon collaborative sur une base ad hoc, ou bien cherchez-vous un environnement interne contrôlé pour la gestion de l'information ? » Malgré ses quelque 450 millions d'utilisateurs, et les services en ligne (la gamme Live) récemment lancés, Microsoft Office n'a pas d'offre hébergée équivalente. Pour Microsoft, Office sert la productivité individuelle, tandis que la productivité en équipe est du ressort des autres offres de la gamme Office System, à commencer par le portail Sharepoint. Google est donc en avance sur ce point, mais tous les analystes soulignent le défaut majeur de ce type d'offre : la sécurité. Que celle-ci

concerne le fonctionnement, pour des serveurs qu'on n'héberge pas soi-même, ou les documents proprement dits, stockés hors des pare-feu de l'entreprise. En sus des services de mise en place et de synchronisation que Capgemini assurera en vertu de cet accord, la SSII voit donc se profiler devant elle la gestion des applications clientes et la sécurité des données hébergées.



**AFP**

**10/09/2007**

### **Capgemini et Google signent un partenariat dans l'infogérance**

Le groupe français de conseil et services informatiques Capgemini a indiqué lundi avoir signé un partenariat dans l'infogérance avec le moteur de recherche sur internet Google. Ce contrat, dont le montant n'est pas précisé, va permettre au groupe français d'"élargir son offre de services" en proposant à ses clients "les logiciels bureautiques de la suite +Google Apps Edition premium+", souligne Capgemini dans un communiqué. Sur le site de Google, "Google Apps Edition Premium" est présentée comme "une solution intégrée destinée aux entreprises qui souhaitent remplacer leurs services de messagerie ou compléter leur infrastructure par des fonctionnalités de collaboration plus perfectionnées". Cette suite comprend notamment la messagerie gmail, du traitement de texte, un tableur et un calendrier. Avec "Google Apps", Capgemini espère notamment permettre aux utilisateurs des entreprises clientes de "ne plus avoir à gérer la maintenance, l'exploitation et l'hébergement des applications, car celles-ci sont disponibles via internet", et "de bénéficier de services bureautiques complets". Capgemini gère actuellement avec sa division infogérance les applications bureautiques d'un peu plus d'un million d'utilisateurs dans le monde, précise le communiqué.



**01 net**

**10/09/2007**

### **Cap Gemini va proposer la suite bureautique en ligne de Google**

La SSII française a signé un accord de distribution de la suite Google Apps Edition Premier. Une pierre dans le jardin de Microsoft. Joli coup pour Google. Engagé dans le développement d'applications en ligne, le géant américain a annoncé ce matin, lundi 10 septembre, avoir signé un accord avec Cap Gemini. La SSII française va proposer à ses clients la suite bureautique en ligne Google Apps Edition Premier par le biais de sa division, Distributed desktop services, chargée de fournir des solutions en ligne sur le poste de travail. « La solution de Google est totalement complémentaire des suites bureautiques classiques. Elle est idéale pour les employés qui n'ont pas de PC attribué comme les vendeurs en magasin ou les agents qui interviennent sur des lignes de production. Elle peut aussi servir d'outils de travail collaboratif entre des salariés et des personnes extérieures à l'entreprise (clients, fournisseurs, etc.) amenés à travailler ensemble de manière temporaire sur un projet commun », précise Patrick Nicolet, responsable des ventes à Cap Gemini. Lancé en février dernier, Google Apps Edition Premier contient les principaux outils bureautiques : un traitement de texte, un tableur, un agenda et une messagerie. Ces outils s'utilisent avec un navigateur Internet mais, à la différence des versions gratuites des Google Apps, ils n'affichent pas de publicités. Les documents et les informations - jusqu'à 10 Go par utilisateur - sont hébergées sur les serveurs de Google, qui louent ce service 40 euros par an et par utilisateur.

Le soutien de Cap Gemini pourrait être déterminant

En l'état, l'offre de Google n'a pas encore rencontré un grand succès. La location d'applications n'a généré que 70 millions de dollars de chiffre d'affaires au premier semestre, une goutte d'eau (1 %) par rapport aux revenus drainés par la publicité en ligne. L'accord signé avec Cap Gemini pourrait changer la donne.

C'est en effet la première fois qu'une SSII de cette taille signe un tel accord avec Google. Cap Gemini gère plus de 1 million de postes de travail dans le monde. Il continuera, bien sûr, à déployer des solutions bureautiques classiques comme la suite Office de Microsoft, mais l'offre de Google pourrait séduire bon nombre de ses clients. Les grands comptes sont attentifs au développement de solutions bureautiques en ligne sur le modèle dit SaaS (Software as a Service). Certains groupes français comme Essilor, Nexans ou L'Oréal expérimentent déjà la suite bureautique de Google. « Le Cigref (1) a organisé et va continuer à organiser des réunions entre membres afin de réfléchir sur le sujet. L'implémentation rapide, la logique de service et les possibilités de forfaitisation intéressent certains de nos membres. Les principaux freins restent les aspects sécurité [localisation des serveurs, mise à jour des boîtes noires, NDLR] et contractuels [juridiction compétente] », explique Stéphane Rouhier, responsable des relations presse du Cigref. De ce point de vue, l'accord signé avec Cap Gemini devrait permettre de donner plus de crédibilité à l'offre de Google. « Nous allons nous porter garant sur un plan juridique de la disponibilité, de la fiabilité et des aspects de confidentialité de la solution ainsi mise en oeuvre », assure Patrick Nicolet. Pour plus de sécurité, le groupe français mettra notamment en place une sauvegarde des données hébergées par Google. Cap Gemini se donne jusqu'à la fin de l'année pour expérimenter son offre auprès de ses clients avant de définir un budget pour l'année calendaire 2008. Une expérimentation



**Boursorama**

**10/09/2007**

### **Capgemini et Google signent un partenariat dans l'infogérance**

Le groupe français de conseil et services informatiques Capgemini a indiqué lundi avoir signé un partenariat dans l'infogérance avec le moteur de recherche sur internet Google.

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**10/09/2007**

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## **01 Informatique**

**21/09/2007**

### **Caemini introduit Google A auprès des grands comptes**

BUREAUTIQUE . Google vient de signer avec la SSII un premier grand partenariat pour promouvoir l' édition professionnelle de Google Apps. Accord remarqué entre Capgemini et Google. C' est, en effet , la première fois qu' une grande société de services informatiques s' engage à proposer à ses clients la suite logicielle sur internet Google Apps Edition Premier, ancée en février dernier. Un coup marketing bien orchestré , qui donne- indéniablement du crédit à l' offer d' applications du moteur de recherché auprès des grandes entreprises. En clair, Capgemini va proposer la suite aux clients dont elle gère déjà le parc informatique, via sa division Desktop Distributed Services . Au même titre qu' elle assure déjà des prestations d' assistance technique autour des suites bureautiques et des outils de messagerie de Microsoft et de Lotus. La suite Google Apps Edition Premier 2 QUESTIONS A... regroupe des applications bureautiques et collaboratives: traitement de texte , tableur, agenda et messagerie électronique . A la différence des solutions traditionnelles , cette suite s' utilise en ligne via un navigateur internet, et les données sont hébergées dans les centres de données de Google. Son coût d' utilisation est de 50 dollars par an et par utilisateur. Capgemini proposera l' application à ses clients au même tarif, les bandeaux publicitaires en moins. A ce prix il faut ajouter les coûts générés par des services de maintenance et d' intégration , ou encore ceux des prestations de sécurité et de mise en conformité nécessaires à une utilisation de l' application dans un environnement d' entreprise. Les Google Apps ont suscité des interrogations sur le niveau de sécurité et de Roberto Solimene, directeur Europe de Google Enterprise porte ariat. « Capgemini va proposer un packaging de services complet pour donner aux usagers le choix entre bureautique installée sur le poste et bureautique sur internet: conseil en architecture , migration , organisation des informations pour le passage à cette nouvelle application , et archivage d' e-mails seront intégrés à l' offre existante de la SSII. » 24 chezvous asser sur les te Cfe Microsoft ? « Google Apps n' a pas été conçu pour concurrencer Office . Il se présente plu tôt comme une offre complémentaire . De nombreux alariés n' utilisent au quotidien que 20 à 30 %% des fonctions d' Office , et paient pourtant l' intégralité de la icence . Par contre, les « power users » ayant besoin d' une feuille de calcul puissante et de toutes les fonctions continueront sûrement d' utiliser Office » confidentialité des informations stockées à distance ou sur la conformité des applications avec certaines obligations légales des grandes entreprises . Le partenariat avec Capgemini est censé modifier cette perception négative: la SSII garantit , par exemple, la sauvegarde et l' archivage des données utilisés p nu I . Google Apps . Pas de concurrence frontale avec Microsoft . Google chasse-t-il ainsi sur les terres de Microsoft ? Les protagonistes refusent d' évoquer une concurrence frontale avec l' éditeur de Redmond . « ous ciblerons notamment une population mobile, moins en contact direct avec l' informatique de l' entreprise, ypiquement une force commerciale . C' est donc un moyen de completer notre offre » , affirme Patrick Nicolet , directeur des ventes et alliances du groupe Capgemini . L' aspect le plus important de Google Apps est, en effet, la possibilité de partager en ligne des documents et de collaborer de façon simultanée avec d' autres utilisateurs. Pour la SSII française , il s' agit d' un moyen de se différencier de la concurrence dans le marché très concurrentiel de l' externalisation du poste de travail . Dans ce domaine où le coût par poste est âprement négocié et la marge réduite , l' intégration d' une offre comme celle de Google pourrait s' avérer un argument de poids pour les clients n' utilisant pas Office de façon intensive. Des economies substantielles sont donc possibles chez un grand compte possédant des milliers de postes de travail .



## **01 Informatique**

**21/09/2007**

### **Lundi Yahoo Apps**

L'entreprise 2.0 tient le devant de la scène . La semaine dernière , Capgemini annonçait son support des Google Apps . Sur ce terrain , Yahoo n'entend pas s'en laisser compter. Il vient de se payer pour 350 millions de dollars l'éditeur californien Zimbra . Celui-ci développe une suite collaborative en mode Saas ( Software as a Service , voir page 14) , composée d'un client webmail , d'un traitement de texte et tableur en ligne , d'un agenda partagé , et d'un client « desktop » pour travailler en mode déconnecté .  
Démon sur [www.zimbra.com](http://www.zimbra.com) .



## **Ipsos.com**

**26/09/2007**

Le dépôt du nom de domaine Google.com le 15 septembre 1997 marquait un jalon dans l'histoire d'internet encore naissant, mais à l'époque, personne ne pouvait encore deviner l'ampleur du séisme qui venait d'être déclenché par ses inventeurs, Larry Page et Sergey Brin. Le nom, imaginé l'année précédente par les deux compères, étudiants à l'université de Stanford (Californie) et âgés tous deux de 24 ans, s'inspirait de 'Googol', qui symbolise en mathématiques le 10 élevé à la centième puissance (ou 1 suivi de cent zéros). Un indice qui en disait long sur les intentions des concepteurs, si toutefois quelqu'un s'y était intéressé... Celles-ci se concrétisaient le 7 septembre 1998, avec le lancement du site en version bêta. D'une surprenante sobriété (elle ne sera jamais abandonnée), celui-ci s'articulait autour d'un moteur de recherches construit autour d'une idée révolutionnaire et novatrice pour l'époque, consistant à rechercher sur chaque page web les liens vers d'autres sites et à étendre cette recherche indéfiniment, de façon à augmenter exponentiellement le nombre de sites référencés. Cela marcha au-delà de toute espérance ! Le 21 septembre 1999, le site abandonnait son statut provisoire de "bêta" alors que le nombre de pages référencées ne cessait d'augmenter pour atteindre le demi milliard en 2000, 1,6 milliard en 2001, 4,2 milliards en 2004 et 21 milliards en 2005. Le monde de Google Mais la galaxie Google, c'est aussi une série impressionnante de services apparaissant à une cadence stupéfiante dans le sillage de la célèbre Google Toolbar proposée (certains diront imposée) en 2000. Plus remarquable encore, la firme de Mountain View, dont les débuts à la fois laborieux et financièrement difficiles dans un garage paraissaient déjà bien loin, sut innover en parfaite adéquation avec une stratégie financière reposant sur une nouvelle vision du web. Exploitant les données fournies - volontairement ou non - par les internautes pour orienter la publicité au cas par cas, elle initia ce que l'on appelle aujourd'hui la "publicité ciblée". Parmi les nombreux services mis en place par Google, et dont Futura-Sciences se fait régulièrement l'écho, émergent entre autres Gmail, le logiciel d'e-mail caractérisé par un volume d'archivage individuel gigantesque pour l'époque (2004) de 1 Go par abonné; Google Desktop Search (même année), Google Print, Google Maps qui, toujours en 2004, préfigurait le dorénavant célèbre Google Earth apparu l'année suivante, sans oublier Google Talk, une initiative intéressante entant en concurrence avec MSN de Microsoft, et Google Video en 2006. Nous ne saurions cependant être complets sans détailler le phénomène Google Earth qui, apparu en 2005, devait préfigurer à lui seul toute une série de services liés à l'observation de la Terre, de ses ressources ou même de suivre la progression des scores électoraux en direct, comme ce fut le cas lors des dernières présidentielles Françaises ! Mais Prenant appui sur notre petite planète bleutée, ce service devait bientôt s'étendre à la Lune avec Google Moon, puis rebondir sur la Planète rouge en proposant Google Mars, et s'élancer dans l'espace profond avec Google Sky, un dispositif de visualisation du cosmos en ligne à faire pâlir de jalousie certains logiciels spécialisés. Mais ce n'est pas fini... Depuis peu, la pieuvre Google s'attaque à la concurrence tout en visant très haut. Ainsi, en s'associant à CapGemini, un des leaders mondiaux du conseil en management et des services

informatiques, la firme s'est introduite dans le secteur des suites bureautiques en ligne avec Google Gears, concurrençant directement Office Live de Microsoft dont la fureur est à peine dissimulée et confirmant clairement les intentions de ses dirigeants. La mise en service d'un logiciel de présentation en ligne, qui devrait apparaître sous peu, doit constituer la clé de vôte de cet édifice et asseoir définitivement la réputation de Google parmi les éditeurs de logiciels, avec un avenir qui s'annonce redoutable si l'on considère l'expérience et le savoir-faire acquis par le rachat d'autres entreprises telles Blogger, Picasa (2004), YouTube, JotSpot (2006), DoubleClick (2007), et c'est loin d'être fini. On ne saurait parler de Google sans évoquer la dernière initiative de ses concepteurs. Le "Google Lunar X Prize", c'est son nom, est un concours doté d'un prix de 30 millions de dollars destiné à récompenser la première entreprise privée qui arrivera à expédier un robot sur la Lune, capable de se déplacer et de retransmettre des images à la Terre. Tout un programme ! Et dans dix ans ?

### **La Correspondance économique**

**11/09/2007**

Capgemini / Google : Le groupe de conseil et services informatiques Capgemini a signé un partenariat dans l'infogérance avec le moteur de recherche sur Internet Google. Ce contrat, dont le montant n'est pas précisé, va permettre au groupe français d'"élargir son offre de services" en proposant à ses clients "les logiciels bureautiques de la suite Google Apps Edition Premium" souligne Capgemini. Cette suite comprend notamment la messagerie gmail, du traitement de texte, un tableur et un calendrier.



**le web de l'économie**

### **Capgemini to cooperate with Google (Capgemini va proposer la suite bureautique de Google).**

Les Echos

By: Emmanuel Grasland

9/10/2007

URL: Unavailable

French software engineering company **Capgemini** has entered into a strategic partnership with Google, the US search engine, in the field of office software. As part of the agreement, **Capgemini** will integrate the US company's Google Apps Edition Premium online software into its product catalogue. The French company will then allow its customers to purchase and manage the Google Apps applications and will offer assistance to users. The software, which was launched on the market in February, represents the first step in Google's plan to enter one of the key markets of US software group Microsoft.

The agreement will allow **Capgemini** to broaden its range of services by focusing on a new market, that of software on demand. It is estimated that worldwide turnover on online software will total \$5.1bn this year, up 21 per cent on last year. Google hopes that the cooperation agreement will lend some credibility to its plans to offer more services to large companies.



**le web de l'économie**

Les Echos

**19/09/2007**

### **IBM veut concurrencer le logiciel Office**

Après Google, IBM va dévoiler une suite bureautique gratuite, baptisée Symphonie, avec l'objectif de concurrencer l'une des activités les plus lucratives de Microsoft. La pression s'accroît sur l'activité bureautique de Microsoft. Après Google, qui propose une suite bureautique en ligne comprenant traitement de texte et tableur, c'est au tour d'IBM d'attaquer l'activité la plus lucrative du géant de



Redmond après Windows . « Big Blue » va lancer une suite bureautique gratuite baptisée « Symphony », qui sera téléchargeable gratuitement sur Internet . Cette suite comprendra un traitement de texte , un tableur et un logiciel de présentation qui concurrenceront les logiciels Word, Excel et PowerPoint de Microsoft . IBM Offrira également logiciel aux clients de Lotus Notes , son outil de travail collaboratif concurrent d' Outlook e

Microsoft . Cette nouvelle offre d' IBM va s' appuyer sur la suite libre et gratuite OpenOffice.org. La semaine dernière, IBM avait annoncé qu' il rejoignait cette communauté créée par le groupe américain Sun en 2000, suivant ainsi des acteurs du monde du logiciel libre comme Red Hat ou Ubuntu. Téléchargée à près de 100 millions d' exemplaires dans le monde , selon ses supporters , la suite OpenOffice.org n' a cependant pas été une gêne pour Microsoft jusqu'à présent . L' éditeur de Windows revendique environ 500 millions de clients dans les entreprises pour sa suite Office et a vendu 71 millions de licences de la dernière version de son logiciel lors de son \* exercice 2006-2007 . Pour autant, la marquée et les ressources d' IBM pourraient donner un coup de fouet au logiciel libre sur le marché des suites bureautiques . La firme va en effet mobiliser des développeurs à plein temps sur l' amélioration du logiciel. Accord avec Capgemini En quête de crédibilité dans le monde des grandes entreprises , Google a également dévoilé la semaine dernière un partenariat avec Capgemini sur ce segment de marché . La SSH française va intégrer à son catalogue les logiciels en ligne Google Apps Edition Premium du moteur de recherche , qui comprennent traitement de texte , tableur , messagerie , calendrier et messagerie instantanée . Accessible pour 50 dollars par an et par utilisateur , la suite de Google offre un avantage financier indéniable, tout en intégrant un mode de travail collaboratif ,qui permet à plusieurs personnes de travailler simultanément sur un même document. Pour autant , elle a suscité des interrogations quant au niveau de sécurité et de confidentialité des informations stockées à distance .



**Silicon.fr**  
**19/09/2007**

#### **IBM lance sa propre suite bureautique gratuite**

Le logiciel Lotus Symphony vient rejoindre les applications OpenOffice et Google. Docs dans la lutte contre Microsoft Office. IBM vient à son tour de publier une suite gratuite de logiciels bureautiques, ajoutant un nouveau nom à la liste des rivaux de Microsoft Office. Similaire à Lotus Notes 8, Lotus Symphony regroupe un logiciel de traitement de texte, un tableur et un logiciel de présentation. Les programmes permettent aux utilisateurs de créer, gérer, modifier et importer des documents au format ODF (Open Document Format). La suite peut également importer et modifier des documents Microsoft Office et les enregistrer au format ODF. Cette initiative intervient après l'entrée d'IBM dans le groupe OpenOffice, où la technologie Lotus Notes a été ajoutée à la suite OpenOffice. CapGemini a récemment commencé à proposer Google Apps Premium avec ses suites bureautiques Microsoft et IBM. Google Apps a également étendu hier sa gamme d'outils bureautiques en ligne gratuits en ajoutant une simple fonction de présentation afin de concurrencer Microsoft PowerPoint.



**Silicon.fr**  
**18/09/2007**

#### **IBM à l'assaut d'Office avec Lotus Symphony**

Après OpenOffice.org et Google, Big Blue lance sa suite bureautique gratuite Nouveaux soucis en perspective pour Microsoft dans le juteux marché de la bureautique. Office, la suite logicielle star de la

firme de Redmond, va devoir affronter un nouvel ennemi de taille : IBM. Le géant américain devrait en effet annoncer le lancement prochain de Lotus Symphony, une suite bureautique complète, gratuite et téléchargeable en ligne. Le pack comprendra un traitement de texte, un tableur, un logiciel de présentation. Symphony utilisera le format Open Document Format (ODF) pour ses applications, le même qu'OpenOffice, autre concurrent d'Office de Microsoft. D'ailleurs, la suite d'IBM est basée sur cette suite open source. Les mauvaises nouvelles s'accumulent donc pour Microsoft. Si Office domine encore outrageusement le marché, le vent est doucement en train de tourner. Premier accroc, son format OXML n'a pas été standardisé par l'ISO. Ensuite, les alternatives en ligne et surtout gratuites se multiplient. Il y a OpenOffice de Sun (où IBM est officiellement présent depuis quelques jours) mais surtout Google Apps. Google vise également les entreprises avec une version premium (50 dollars par an et par poste) qui va être proposée par Capgemini à ses clients. Bref, Microsoft se bat désormais sur un double front. D'un côté, les logiciels open-source gratuits avec Sun et IBM, de l'autre, le SaaS, software as service, nouveau marché du logiciel en ligne dans lequel Microsoft a encore du mal à s'adapter. OfficeLive se fait ainsi attendre alors que Google a déjà lancé son attaque. Pour autant, Microsoft reste serein. Son hégémonie ne va disparaître du jour au lendemain. La firme mise sur le parc installé d'Office, sur les habitudes et sur la compatibilité des documents, le format ODF pouvant provoquer quelques problèmes avec les .doc de Microsoft. Il met également en avant une sécurité et une confidentialité plus importante que les applications en ligne de la concurrence. Mais l'arrivée d'IBM est un coup dur car sa suite bureautique bénéficiera directement de la bonne image et du crédit de Big Blue. Notamment en entreprise. Et l'argument de la gratuité pourrait rapidement remplir son office... Rappelons qu'Office est le principal contributeur au chiffre d'affaires de Microsoft.



**Dow Jones Fr**  
**10/09/2007**

#### **Capgemini va recommander logiciels de Google à ses clients**

PARIS (Dow Jones)--Le groupe de services informatiques Capgemini (CAP.FR) va recommander à ses clients les logiciels de la société américaine Google Inc. (GOOG), selon les termes d'un partenariat stratégique conclu entre les deux entreprises et annoncé lundi. Capgemini, qui compte plus d'un million d'utilisateurs dans l'infogérance, proposera à ses clients les services d'achat et de gestion de Google Apps, la suite d'applications bureautiques du numéro un mondial de la recherche sur Internet. Google développe depuis quelques années, autour de son moteur de recherche, des applications de messagerie, de calendrier d'espace partagé, de traitement de texte et de tableur accessibles directement par Internet. Le partenariat avec Capgemini permettra à Google d'accéder à la clientèle des grandes entreprises pour venir prendre des parts de marché à des groupes comme Microsoft (MSFT) ou IBM (IBM).



**Generation-nt.com**  
**11/09/2007**

#### **SaaS : Capgemini propose les outils bureautiques de Google**

La SSII française a signé un accord de partenariat avec Google afin de proposer à ses clients les services bureautiques en ligne élaborés par la firme de Mountain View. L'un des leaders mondiaux du conseil en informatique, Capgemini, vient d'annoncer dans un communiqué de presse le support aux entreprises de Google Apps Edition Premium, ensemble de services en ligne proposés par la firme de Mountain View. Pour mémoire, cette solution intégrée destinée aux entreprises inclut la " mini suite bureautique " en ligne Google Document et Tableur (traitement de texte et tableur), le webmail Gmail, la messagerie instantanée Google Talk, l'agenda Google Calendar et la page d'accueil personnalisable Start Page, soit tout un ensemble d'outils de collaboration et de communication très utiles à l'entreprise. Les grandes entreprises feront-elles confiance à l'hébergement Google? Pour Google, ce partenariat sonne comme une forme de reconnaissance dans le domaine très en vogue du SaaS ( Software as a Service ) où elle tente une percée en milieu professionnel malgré un déficit d'image. Il n'est toutefois pas dit que la caution Capgemini

suffira à Google pour imposer sa solution d'autant que la concurrence n'est pas en reste, Microsoft en tête. Déjà plus que bien implantée avec ses solutions bureautiques conventionnelles, la firme de Redmond s'intéresse également au SaaS avec Office Live, revendiquant un savoir-faire dans la sécurisation des données qui fait défaut à Google. C'est à ce niveau que le récent rachat pour 625 millions de dollars de Postini par Google prend toute sa valeur (voir notre actualité).



**Silicon.fr**

**10/09/2007**

### **Capgemini va proposer Google Apps**

La suite bureautique du géant américain prend de la crédibilité. Nouvel assaut de Google contre Microsoft dans le secteur o combien stratégique de la bureautique. Le géant des moteurs de recherche vient de frapper un grand coup puisque Capgemini proposera à ses clients Google Apps Edition Premium. Rappelons que cette suite bureautique en ligne payante (50 dollars par an et par utilisateur) englobe un traitement de texte, un tableur, un agenda, une messagerie et prochainement un logiciel de présentation et de vidéo-conférence. Elle permet le travail collaboratif et vise clairement l'ultra-dominant Office de la firme de Bill Gates. L'accord entre la SSII européenne et Google permet au moteur de s'ouvrir beaucoup plus franchement les portes du marché des entreprises. Cap gère aujourd'hui les applications de plus d'un million d'entreprises dans le monde. Elle proposera à ses clients l'achat, la gestion de Google Apps et l'assistance. Par ailleurs, la caution Capgemini légitimise fortement la suite bureautique au sein des entreprises, notamment des plus grandes. Cette crédibilité manquait à Google (dont la suite a néanmoins séduit 100.000 clients). Cet accord pourrait donc modifier la réflexion des décideurs qui pourront être en plus séduits par le coût réduit de cette solution face aux produits Microsoft. Un atout de taille...Reste que l'ultra-dominance de Microsoft dans le domaine de la bureautique ne va disparaître du jour au lendemain. L'éditeur mise aussi sur les logiciels en ligne avec Office Live. Il met également en avant une sécurité et une confidentialité plus importante que Google. Sur ce point, le moteur a réagi et promet de profondes améliorations quant à la sécurité grâce au rachat récent de Postini. Bref, la guerre ne fait que commencer. Selon une étude de Markess International réalisée auprès de 200 entreprises et de 85 fournisseurs sur l'Hexagone, les applications en ligne à la demande, représenteront un marché de 1,8 milliard d'euros en 2008.



**Lemondelinformatique.fr**

**14/09/2007**

### **Microsoft prépare son discours contre les Google Apps**

La récente annonce de Capgemini d'intégrer à son portefeuille de services les Google Apps a déclenché l'ire de Microsoft. Une vive critique des services et applications bureautiques de Google dressée à l'encontre des entreprises, pour au final, les en détourner. Que Google façonne une offre de bureautique en ligne, soit.

Mais que Capgemini mette son poids dans le support des Google Apps, voilà qui fait réagir l'éditeur d'Office. Notre consœur américaine Mary Jo Foley, qui tient un blog guettant les moindres faits et gestes de Microsoft, publie un email apparemment envoyé par un porte-parole officiel de l'éditeur. Microsoft dresse dans cet email une liste de « dix questions que doivent se poser les entreprises avant de basculer vers les Google Apps ». Dix questions dans lesquelles l'éditeur de Redmond démontre que les Google Apps ne sont pas forcément adaptées aux besoins des entreprises. Il y a fort à parier que ce mail servira donc de base à l'argumentaire des chefs produits de Microsoft contre les Google Apps. Parmi les points soulevés, on retrouve la contrainte pour les utilisateurs d'être connectés en permanence, l'aspect figé nonpersonnalisable des outils, l'absence de versions finalisées des applications (en bêta permanente), le manque de fonctionnalités poussées. Mais également, la fragilité du support, et le coût qui peut être

parfois plus élevé. Bref, autant de questions dont les réponses sont à chercher dans la suite Office 2007. On pourrait bien sûr s'interroger sur ces critiques, notamment celles portant sur le Saas (Software as a service, logiciel deliver en tant que service en ligne), dans la mesure où Microsoft, sous l'impulsion de Ray Ozzie, son architecte en chef, a commencé à délivrer des services en ligne, estampillés Live. Mais à l'inverse de Google, qui mise uniquement sur le Saas, Microsoft a opté pour une stratégie mêlant applications desktop et services associées. Alors que l'ensemble des applications bureautiques Google sont en ligne, celles proposées par Microsoft combinent un puissant outil desktop, relié à une somme de services associés. Dans le jargon Microsoft, on parle de S+S (« Software + Services »). Google commercialise auprès des grands comptes une édition Premium des Google Apps (pour environ 40€ par utilisateur et par an), qui renferment un webmail, un client de messagerie instantanée, un éditeur de texte et un tableur, et un calendrier. Le logiciel de présentation qui devra concurrencer Powerpoint est encore en cours d'élaboration.



**01net.com**  
**13/09/2007**

### **Externaliser l'exploitation de ses applications**

Les prestataires sont nombreux à se disputer l'externalisation des applications métiers des entreprises. Pour celles-ci, il s'agit de bénéficier d'une continuité de service garantie, tout en dégageant plus de moyens pour leurs projets stratégiques. Quand faut-il externaliser ses applications métiers ? La question se pose en priorité dans les services informatiques qui prennent en charge à la fois le support, la maintenance et les projets, selon Jean Velut, directeur associé de Codilog, le pôle PGI du groupe Neurones. « Il est impossible de maîtriser les coûts quand tout est confondu, dit-il. Chaque tâche a une unité de temps qui lui est propre : la minute pour le support, la journée pour la maintenance, et le mois pour les projets. C'est seulement en séparant les équipes que l'on obtient d'importantes économies. Les gains de productivité n'arrivent qu'avec des tâches dédiées. » Jérôme Barancourt, directeur de l'activité Application outsourcing chez Accenture, fait la même analyse : « Le support et le maintien en condition opérationnelle des applications empêchent les équipes internes de se consacrer aux projets pour lesquels elles n'ont d'ailleurs jamais de budgets supplémentaires. Seule l'externalisation de l'exploitation permettra de dégager plus de moyens. » Vu des entreprises, la réduction des coûts en soi n'est pas le principal moteur de ce type d'externalisation. Elle viendrait même en dernier, selon une enquête sur l'infogérance des plates-formes applicatives critiques datée de juin 2007 et menée par le cabinet Markess International auprès de deux cents organisations en France. Arriverait en tête le besoin d'une continuité de service 24 heures sur 24,7 jours sur 7, suivi par l'industrialisation des processus d'exploitation, une mutualisation plus poussée, une réduction des risques opérationnels et, enfin, une amélioration de la qualité de service et de la sécurité. La valse des technologies joue également un rôle. Le directeur des services administrés de l'opérateur Colt, Francis Weill, estime que « les externalisations sont déclenchées par le besoin d'une nouvelle technologie, de nouvelles fonctionnalités, de renforts sur un projet ou sur un événement ». Une vision partagée par Luc Pevere, directeur des services Applications de l'infogérant EDS. « Si un client ne parvient plus à faire évoluer son application de gestion des stocks ou de commandes, nous pouvons transformer son système d'information, le rendre plus facilement maintenable, et le préparer aux architectures orientées services (SOA) », intervient-il. EDS prend alors l'application afin de la moderniser ou la redéveloppe afin de la rendre plus aisée à maintenir. La SSII s'appuie sur des composants SOA de partenaires tels que BEA Systems ou IBM. Une modernisation théoriquement menée à moindre coût puisqu'un prestataire mutualise ses compétences entre ses clients.

Rechercher la standardisation

CSC, Capgemini ou IBM GS rivalisent avec EDS sur cette stratégie de transformation qui doit faire partie du

contrat. En pratique, le remède courant est de fermer les applications (PGI, GRC...) multiples et spécifiques

de l'entreprise au profit d'une plate-forme unique et standard, et de confier son exploitation hors site à un prestataire le plus industrialisé possible. « Cette consolidation est toujours très difficile à réaliser en interne.

Un infogérant pourra s'engager sur un prix et un délai, et sera le plus standard possible », affirme Christophe Lepicier, directeur conseil en charge de l'infogérance chez Steria. Se pose alors la question du

découpage des prestations. Faut-il multiplier les infogérences sélectives ? L'une pour le service desk (support aux utilisateurs), une autre pour l'hébergement et la gestion des infrastructures réseaux et des serveurs, une troisième pour l'exploitation au quotidien des applications ( run ), et une dernière pour la maintenance logicielle ? « En France, les entreprises aiment bien séparer l'infogérance des infrastructures de celle des applications. Car le meilleur fournisseur de l'un n'est pas forcément le meilleur de l'autre. Et on

n'obtiendra pas de gains supplémentaires en retenant un fournisseur commun » , observe Jérôme Barancourt. Le cabinet d'analystes Forrester Research estime, quant à lui, qu'il est judicieux de confier chaque pan applicatif un peu pointu à un infogérant spécialiste du domaine, tout en conservant de l'expertise en interne. Pour autant, les prestataires préfèrent des infogérences de plus en plus larges, non seulement pour mieux fidéliser leurs clients, mais aussi pour s'éviter toute querelle de responsabilités. Osiatis est ainsi parti de l'infogérance des postes de travail, des serveurs et du développement d'applications pour aborder la

tierce maintenance applicative et, maintenant, l'infogérance d'applications métiers. Ornis a procédé à l'acquisition de l'infogérant Externall afin de combiner l'hébergement standard et le sur-mesure, sans s'interdire d'aller ensuite jusqu'à la maintenance logicielle si des clients le demandent. Pour Neurones, le help desk et l'infogérance d'applications vont forcément de pair : l'un est assuré par sa filiale Help-Line, l'autre par sa nouvelle filiale Codilog. Devoteam, pour sa part, est passé en trois ans du conseil et de l'intégration de systèmes à l'infogérance de production sur site et hors site.

Vers une facturation à l'unité d'oeuvre métier ?

Quant aux infogérants déjà globaux, la tendance est de mettre en place, une fois que l'application métier et sa saisonnalité sont maîtrisées, une prestation calée sur le métier du client. Capgemini a ainsi créé, aux Pays-Bas, une unité SAP dédiée aux transporteurs. D'autres, comme Steria et Euriware, poursuivent dans la voie d'une facturation à l'utilisation effective, par unité d'oeuvre métier. Il s'agit de facturer le PGI à la tonne d'acier produite, à l'échelle aérienne ou maritime, que l'activité soit à la hausse ou à la baisse jusqu'à 30 %. Une part de flexibilité exigée par les entreprises lassées de modèles tarifaires obscurs et figés. Sans compter que les prestataires ont tendance à vendre cher toute couverture de nouvelle application, sans alléger d'autant le retrait d'une application obsolète, note Forrester Research. Au débit des clients toutefois, leurs demandes de niveau de service irréalistes entraînent des surcoûts inutiles. Mais la modélisation d'une part flexible demeure complexe. Euriware, par exemple, ne compte que deux clients ayant adopté ce modèle, et deux autres à l'étude. « Le client et le prestataire doivent s'y retrouver, bien que le client n'ait pas accès à tous les paramètres de coût du prestataire. Il faut une relation forte de trois à cinq ans avant d'aboutir » , conclut Jean-Claude Levy, directeur infogérance de la SSII.



**Dow Jones Fr**

**10/09/2007**

### **Capgemini va proposer l'offre bureautique de Google**

PARIS (Dow Jones)--Le groupe de services informatiques Capgemini (CAP.FR) a annoncé lundi qu'il proposera désormais aux entreprises dont il gère les applications bureautiques l'offre de logiciels de Google (GOOG) baptisée "Google Apps Edition Premium", devenant ainsi la première grosse société de services à nouer un partenariat de ce type avec Google. Cette offre, concurrente de celle de Microsoft (MSFT), inclut notamment un traitement de texte, un tableur, une messagerie et un calendrier. Elle a été lancée en février au prix de 50 dollars par an et par utilisateur. Ces applications sont hébergées sur les serveurs de Google et accessibles via Internet, au contraire des offres traditionnelles, installées sur les ordinateurs des utilisateurs. La division d'infogérance de Capgemini gère les applications bureautiques d'un peu plus d'un million d'utilisateurs dans le monde. Le groupe se rémunérera sur les services associés à l'implémentation et l'exploitation de la suite bureautique de Google. Le chiffre d'affaires réalisé par Google avec ces logiciels reste encore marginal. Les "licences et autres revenus" ont représenté 33,6 millions de dollars de ventes au cours du deuxième trimestre 2007, soit 1% de son chiffre d'affaires consolidé. Mais le marché du logiciel accessible en ligne est considéré comme très prometteur par les experts. Selon le cabinet d'études Gartner, le "Software as a Service" (SaaS) devrait peser 5,1 milliards de dollars en 2007, soit une croissance de 21% sur un an. Gartner prévoit que ce marché atteindra 11,5 milliards de dollars en 2011. -Olivier Hensgen, Dow Jones Newswires;

**Silicon.fr**

**19/09/2007**

### **Google lance Presentations, son offensive anti-PowerPoint**

Le géant du Web étoffe encore un peu plus son offre bureautique en ligne. L'offensive contre l'ultradomination de Microsoft dans la bureautique se poursuit. Depuis quelques jours, la firme de Redmond subit en effet un feu nourri. Ce mardi, IBM annonçait le lancement de Lotus Symphony, sa suite gratuite et téléchargeable. Aujourd'hui, c'est Google qui annonce la disponibilité de Presentations, son alternative à PowerPoint. Cette application est issue du rachat en avril de Tonic Systems, spécialisée dans le développement d'outils de présentation en Java. Outre des outils de présentation, elle permet le travail collaboratif. "Ils disposent de bonnes technologies dédiées à la création de présentations ainsi qu'à la conversion de documents, ce qui constitue pour nous un apport de qualité", explique Google. L'application sera intégrée à la suite bureautique Google Docs & Spreadsheets disponible en ligne. Ce pack, qui comprend désormais tous les logiciels bureautiques classiques (traitement de texte, tableur et présentation) devient ainsi une alternative intéressante face à Office de Microsoft grâce à sa gratuité. Elle sera également incluse dans Google Apps Premium Edition, le pack payant d'outils collaboratifs destiné aux entreprises (Docs, Agenda, VoIP, messagerie instantanée...). Même s'il s'en défend, Google poursuit son offensive anti-Microsoft. Apps "ne possède pas toutes les fonctionnalités de Microsoft Office et ce n'est pas son objectif", a-t-il assuré il y a quelques mois... Difficile à croire. Surtout depuis que le moteur a réussi à convaincre Capgemini de diffuser la suite auprès de ses clients Entreprises. Du côté de Microsoft, qui détient 90% du marché de la bureautique avec Office, on reste serein en pointant les limites fonctionnelles et sécuritaires des applications en ligne. "Microsoft prône l'utilisation du logiciel et des services, de continuer de travailler 'off line' pour la richesse fonctionnelle et de basculer 'on line' seulement lorsque c'est possible. Une partie d'Office 2007 enrichies avec le 'on line'. Rappelons que seules les ressources en local permettent de disposer d'applications riches.", nous confiait il y a peu de temps Fabrice Milhoud, responsable stratégie de Microsoft France. "Et puis, le mode 'on line' impose en corollaire l'hébergement des données au seuil du pare feu et à l'extérieur de l'entreprise, ce qui pose la question de la confidentialité et de la sécurité des données critiques, de leur sauvegarde, des mails et de l'audit. Face à l'apport de la richesse des applications et des fonctionnalités d'Office, les offres en ligne sont 'good enough', tout juste suffisantes !"



**CIO-online.com**

**11/09/2007**

### **Capgemini proposera le support de Google Apps aux entreprises**

La version payante de la suite bureautique en ligne de Google pourra désormais être distribuée et aintenu par la SSII. Un grand pas pour Google dans sa stratégie de conquête des entreprises. Peu à peu, les briques de l'offre bureautique professionnelle en ligne de Google se mettent en place. Le moteur de recherches a signé un accord avec Capgemini : la SSII fournira le support aux grandes entreprises choisissant d'utiliser la version payante, Premier Edition, de Google Apps. Forte des fonctionnalités classiques d'une suite bureautique - traitement de texte, tableur, et bientôt un éditeur de diaporamas - Google Apps offre surtout des éléments liés au travail collaboratif : email, agenda, travail en commun sur un document... C'est justement cette dernière fonctionnalité qui fait la différence, pour Capgemini. Comme l'explique dans son blog le directeur technique de la SSII, Andy Mulholland (dans une note écrite avant l'annonce officielle de l'accord), il ne s'agit pas d'opposer Microsoft Office et Google Apps en termes binaires - l'une étant bien, l'autre pas, ou l'une étant pour les grands groupes l'autre non -, mais de s'interroger sur leur utilisation. De fait, la SSII installe et supporte Microsoft Office et continuera de le faire, il lui faut donc trouver un positionnement relatif des deux offres. Andy Mulholland écrit ainsi : « Pour moi, la question est : cherchez-vous un environnement de document hébergé pour travailler de façon collaborative sur une base ad hoc, ou bien cherchez-vous un environnement interne contrôlé pour la gestion de l'information ? » Malgré ses quelque 450 millions d'utilisateurs, et les services en ligne (la

gamme Live) récemment lancés, Microsoft Office n'a pas d'offre hébergée équivalente. Pour Microsoft, Office sert la productivité individuelle, tandis que la productivité en équipe est du ressort des autres offres de la gamme Office System, à commencer par le portail Sharepoint. Google est donc en avance sur ce point, mais tous les analystes soulignent le défaut majeur de ce type d'offre : la sécurité. Que celle-ci concerne le fonctionnement, pour des serveurs qu'on n'héberge pas soi-même, ou les documents proprement dits, stockés hors des pare-feu de l'entreprise. En us des services de mise en place et de synchronisation que Capgemini assurera en vertu de cet accord, la SSII voit donc se profiler devant elle la gestion des applications clientes et la sécurité des données hébergées.



**bestofmicro.com**

**11/09/2007**

### **Capgemini opte pour Google Apps**

Google vient de remporter une victoire des plus importantes en convaincant Capgemini, un acteur de tout premier plan du marché high-tech, de proposer à ses clients la suite logicielle Google Apps. La particularité de cet outil est qu'il est le fruit du moteur de recherche le plus utilisé au monde. Reconnaissance et ouverture Disponible pour 50\$ mensuels et composé d'un logiciel de traitement de texte, d'un tableur, d'un agenda et d'une messagerie (un outil de présentation et de vidéoconférence devrait bientôt intégrer la suite logicielle), il est le concurrent n°1 de Microsoft Office. Jusqu'ici réservé, aux particuliers, aux professions libérales et au maximum à certaines PME, Google Apps souffrait d'un manque de reconnaissance. Microsoft attaqué Capgemini, qui gère à l'heure actuelle les applications de plus d'un millions d'entreprises à travers le monde est un tremplin majeur pour Google. A l'avenir la SSII proposera donc l'achat, la gestion et l'assistance de Google Apps pour ses clients. L'assistance : L'accord entre Capgemini et Google apporte bien plus qu'une ouverture vers d'innombrables entreprises pour le moteur de recherche. La crédibilité que lui accorde un acteur majeur tel que cette SSII aura valeur de caution à l'heure où Google tentera de séduire les sociétés les plus importantes qui font défaut à son carnet de clientèle. Microsoft prend acte, mais il en faudra bien plus pour déstabiliser le géant absolu de la bureautique mondiale.



**usinenouvelle.com**

**10/09/2007**

### **PARTENARIAT ENTRE CAPGEMINI ET GOOGLE**

Les clients de Capgemini pourront bientôt « Googliser ». Le groupe français de service informatique a annoncé lundi avoir signé un partenariat stratégique avec Google dans l'infogérance afin de proposer des services bureautiques développés par le géant américain de la recherche Internet. Dans un communiqué, Capgemini précise qu'il permettra aux utilisateurs des entreprises clientes de ne plus avoir à gérer la maintenance, l'exploitation et l'hébergement des applications, celles-ci étant disponibles sur l'Internet. Il distribuera aussi les services comme le traitement de texte et le tableur ainsi que la messagerie. « Le groupe proposera ainsi à ses clients et futurs clients des services allant de l'achat à la gestion des applications « Google Apps » en passant par leur installation, leur maintenance et l'assistance à leurs utilisateurs », ajoute-t-il. Philippe Roger avec Reuters

## Asp-Magazine

15/09/2007

### Microsoft tire Ã boulets rouges sur la suite bureautique Google Apps

L'Ãditeur de Redmond semble irritÃ© par la distribution prochaine de la suite bureautique de Google par Capgemini. Dans un email, il met en doute la viabilitÃ© des logiciels et du modÃ¨le, estimant qu'Ã©tats ne rÃ©pondent pas aux besoins des entreprises.



## linformaticien.com

11/09/2007

### Capgemini proposera la suite bureautique de Google

Le gÃ©ant de l'Internet vient de signer un partenariat avec Capgemini, qui distribuera sa suite bureautique Google Apps Edition Premium dans son catalogue de logiciels en ligne. La SSII franÃ§aise vient de pactiser avec le moteur de recherche amÃ©ricain Google. Ainsi, les deux sociÃ©tÃ©s pourront chacune bÃ©nÃ©ficier de l'expÃ©rience et des acquis de l'autre. Mais plus qu'un simple contrat, Google signe ici son arrivÃ©e dans le monde des entreprises en allant chasser directement sur le terrain de Microsoft. La suite qui sera proposÃ©e, Google Apps Edition Premium, comprend traitement de texte, tableur, messagerie, calendrier et messagerie instantanÃ©e. Ainsi, ce partenariat permet Ã Google de crÃ©dibiliser ses offres sur le marchÃ© des grandes entreprises. L'offre est trÃ¨s abordable puisqu'elle ne coÃ»te que 50 euros par poste, soit un avantage indÃ©niable comparÃ© Ã d'autres solutions... De plus, les utilisateurs peuvent bÃ©nÃ©ficier d'un mode de travail collaboratif, comme sait bien le faire Google. Seul ombre au tableau, Google est critiquÃ© au niveau de la sÃ©curitÃ© et la confidentialitÃ© des informations stockÃ©es. Pour y remÃ©dier, le gÃ©ant de Mountain View a rachetÃ© en juillet dernier la sociÃ©tÃ© Postini, spÃ©cialisÃ©e dans les communications sÃ©curisÃ©es. Capgemini fait Ã©galement un pari pour agrandir son offre,



## Cerclefinance.com

10/09/2007

### Capgemini: partenariat avec Google dans l'infogÃ©rance.

(Cercle Finance) – Capgemini annonce la signature d'un partenariat stratÃ©gique avec Google permettant Ã la SSII franÃ§aise Ãlargir de proposer Ã ses clients les logiciels bureautiques de la suite Google Apps Edition Premium. La sociÃ©tÃ© explique que Google Apps lui permet de renforcer son offer dans le domaine des " Software as a Service ", un marchÃ© qui devrait enregistrer, selon le abinet d'Ã©tudes Gartner, une croissance de 25% d'ici 2010". Capgemini proposera Ã ses clients et futurs clients des services allant de l'achat Ã la gestion des applications Google Apps, en passant par leur installation, leur maintenance et l'assistance Ã leurs utilisateurs.





**01 net**

**14/09/2007**

**Cette semaine, la redaction asticote**

Capgemini et ses contradictions . La SSII nationale représente le nouveau bras armé de Google. Elle l'aidera à pousser sa suite collaborative en ligne ( les Google Apps ) auprès de ses clients et l'inscrira dans son portfolio de services d'infogérance . Capgemini chante les louanges du logiciel en tant que service . Pourtant , dans le même temps, la société est aussi un partenaire privilégié de Lotus et de Microsoft , et promeut activement Vista . Des outils à l'opposé d'une approche logiciel en tant que service.. .



**24heures**

**10/10/2007**

**Une envie de guerre**

**Claude Monnier; Chroniqueur**

L'INVITÉ | 16h49 «L'envie de guerre met de l'ordre dans les esprits, définit les camps et les limites, permet d'y voir clair»

Parfois, les sociétés humaines sont contraintes de faire la guerre. Mais le plus souvent, elles éprouvent simplement l'«envie» de faire la guerre.

J'y songeais en prenant connaissance du plan américain de bombardement éventuel de l'Iran: 200 avions engagés trois jours durant pour détruire 10?000 cibles. On peut discuter à perte de vue pour savoir s'il convient ou non d'empêcher l'Iran de se doter d'une capacité nucléaire civile et/ou militaire, et de lui interdire de la sorte de jouer à nouveau son rôle historique de pivot de l'Asie occidentale. Mais ces discussions, qui se veulent rationnelles, me semblent cacher très mal l'envie d'en découdre qui titille les esprits, en Amérique sûrement (l'Irak et l'Afghanistan en font l'expérience), mais aussi en France, en Grande-Bretagne, et en Iran même.

Si cette observation est exacte, comment expliquer que nous éprouvions si souvent une envie de guerre? Il me semble qu'il y a à cela trois types de raisons: les deux premières sont classiques, la troisième est plus inattendue.

Primo donc, des raisons morales: les gars d'en face sont des salauds, ils honorent un autre Dieu que le nôtre, ils veulent nous imposer des valeurs diaboliques, nous avons donc le devoir de les abattre avant qu'ils ne deviennent trop forts. On reconnaît là la doctrine des guerres préventives formulée par George W. Bush, ainsi que le réflexe de pas mal d'Occidentaux face à la montée de l'islamisme militant.

Secundo, des raisons d'intérêts. Je rêve de te faire la guerre parce que j'ai envie de te piquer une partie de ton territoire. Ou: je meurs d'envie de te faire la guerre parce que je veux m'emparer de ton pétrole ou de tes diamants ou de ton tungstène ou de ton eau.

Tertio, enfin, plus inattendu: un besoin urgent, carrément vital, de simplicité... Les nations comme les individus éprouvent en effet le besoin de comprendre, de comprendre vraiment, ce qui se passe dans le monde, pour pouvoir agir de manière à peu près efficace. Or, jamais le monde n'est apparu aussi complexe qu'aujourd'hui – parce qu'il est sans frontières et donc sans limites auxquelles se raccrocher, mais aussi, et surtout, parce que les médias mitraillent la planète, seconde après seconde, d'informations en nombre sans cesse croissant, qui nous rendent chaque jour le monde plus complexe et plus affolant encore.

En raison même de cette complexité croissante, ni les nations, ni les individus, ne parviennent plus à comprendre vraiment ce qui se passe et à maîtriser le réel. Ils risquent à tout instant des crises de panique, voire d'impuissance totale. Pour tenter de parer à ces risques mortels, les nations et les individus n'ont d'autre solution que de tout entreprendre pour simplifier le réel, le rendre à nouveau compréhensible et maîtrisable.

Comment? En jouant notamment avec l'idée de faire une ou des guerres – idée qui met d'un coup de l'ordre dans les esprits, définit les camps, dit qui sont les bons et qui sont les méchants, précise les frontières, marque les limites, permettant donc aux nations et individus de se situer à nouveau, d'y voir clair, de planifier et d'agir. Vital, ça. L'envie de guerre, lorsqu'elle reste une envie, n'a pas que des défauts.

UK

# The Telegraph

**The Telegraph**

**11/09/2007**

## **Boost for Microsoft Office rival, Google Apps**

Capgemini will today become the first global consultancy to offer major corporate clients Google's web-based office software as an alternative to Microsoft's Office technology. Google Docs files can be accessed live on the internet. The endorsement for Google is a milestone for the concept of "software as a service" that is owned, run and delivered remotely, using the internet, rather than the traditional model of individual firms buying and maintaining their own systems. It insists that Google Apps - which includes word processing, spreadsheet and email programmes - is not a shot across Microsoft's bows. The big difference is that documents accessed live on the internet can be seen and worked on by multiple users simultaneously. "Word and Google Docs are about solving different problems," said Google Enterprise sales manager Robert Whiteside. "There is a big collaboration void in companies - Word is focused on creating content, Google Docs is about creating and working on content together." But the launch of the Capgemini partnership comes as companies make key decisions on long-term technology upgrades, following January's launch of Microsoft's next-generation Vista operating system. "People are receptive at this point in the cycle," said Capgemini head of business development Andrew Gough. Google Apps is not yet a genuine competitor to Microsoft because it does not have an equivalent range. However, it is only a matter of time, according to Mr Gough. "At the moment, we see the two as complementary because knowledge workers need Microsoft Office for the functionality. But in five years' time the two will be true rivals," he said. Google Apps was launched in February. Business users include Proctor & Gamble and General Electric. Capgemini's first major corporate customer is expected to be announced next month. Software as a service is a growing phenomenon. Analysts at Forrester say 12pc of global corporates already use the model in some part of their business. Industry watchers Gartner predict worldwide revenues for providers will grow 21pc to \$5.1bn (£2.5bn) this year, reaching \$11.5bn (£5.7bn) by 2011.

**theguardian**

**The Guardian**

**10/09/2007**

## **Google in corporate desktop push**

Google has linked up with IT consultancy and outsourcing specialist CapGemini to target corporate customers with its range of desktop applications, in the search engine's most direct move against the dominance of Microsoft. CapGemini, which already runs the desktops of more than a million corporate workers, will provide its customers with "Google Apps" such as email, calendar, spreadsheets and word processing. CapGemini is one of Microsoft's partners for its new Vista operating system and will continue to use products from Microsoft and Lotus Notes owner IBM, but adding Google is a vote of confidence in the company's applications. CapGemini is already installing Google Apps in its first major corporate customer. "Microsoft is an important partner to us as is IBM," said the head of partnerships at CapGemini's outsourcing business, Richard Payling. "In our client base we have a mix of Microsoft users and Lotus Notes users and we now have our first Google Apps user. But CapGemini is all about freedom,

giving clients choice of the most appropriate technology that is going to fit their business environment." Google's applications such as its Google Docs word processing and spreadsheet service allow several people to work on one document and see changes in real time. "If you look at the traditional desktop it is very focused on personal productivity," said Robert Whiteside, Google enterprise manager, UK and Ireland. "What Google Apps brings is team productivity." CapGemini will collect the £25 licence fee charged by Google for its applications, which launched in February. It will make further revenues from helping clients use the new applications, providing helpdesk services and maintenance. It will also provide help with corporate security, especially for applications such as email, as well as storage and back-up services. CapGemini expects customers to mix and match products, providing some users with expensive Microsoft tools and others with cheaper and lower-spec Google Apps.



**The Times**  
**10/09/2007**

### **Tax bills could be compiled using Google**

Google partners Capgemini, the IT services supplier to the Inland Revenue, as it ramps up competition to Microsoft Office. The taxman will soon be given the option of totting up the nation's bills on software supplied by Google after the internet giant signed a landmark deal with the IT services supplier to HM Revenue & Customs. Today Google will unveil a partnership with Capgemini, under which the IT services group will add the internet giant's word processing, spreadsheet and e-mail tools to the portfolio of software applications it offers its clients. The move comes as Google radically ramps up its rivalry with Microsoft, which has long dominated the desktop market with its Office portfolio of products, which includes the stalwarts Word and Excel. Google unveiled a paid-for collection of rival software tools in February, offering businesses a bundle of web-based services, accessible over the internet, services for \$50 (£25) a year per user. Since then it has said that the product has been signing up more than 1,000 small businesses a day and has been adopted by more than 100,000 firms. It is still dwarfed by Microsoft Office, however, which has about 240 million users, and Google executives have admitted that their system faces resistance from larger companies concerned over issues such as security. The partnership with Capgemini is designed to broaden Google's exposure to large corporate customers as it pushes its "software as a service" (SaaS) model — under which clients pay subscription fees for tools hosted on Google hardware and supplied through a web browser.

The approach marks a sharp departure from the licensing model Microsoft has milked for 30 years — whereby it gets up-front license fees for applications hosted on a user's desktop machine. Capgemini manages 290,000 desktops in the UK, across private and public-sector organisations. It deals with the personal computers of 90,000 staff of Revenue & Customs and of 60,000 workers at the Metropolitan Police. Those clients will now be offered access to the Google Apps Premier Edition parcel of services, which also include G-mail, Google's e-mail service, and Google Talk, the group's internet telephony offering. In total, the Capgemini partnership gives Google access to more than a million managed desktop machines. Capgemini is eager to aim the low-cost Google tools at employees such as warehouse workers, who traditionally may have ducked under the radar of a firm's IT department, but who could have crucial information on where expensive supply-chain bottlenecks occur. Microsoft executives have already admitted that they cannot afford to be complacent as a host of SaaS players step onto its turf and its Office division is seen as a key chink in the armour of the world's largest software developer. It accounted for about a third of Microsoft's revenues in the group's latest quarter, contributing nearly \$5 billion in sales. The SaaS market, meanwhile, is estimated by Gartner, the technology analyst, to be growing at a compound 25 per cent a year. That pace is seen continuing until 2010. Google has so far said that its web-based applications are designed to complement Microsoft's traditional tools by offering users the ability to collaborate over the web. However, the internet search specialist has invested billions in the vast data centres required to run its web-based services, which are used to store clients information.



**IT Week**  
**10/09/2007**

**Tie-up boosts Google's corporate credentials**

Google partnering with Capgemini to promote web-based productivity suite to blue-chips. Web-based productivity applications will take a stride towards enterprise acceptance today when Capgemini announces services capabilities designed to take the Google Apps suite into blue-chip companies. Google's tie-up with one of the biggest names in business technology consulting is a sign that the time could be right for web-based programs to address everyday office automation tasks across large enterprises and go beyond established domains such as customer relationship management. Google Apps includes word processing, spreadsheet, calendar, email, instant messaging and IP telephony tools. Capgemini will offer services based on the Google Apps Premier Edition, which includes APIs for hooking into business infrastructure, 10GB of email storage per user, a 99.9 per cent email uptime guarantee, blocking of context-sensitive advertising and 24x7 phone support. Google currently charges \$50 per user account per year for the Premier Edition. Capgemini will provide deployment, helpdesk, integration, security and archiving services aimed at companies with 2,000 seats and upwards. Capgemini said Google Apps could give access to collaboration software for employees in fields such as retail, distribution and manufacturing that currently have limited or no tools. "About 48 per cent of all workers still don't have access to email," said Richard Payling, Capgemini sales channels director. "CEOs would like to connect them but haven't been able to afford to." Payling said that the ability to collaborate with supplychain partners via online applications will be attractive and added that there is also an opportunity to take on the dominance of Microsoft because "only the top 15 per cent of Office users need the full functionality". Although the Windows/Office combination has retained its duopoly on business desktops despite many challenges over the years, the combination of Google's mass and Capgemini's inroads with large European companies could make this a real threat. "This partnership with Capgemini provides both vendors with significant credibility," said Forrester Research analyst Ray Wang. "Google gains a trusted adviser to large enterprises looking at rightsourcing email operations. Capgemini gains credibility as a vendor providing Web 2.0 and cutting-edge solutions." Despite the excitement around web-based working, leading consulting firms have mostly steered clear of the phenomenon so far. Forrester's Wang said that should definitely change but others doubt the appetite for engagements that challenge traditional models. "I don't believe the Big Five-style firms have the financial structures in place," said John Appleby, chairman of Saaspoint, a consulting company focused on the Salesforce.com platform. However, firms unhappy with Microsoft's pricing and auditing could be interested in Google Apps, at least for satellite offices or special project groups where cost is an important factor. Some will also see a discussion with Capgemini as a bargaining tool when negotiating with Microsoft. "This may have an impact on Microsoft as we tend to see [European] clients looking for an alternative to Microsoft," said Forrester's Wang. "The pricing is very cost competitive." Google enterprise sales manager Robert Whiteside said Apps customers already include big names such as GE, Procter & Gamble and L'Oréal.



**Google recruits Capgemini to open enterprise doors**

Computer Business Review

By Nick Mayes

9/10/2007

URL: [http://www.cbronline.com/article\\_news.asp?guid=9AF796-B420-4206-A66E-AD837FE5D2D1](http://www.cbronline.com/article_news.asp?guid=9AF796-B420-4206-A66E-AD837FE5D2D1)

*(Article also appeared in ComputerWire News)*

Paris, France-based **Capgemini** will provide consulting, integration, helpdesk, and support services around Google's Apps Premium Edition offering which was launched in February and covers the search engine giant's word processing, spreadsheet, email, messaging, and Start Page applications.

The partnership is not exclusive. **Capgemini** already manages more than 1 million desktops worldwide as part of its outsourcing contracts, and has a close relationship with Microsoft. Richard Payling, director of sales channels at **Capgemini**, told Computer Business Review that the company would deliver Google Apps as a complementary offering to its existing managed desktop services.

He said: "It doesn't have to be one or the other...Office productivity tools have moved away from a one-size-fits-all model because companies have realized that not all users need access to everything. We want to give customers freedom of choice rather than being prescriptive."

Customers will pay **Capgemini** an annual fee for a managed service, the exact price of which will be calculated based on what services the client requires, the level of helpdesk support, the duration of the contract, and the number of users being supported.

The two companies said that while Google will continue to host the applications, **Capgemini** will help to provide the secure, managed services wrap that most IT departments require. Payling said: "We are helping to make Google Apps enterprise-class, by providing services such as back-up, single sign-on and security, and migrating data to the Google environment, while ensuring that it is compliant."

**Capgemini** said a lot of people within its own organization are using Google Apps and it expects to announce its first client in the next few months. It added that the alliance with Google highlights its willingness to address the software-as-a-service model, which many believe will have a negative impact on the IT services community as Web-based software delivery removes the need for a lot of installation and integration work.

Andrew Gough, UK alliance manager at **Capgemini**, said: "We see SaaS as both a challenge and an opportunity. We have worked with SAP in the area of SaaS for some time, and clients will still need someone to help them tackle issues such as security and archiving."

#### Our View

We won't be able to judge the success of this alliance for some time as Google Apps Premium Edition has only been available for just over six months and the two companies are just beginning to take their joint proposition to market.

**Capgemini** is the first services partner that Google has recruited to help it establish Google Apps as a key player in the enterprise office applications market. And it is an essential move with more and more clients outsourcing their desktop estates as they become increasingly commoditized, and users look to take advantage of the centralized management and support functions that the likes of **Capgemini** can deliver.

Google argues that it doesn't lack credibility in the enterprise space as a software provider, but it will only benefit from having a major services organization such as **Capgemini** offer a robust support layer around its applications, at a time when compliance and security are top of most CIOs' lists of priorities. Google won't make major inroads into Microsoft's dominant position in the office space, but it may pick up business with organizations with a number of low-power users.

One of the big selling points of Google Apps against Microsoft, and also Sun's StarOffice, is that it is internet-based, with users gaining access through a web browser without having to install the software locally. Google also talked up its collaboration tools which enable users to share and publish data in real-time, while it may also be attractive for organizations with a lot of low-power users, who may occasionally need to access applications such as email, but don't justify the cost of investing in a full office suite.

So why **Capgemini**? It is not the biggest desktop management company in the world - IBM Global Services supports over 4 million desktops, while EDS manages more than 3 million. But Google tells us that it was impressed by **Capgemini**'s commitment to the SaaS model and its understanding of the growing impact of consumer technology in the work environment.

The pricing model that **Capgemini** will use is a further step down the road towards the utility-style charging that the software-as-a-service movement is working towards where users pay only for what they use rather than a flat, multi-year license fee. It is not yet at the level where clients use and pay for the service in the same way that they do their electricity or water, but the two companies said they will look to "industrialize" the offering in coming years.



## Will Capgemini Aid Google's Enterprise Ambitions?

Computer Business Review

By David Bradshaw and Dominique Raviart

9/11/2007

URL: [http://www.cbronline.com/article\\_news.asp?guid=53FC9F04-2F6E-4E1A-9B96-5DBAC5904828](http://www.cbronline.com/article_news.asp?guid=53FC9F04-2F6E-4E1A-9B96-5DBAC5904828)

Google and **Capgemini** have formed a partnership around Google Apps: **Capgemini** is offering its desktop infrastructure and application support services to enterprise customers of Google Apps Premium Edition, while **Capgemini** will also resell Google Apps.

**Capgemini's** desktop services include delivery management, transitions management, integration, standard operating environment builds and patching, first and second line service desk, and self-help services. An important element of **Capgemini's** services here is the archiving and storage of email for compliance (Google itself does not offer this service, though it is in the process of buying Postini, which does).

### Analyst View

There are two very large questions that arise from this announcement: will this give Google a real foothold on the enterprise desktop, and how does it affect the IT services landscape?

To answer the first question, we have to look at Google Apps, and how it is enhanced by the services being offered by **Capgemini**.

There are some aspects that make Google Apps very attractive to large enterprises. For a start, Google Apps will get them off the upgrade cycle. No need to upgrade the hardware, operating systems, servers and desktop software to upgrade to the latest office suite -- all you need are desktops with network connections and browsers.

Even if you have outsourced these issues to someone like **Capgemini**, you'll still be paying for them and will inevitably see some of the disruption they cause -- for example, having to upgrade older desktops to support Vista and Office 2007. Indeed, the next two to three years offer an opportunity for Google Docs and competing services because of the Vista/Office 2007 upgrade.

But there are a number of downsides with Google Apps. Looking at the application itself, these are three-fold. Firstly, the applications on offer from Google are not as fully-functioned as those from Microsoft and IBM. The word processor in particular is pretty lightweight.

Secondly, there is no off-line capability with Google Docs, and most laptop users would expect to be able to edit documents while on the move. Thirdly it still has no graphical/presentation capabilities, though Google is working on this.

However, our main objection is that Google has just gone with the existing model of documents -- with separate word-processing, spreadsheet and graphical/presentation modules. As we've said elsewhere, we think the world is ready for something better.

Turning to the IT services perspective, we see this announcement as important both for **Capgemini** and the industry as a whole. From the point of view of **Capgemini's** desktop support services, these are aimed at very large user organizations that have desktop applications from either Microsoft or IBM, and Google Apps becomes a third line of service. This is effectively both an offensive move (capture market share from slower-moving competitors) and defensive (if your services are going to be cannibalized by new offerings, better to be the first with the new offerings).

There are wider implications for the industry. First, outsourcing contracts (and IT services in general) are not usually about cutting-edge technologies but really about mainstream technologies. We therefore see this as good news for clients of companies such as **Capgemini** who are exploring more innovative technologies.

Second, desktop management has become a bit of a commodity that generates thin margins. **Capgemini** also thinks Google Apps is helping to differentiate its desktop management service offering from competitors -- it will, but probably not for very long as this is unlikely to remain an exclusive partnership.

There's a widespread view that software as a service (SaaS) takes business away from IT services vendors. However, while it does change things -- re-arranging some of the cost equations for instance -- SaaS gives vendors an opportunity to reduce costs, improve margins, enter new markets or see off conventional competitors.

## ComputerWeekly

**Computer Weekly**

12/09/2007

### **Capgemini supports Google Apps in enterprise**

Capgemini is partnering with Google to offer its Apps Premier software as an alternative to Microsoft Office for enterprise users. The announcement gives Google's office software, released in February this year, potential access to over one million desktops in the enterprise space, which Capgemini manages in its role as an outsourcing supplier. Capgemini will provide helpdesk, back-up storage and security support for enterprise customers using the software. Delivered as a Software-as-a-Service (SaaS) over the internet via a web browser, Google Apps comprises of word processing and spreadsheet applications, Gmail, Google Calendar and Google Talk. Andrew Gough, SaaS business development manager at Capgemini, said enterprise users required more confidence in moving to SaaS-based office applications. "Ensuring smooth transition to new SaaS applications, integrating them with existing applications and maintaining compliance when using SaaS remain top concerns for users," said Gough.



IT Week

18/10/2007

Gmail updated with business in mind

### **Google's updated Gmail service sees it moving deeper into the role of enterprise apps provider**

Rosalie Marshall

Since Google acquired messaging security firm Postini, new security and compliance functionality has gradually been made available to customers using the Google Apps Premier suite.

This month, the search giant announced an update of its **Gmail** service, the first since its launch in 2004. Gmail users can now benefit from policy management and message recovery services, as well as customisable spam and virus filtering tools. Google has also increased the amount of storage available to **Google Apps Premier Edition** customers from 10GB to 25GB.

These updates are part of Google's policy of gradually modifying its web mail service, rather than creating a full refresh. Roberto Solimene, Google European enterprise director, said this was a trend that would continue, explaining that that any modifications will be "gradual and dynamic".

Gartner analyst Andrew Frank said the arrival of Gmail had transformed email by providing near-unlimited storage, state-of-the-art search capabilities and ads that relate to messages. He argued that since its launch, Gmail has never really been outdone in terms of its performance and functionality.

The growing popularity of web mail services is a reflection of the fact that about 48 per cent of the UK workforce does not have access to desktop communication tools, but still needs to maintain email contact with their employers, explained Andrew Gough, CapGemini's software-as-a-service business development manager. Employers, particularly those in retail and manufacturing, see web mail as a good channel for communicating with workers, he added.

As employers become increasingly open to the idea of their staff using web mail for work purposes, Google will have to fight harder to protect its market share from rivals Yahoo and Microsoft, both of which have recently updated their respective web mail services: Yahoo Mail and [Windows Live Hotmail](#).

As well as adding a preview window that lets users instantly view messages, the new version of Yahoo Mail allows drag-and-drop email organisation and boasts new text messaging capabilities.

However, Gartner's Frank argued that web mail providers still have significant room in which to innovate, such as increasing spam filters and integrating email with calendars, maps and other useful applications.

But vendors walk a tightrope when updating popular tools, Gough said. For example, the updates to Windows Live made in August have been criticised by many users. Comments left on a Windows Live blog just after the refresh were predominantly negative, with members complaining that their contact nicknames had been erased and that the new interface was too cluttered with icons.



### **Google to be Hector's new word processor**

Contractor UK

By Graham Taylor

9/11/2007

URL: <http://www.contractoruk.com/news/003441.html>

Google signed a deal with French IT supplier **Capgemini** yesterday in a move that could see the search engine's office software on the desktops of Britain's tax officers before long.

The Paris-based outsourcing giant is to offer the 'premium' versions of Google's office suite, Google Apps, which includes a word processor, spreadsheet, calendar and enterprise versions of its mail and instant messaging applications. One unnamed corporate customer has reportedly already taken up the suite, which claims to offer superior collaboration features over traditional rivals, such as Microsoft Office.

The premium version of the suite was launched in February, but **Capgemini** is the first large IT supplier to offer it to its clients. Since its launch, Google claims to have signed up 100,000 companies, at a rate of 1,000 a day. Companies can license the software at a rate of \$50 a year per user.

**Capgemini** is one of the world's largest desktop management companies – it manages 290,000 desktops in the UK alone, including those of 110,000 staff at HM Revenue & Customs. Its customers also include the Metropolitan Police, pharmaceuticals company Eli Lilly and accountants PricewaterhouseCoopers.

Critics have pointed out that the suite lacks much of the functionality offered by the likes of Microsoft Office, such as a presentation application. But Google already offers Sun's Star Office suite – which includes a PowerPoint competitor – as part of its free Google Pack, so it isn't inconceivable this might



form part of a future offering to businesses.

The announcement marks another shift in favour of the Software as a Service (SoaS) model, and is likely to result in a competitive move from Microsoft before long.

But **Capgemini** was keen to point out that its close relationship with Microsoft would be unaffected by the move.

"Microsoft is an important partner to us, as is IBM," said **Capgemini**'s Richard Payling.

# Analyst Reports



## **Bridging the SaaS-Integrator Gap: Capgemini Adds Google Apps to Desktop Solutions Offering**

### **Abstract**

On September 10, 2007, Capgemini announced the addition of a Google Apps™ Premier Edition service offering to its Global Outsourcing Desktop Solutions portfolio. Unlike other integrators who are generally leery of the toll Software as a Service (SaaS) could potentially take on lucrative implementation consulting engagements, Capgemini appears to have seized the opportunity presented by SaaS to increase the desktop options offered to current and future customers, and to add revenue from services and support.

Google Apps is a web-based desktop productivity package that includes standard Docs and Spreadsheets, Gmail, Google Calendar, Google Talk, and Start Page applications. This new option provides multiple benefits to Capgemini Desktop Solutions customers, extends Google Apps penetration to the enterprise, and helps legitimize SaaS as a delivery vehicle for enterprise-sized, not just SMB-sized, companies.

### **Capgemini adding Google Apps offering to Desktop Services Business**

On September 10, 2007, Capgemini, a major global systems integrator based in Paris, France, announced that it was adding services offerings in support of the Google Apps™ Premier Edition to its Global Outsourcing Desktop portfolio. Capgemini's Desktop Solutions business supports over a million users worldwide, and includes cradle to grave support for all aspects of the desktop lifecycle. Google Apps will be another tool in Capgemini's desktop arsenal, and will enhance available options for desktop management customers. Capgemini sees Google Apps as an add-on service, rather than as a rip and replace of existing desktop software.

Because of the fact that SaaS typically offers a "plain vanilla" version of software applications, systems integrators tend to be leery of a new software delivery paradigm with little opportunity for the lucrative implementations, customizations, and ongoing maintenance required for enterprise software deployments. Taking a totally different tack, Capgemini appears to have seized the opportunities presented by SaaS to extend its business services and provide multiple options for existing and future customers.

Many potential users, called "disenfranchised employees" by Capgemini, currently do not have access to company communications or collaboration tools because they work on shop floors, in warehouses, and in other areas that lack a desktop.

Since such employees are not knowledge workers, many lack the computer skills necessary to get full value out of expensive desktop hardware and installed software. The Google Apps option will provide such users with access to standard email, document handling, calendars, and VoIP via web-enabled kiosks, thin clients or similar technology. This opens up enormous opportunity for both Google and Capgemini, and adds significant value for enterprise customers. Since different users across the enterprise require different applications and levels of functionality, this offering provides a way to tailor an appropriate level of service to a variety of users and user groups.

### **Capgemini, Google, SaaS and the broader market**

Capgemini, founded in 1967 and based in Europe, is one of the world's biggest systems integrators, with 75,000 employees and annual revenues in the neighborhood of \$10 billion. The company's Rightshore® outsourcing delivery network is composed of approximately 20 locations worldwide, including three in North America. Like many of its competitors, Capgemini provides consulting, technology and outsourcing services, primarily to enterprise-sized organizations. Its Desktop Solutions organization currently supports customers with up to 100,000 desktops, and the Google partnership will extend the desktop offering to web-based business and collaboration options as well.

SaaS is viewed by many systems integrators as a disruptor, and this is especially true of those firms that are closely aligned with an established vendor list. In contrast, Capgemini has positioned over time as being vendor agnostic, and this eases the company's entry into the SaaS consulting market.

Although Google Apps competes, at a high level, with enterprise suites such as Microsoft Office and Lotus Notes, the attitude of the industry towards SaaS to date has been that it is primarily suited to small and medium sized businesses (SMBs). By positioning SaaS-based productivity software as relevant to global enterprises as well, Capgemini is changing this paradigm and positioning to be one of the first integrators to stake a claim in the SaaS desktop market.

Google Apps Premier Edition is designed for business use and includes:

- Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page

- A 10 Gigabyte email account for each user
- 99.9% guaranteed uptime for email
- Email migration tools, for migration to Google Apps from another email system
- 24 by 7 support
- Application Program Interface programs (APIs) for single sign-on, user management, and support for an email gateway

The cost per user per year is \$50, a very attractive rate when compared to the hardware, software, and maintenance costs inherent in competing internally-managed enterprise solutions.

### Key Ramifications

- *Multiple benefits to Capgemini Desktop Solutions customers:*
  - The addition of Google Apps to the Desktop Solutions offering will provide an additional option for enterprise customers supporting multiple user tiers. This is an opportunity for cost-optimization, as it gives enterprise IT organizations the option to replace standard desktops for those users who require only limited access to applications. It also extends office productivity software to employees without access to such functionality and allows companies to bring new employees on board with optimal levels of service.
  - This extends company communications and email services to employees who may currently be underserved.
  - Because Capgemini provides support for Google Apps users, what could be an increased number of Level 1 and 2 support calls by less tech-savvy employees can be offloaded to Capgemini rather than handled by internal Service Desks.
- *Frees up enterprise IT to focus on the core business:* One of the big benefits of SaaS is that it delegates non-core utility services to a service provider. This frees up highly skilled internal technical staff to focus on providing core business value. Companies are increasingly asking themselves, "Is this our core business?" One of the big values that companies such as Capgemini can offer is to help enterprise customers determine those technology activities that provide differentiating marketplace value. For example, a pharmaceutical company's focus on Research and Development and clinical trials helps them to bring new products to market faster and more efficiently. These activities impact top line growth, while utility services such as phone and email do not.

- *Win-win for both Google and Capgemini:* Capgemini already has a desktop solutions business in place, and is well equipped to do the kind of analysis and consulting that customers will need to bring Google Apps to the enterprise. The fact that Capgemini offers Levels 1 and 2 support, and refers Level 3 questions to Google, ensures that support costs stay fixed and predictable. For Google, this move introduces enterprises to the Google Apps marketplace, a market that is traditionally aimed primarily at consumers.
- *Legitimizes SaaS as a delivery vehicle for a wide variety of business applications:* SaaS is evolving from a market focused primarily on hosting and enterprise applications, such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) software, to a legitimate vehicle for delivery of a wide variety of products and services. While Microsoft's stranglehold on the enterprise desktop will likely not be impacted immediately, the Google Apps option does provide enterprises with an immediate choice for desktop services. As Google Apps evolves, the battle for the desktop will likely intensify.

### EMA's Perspective

This is a no-lose proposition for both Capgemini and for Google. In instituting support for Google Apps, Capgemini's focus will be on supporting the Google Apps service and on consulting with enterprises seeking ways to leverage SaaS to transform the business. Capgemini customers pay no more than consumers for Google Apps Premier Edition. However in keeping with the "focus on the core business" SaaS value proposition, offloading user analysis, implementation, and support to Capgemini will likely create a significant new revenue stream.

In a way, however, this partnership is even more advantageous to Google. SaaS applications are currently viewed primarily as SMB solutions, and extending Google Apps to the enterprise, especially under the auspices of a respected solution provider like Capgemini, demonstrates the value of SaaS to the enterprise as well.

While savvy companies aren't going to rip Microsoft Office out and replace it with a services offering any time soon, it is likely that offerings such as Google Apps will make inroads into the desktop market as web-based applications become more robust. Companies should stay abreast of developments in the SaaS marketplace, as we are seeing increasingly powerful hosted products coming to market at attractive and predictable price points. Move over, enterprise software providers—SaaS is gaining steam.

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# Google Strengthens GAPE Offering Through Capgemini

Gartner

By Ben Pring/Gartner

9/11/2007

**Gartner**

Research

Publication Date: 11 September 2007

ID Number: G00151714

## Google Strengthens GAPE Offering Through Capgemini Tie

Ben Pring

Capgemini is the first major professional services firm to pursue a partnership on Google Apps Premier Edition. It will use Google's software as a service initiative to target opportunities among large enterprises.

### NEWS ANALYSIS

#### Event

On 10 September 2007, the France-based consulting and outsourcing company Capgemini announced it would offer a series of professional services aimed at helping large organizations interested in using Google Apps Premier Edition (GAPE). GAPE, which is delivered as software as service (SaaS), includes Google Docs & Spreadsheets, Gmail, Google Calendar, Google Talk and Start Page.

#### Analysis

The deal between Capgemini and Google demonstrates how rapidly the momentum of SaaS is accelerating. It also illustrates that large professional services firms — which were earlier wary of SaaS because of its potential impact on their current revenue streams — could play an important role in further SaaS development.

Capgemini is the first major professional services vendor to join the newly established Google Enterprise Professional Program. Under this deal, Capgemini will mainly focus on integrating GAPE into existing communication and collaboration tool environments within enterprises. Capgemini's GAPE service offerings will reside within its well-established, mature Desktop Outsourcing Services practice. Capgemini will extend these traditional types of services — including help desk support — to include capabilities in GAPE. Capgemini believes that some of its customers will increasingly want to move seamlessly (including through single sign-on) between a Microsoft Office, Exchange/Outlook and GAPE environment.

Another reason for establishing this relationship is Capgemini's view that employees in many organizations are not yet IT-enabled due to the high cost or marginal benefit available through traditional approaches. Capgemini argues that GAPE makes equipping these employees with e-mail and collaboration tools more economically viable.

Capgemini's move helps validate Google's push into offering business applications via a SaaS model to large corporations. Capgemini would not align itself with Google and risk upsetting its relationship with Microsoft if it did not sense among its customer base of large multinational corporations a genuine interest in Google's application initiatives.

The tie between Google and Capgemini makes sense for both companies:

- Google is beginning to develop a professional services "ecosystem," critical to software companies, which will enable it to appeal to larger customers with more complex requirements.
- Capgemini is positioned to leverage burgeoning interest in GAPE among its traditional large-enterprise customer base. It also gains some early-mover competitive advantage, and more generally, benefits from the Google "halo" effect. (This is a nonexclusive relationship; according to Capgemini, it has no financial aspect.)

### RECOMMENDATIONS

- Larger enterprises embarking on leveraging Google Apps Premier Edition should consider discussing with Capgemini what it could contribute and what role it might play.

Publication Date: 11 September 2007/ID Number: G00151714

Page 2 of 3

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**Gartner**

- Professional services firms that compete with Capgemini should consider aligning themselves with Google for the same strategic purpose as Capgemini.

## RECOMMENDED READING

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- "Dataquest Insight: SaaS Demand Set to Outpace Enterprise Application Software Market Growth" — Through 2011, SaaS is forecast to have a compound annual growth rate of 22.1% for the aggregate enterprise application software markets, more than double the growth rate for total enterprise software. **By Sharon Mertz, Chad Eschinger, Tom Eid and Ben Pring**
- "Hype Cycle for Software as a Service, 2007" — The SaaS Hype Cycle will help organizations discern the relative maturity and progression of various SaaS technologies, with implications for a business model architecture and buying dynamics. **By Robert Desisto and others**

(You may need to sign in or be a Gartner client to access the documents referenced in this First Take.)

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**Capgemini Announces Google Partnership: the SaaS Ecosystem Continues to Build**

September 12, 2007 - IDC Link

Comment by Erin TenWolde

The competitive landscape in the SaaS ecosystem continues to grow stronger and more diverse as new organizations enter the broader topography. First, there are those upstart SaaS companies that are securing venture capital in order to bring a wide variety of SaaS offerings to the marketplace. Second, there are large traditional software companies that have recognized the importance of the delivery model and have made significant investments in creating new SaaS offerings. Third are discrete packaged application vendors that have built specialized on-premise products that upstart SaaS providers are bumping into when in a competitive situation. Lastly are those companies on the periphery of the ecosystem such as professional services, hardware, and telecommunication firms that are entering the landscape through acquisitions as well as strategic partnerships. For example, hardware specialist Cisco acquired WebEx, telecom giant AT&T acquired USInternetworking, and on September 10, 2007, Capgemini announced that the company has entered a partnership with Google to offer Google Apps Premier Edition to customers. ([http://news.yahoo.com/s/nm/20070910/bs\\_nm/capgemini\\_google\\_partnership\\_dc\\_1](http://news.yahoo.com/s/nm/20070910/bs_nm/capgemini_google_partnership_dc_1) )

Among all the players in the SaaS ecosystem, there will continue to be an increased emphasis on marketing and demand generation efforts in order to attract new — and retain current — customers. The growth in partner relationships will play an important role in the SaaS delivery model, and relationship models are just beginning to be formed. Sales expansion for SaaS vendors is demanding, as providers must continue to focus on existing customer bases to ensure continued subscription revenue while at the same time expand the customer footprint to generate net-new revenue. In efforts to lower customer acquisition costs, SaaS providers are looking toward innovative and meaningful partner arrangements.

This latest Capgemini-Google announcement provides further evidence that the SaaS delivery model has gained the traction necessary to be a formidable competitive differentiator among not only SaaS vendors and traditional software companies, but also services firms and other IT industry players. SaaS represents a method to acquire business processes that previously may have not been feasible due to enterprise budget constraints, IT resources, and a common mentality that if a current process is not broken, then why fix it?

IDC believes that the software industry is embarking on a new journey with partners and the SaaS delivery model where unfamiliar and unique opportunities lie. Traditional channel partners such as VARs have some potentially big changes ahead, particularly in terms of securing top line revenue as part of partner engagements. IDC anticipates that new players like Capgemini will emerge that are more business-process oriented rather than technology-focused. Those partners that can develop discrete expertise in niche areas, including micro-verticals, will be well positioned to take advantage of the vast SaaS opportunity. Additionally, non-traditional channels such as banks, travel agencies, marketing and advertising agencies, and law firms have already — and will continue to — enter the partner mix and act as resellers and important influencers for select software types.

SaaS has undoubtedly become a disruptive model to the software industry and has now progressed along the path of impacting a variety of IT players. This next phase of SaaS is marked by companies struggling to determine in what way they will participate in the SaaS ecosystem. Will hardware, services, and telecommunications firms develop and offer their own SaaS product or will they acquire an established SaaS player? Will these companies decide to partner with a SaaS provider to gain entrance, and if so what type of arrangement will be most beneficial: referral or resale? Or will these companies choose to become a neutral aggregator for SaaS offerings and therefore another channel for SaaS providers? There will be no simple and/or easy answer to these questions on the minds of companies today, but stay tuned because activities around SaaS are going to get all the more interesting ... and competitive.



## 11:12 Capgemini to support Google Office

*David Bradshaw, Dominique Raviart*

Google and Capgemini have formed a partnership around Google Apps. Capgemini is offering its desktop infrastructure and application support services to enterprise customers of Google Apps Premium Edition. Capgemini will also resell Google Apps. Capgemini's desktop services include delivery management, transitions management, integration, standard operating environment builds and patching, first and second line service desk, and self-help services.

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But there are a number of downsides with Google Apps. Looking at the application itself, these are three-fold. Firstly, that the applications on offer from Google are not as fully-functioned as those from Microsoft and IBM. The word processor in particular is pretty lightweight. Secondly, there is no offline capability with Google Docs, and most laptop users would expect to want to edit documents while on the move. Thirdly it still has no graphical/presentation capabilities, though Google is working on this. However, our main objection is that Google has just gone with the existing model of documents with separate word-processing, spreadsheet and graphical/presentation modules. As we've said elsewhere, we think the world is ready for something better.

Turning to the IT services perspective, we see this announcement as important both for Capgemini and the industry as a whole. From the point of view of Capgemini's desktop support services, these are aimed at very large user organisations that have desktop applications from either Microsoft or IBM, and Google Apps becomes a third line of service. This is effectively both an offensive move (capture market share from slower-moving competitors) and defensive (if your services are going to be cannibalised by new offerings, better to be the first with the new offerings).

There are wider implications for the industry. First, outsourcing contracts (and IT services in general) usually are not about cutting-edge technologies but really about mainstream, already well-known technology. We therefore see this as good news for clients that companies such as Capgemini are exploring more innovative technologies. Second, desktop management has become a bit of a commodity that generates thin margins. Capgemini also thinks Google Apps is helping to differentiate its desktop management service offering from competitors it will, but probably not for very long as this is unlikely to remain an exclusive partnership.

There's a widespread view that Seas takes business away from IT services vendors. However, while it



does change things rearranging some of the cost equations for instance SaaS is gives vendors an opportunity to reduce costs, improve margins and/or enter new markets and/or see off conventional competitors. For more information on the impact of SaaS on IT services vendors, please see our report [SaaS threat and opportunity for IT services vendors](#).