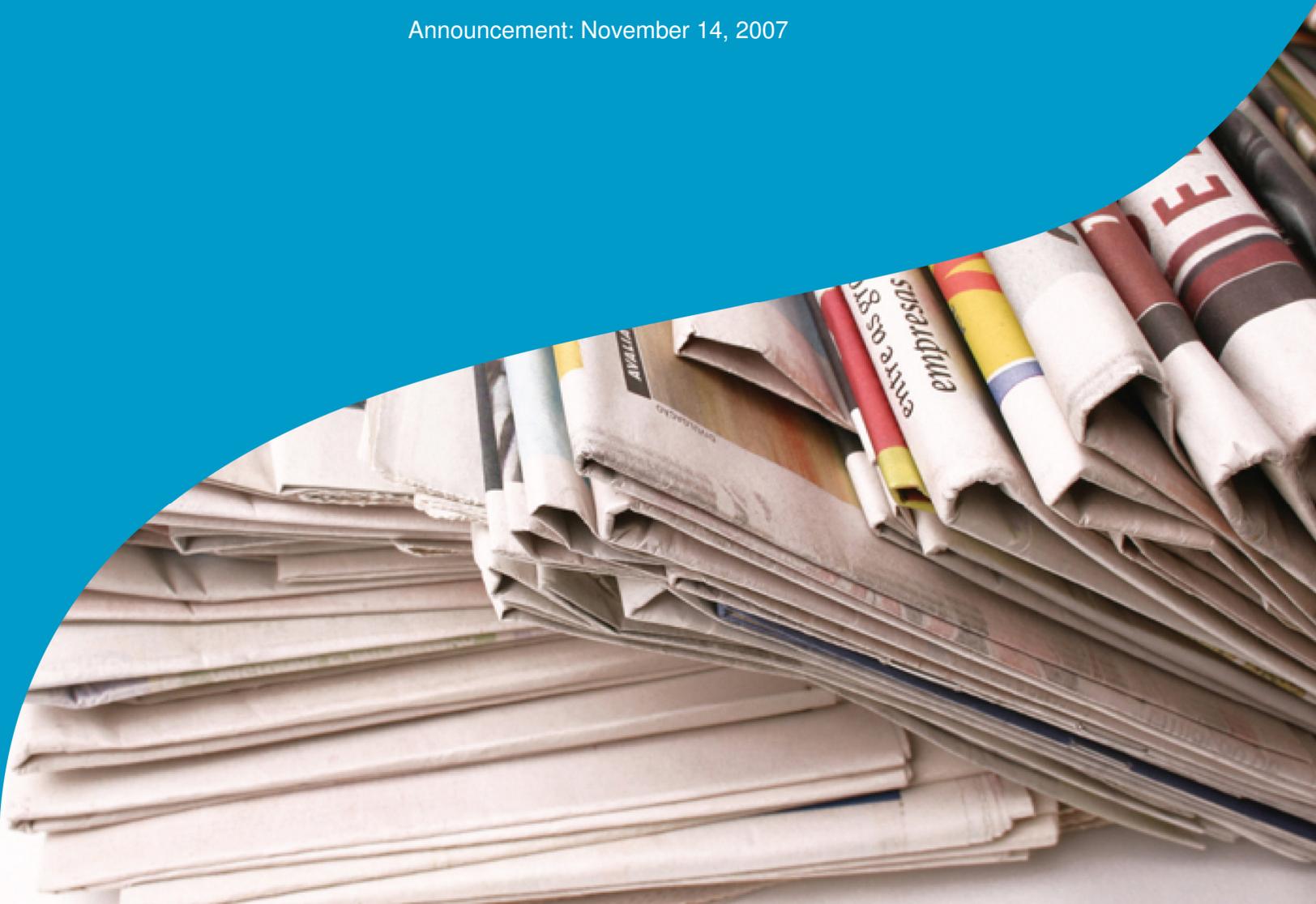




# Capgemini Announces Its First Deployment of Google Apps™

## Coverage Report

Announcement: November 14, 2007



On the following pages you will find the initial results of our media relations campaign to promote Capgemini's first enterprise deployment of Google Apps™ – at our own Customer Care & Intelligence (CC&I) contact center in Junction City, Kansas. Outlined below you'll find more details on the campaign strategy, an overview of results and an analysis of coverage.

## **Campaign Strategy**

As the name suggests, media relations is all about relationships. This is especially true in North America (NA). In this market, it is not possible to turn media relations on and off like a faucet. Companies that work successfully with the media keep a continual flow of relevant news in front of media and analysts which is used to build a close, valuable relationship over time. Over the long-term, this results in more coverage of a higher quality and in more depth than if we were to issue sporadic press releases that are not tied together throughout the year.

Our strategy in NA has been to follow this "ongoing news" approach while being careful not to run too many campaigns. In June we introduced Capgemini BPO to North America and followed that up in September with the Google-Capgemini partnership announcement. As you know, this generated a huge amount of positive coverage and interest across the media and industry. This was followed with a very targeted launch of Capgemini's CC&I practice which built on our earlier BPO launch. With this latest campaign, we are able to tie all the campaigns together.

The press release focused on Capgemini's first deployment of Google Apps at our own Customer Care & Intelligence (CC&I) contact center in Junction City, Kansas. This ties together our BPO with *Business Insight* campaign, our Google campaign, and our CC&I campaign. Not only does it keep us in front of media with an interesting story, but also it enables us to bring our CC&I and BPO messaging to a much broader audience beyond narrow trade publications.

I am happy to report that our strategy is working. We are receiving coverage at unprecedented levels in many publications that have not featured Capgemini in the past to any great extent. In addition, we are building stronger relationships with media, advisors and analysts which provide a powerful springboard for campaigns in 2008, which includes Application Outsourcing in Q1.

Just five days after the launch we have already secured more than 71 placements as a result of our latest media campaign.

## **Media Analysis**

While it is unlikely 100% of media coverage will be positive – especially when Google and Microsoft are involved are mentioned – coverage has been overwhelmingly positive with only two negative blogs. Overall, we have been quite successful in getting our key messages across. In simple terms these are:

- Capgemini is supporting Google Apps in the enterprise
- Google Apps offers considerable advantages over traditional desktop software, especially concerning deployment, and can be advantageous to some user groups and companies
- Capgemini has a presence in the contact center marketplace

Outlined below you will find some excerpts from key articles that are representative of the coverage we received.

## **Capgemini Completes First Deployment of Google Apps**

*TMC Net*

By Calvin Azuri

11/15/2007

Capgemini has announced the completion of the first enterprise deployment of Google (News - Alert) Apps at its new Customer Care & Intelligence (CC&I) center in Junction City, Kansas. . . Junction City is an integral part of the Capgemini BPO Rightshore global delivery network. The network consists of over 6,000 full time BPO employees supporting 33 languages and offering services from a balanced mix of onshore, near shore and offshore centers.

The Junction City center has an important role in Capgemini's CC&I solution. The solution is a part of the company's Business Process Outsourcing (BPO) portfolio. Capgemini had announced enhancements to its CC&I, as well as the addition of Capgemini's Business Insight processes on October 15, 2007.

## **Capgemini claims big gains from first Google Apps deployment**

*ITWire*

By Stuart Corner

11/15/2007

Capgemini, which announced in September that it would offer Google's hosted office productivity applications to enterprises, has made its first deployment, in one of its own call centres, and is claiming considerable efficiency gains.

"With Google Apps now customised to the specific requirements of the contact centre environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert Brillhart, global practice lead, Capgemini Customer Care & Intelligence. He added: "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

## **Capgemini Claims Success for Google Apps**

*eWEEK*

By Clint Boulton

11/14/2007

Microsoft who? Capgemini says it is using Google Apps successfully to power collaboration in a customer service center.

Capgemini didn't take long to leverage its deal with Google, announcing Nov. 14 its first enterprise deployment of Google Apps at its new Customer Care & Intelligence center in Junction City, Kan.

It is the first of what will likely be several instantiations in which Capgemini will use Google's applications as a complement or an alternative to collaboration and productivity software from Microsoft, IBM and other incumbent players.

Brillhart said Google Apps helps make his agents more proactive in meeting customer needs, a kind of holy grail in customer service whereby Capgemini employees can react to trends on a given day before waiting for data analytics reports.

## **Google offers API for Outlook migration to Gmail**

*InfoWorld*

By Ephraim Schwartz

11/14/2007

However, Google Apps is by no means a bare bones set of productivity applications. It gives Capgemini's service reps the ability to share a spreadsheet where all agents can see, view and edit on the fly to identify issues that ordinarily they would bring up after the fact.

Instant messages, emails are also part of the package.

The use of IT resources are also reduced simply because there is no need to support an email server and file share servers.

Google Apps may not answer all a company's needs. That is the point I'm trying to make. But with little need for support, a low barrier to training and enough capability to keep a large segment of the company happy we, will see segmentation not only in productivity applications but in other kinds of applications as well as Web 2.0 and SaaS extends its reach.

## **Capgemini Announces Its First Customer For Google Apps: Itself**

*InformationWeek*

By Mary Hayes Weier

11/15/2007

It appears big companies aren't breaking down the doors at Capgemini to sign up for its new desktop outsourcing service for Google (NSDQ: GOOG) Apps. Two months after announcing the availability of the service, Capgemini says it has completed the first enterprise deployment of Google Apps. But here's the catch: the deployment is at its own offices.

To be fair, it takes time to build a customer base, and Capgemini is demonstrating that it's going to practice what it preaches. The company announced Wednesday it has deployed Google Apps to 165 agents and supervisors at its facility in Junction, Kan. that provides outsourced customer call center services for businesses. Agents are using Google Docs, Gmail, Calendar, Talk, and Start Page.

## **Modest Enterprise Win for Google Apps**

*InternetNews.com*

By David Needle

11/14/2007

"I realized we had a group who were heavy users of a custom CRM application, but otherwise didn't need the burden of a full desktop application suite," Brillhart, global practice lead for Capgemini's Customer Care & Intelligence group, told InternetNews.com. Instead the company went with Google Apps Premier Edition, a suite of online applications that includes Calendar, Gmail, Talk instant messaging, Docs and Spreadsheet.

Junction City is currently set up for 165 agents providing service for a specific telecom provider, but the site is expected to grow later next year to 600 employees, providing customer contact for several different companies. Brillhart said only about five percent of the agents in Junction City will use anything other than Google Apps and the CRM software. He also said 90 percent of an additional 2,500 agents he manages at other locations are good candidates for Google Apps. Capgemini has over 80,000 employees worldwide.

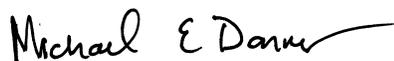
## **The Core Team**

This campaign would not have been possible without the support and input of many who worked long hours and gave up their weekends to make it possible. These include:

- Robbie Brillhart, Global Practice Lead, CC&I
- Chad King, Director, Strategic Projects, CC&I
- Eric Lakey, Senior Manager, Technology and Innovation, CC&I
- Sheldon Mele, Traffic Manager, Global OS Demand Generation

For a more detailed look at the results of this campaign, please review the attached media clips. If you have any questions or comments, feel free to contact me at [michael.donner@capgemini.com](mailto:michael.donner@capgemini.com) or +1 561 306 2275.

Regards,



Michael E. Donner

Vice President, Global Head, Demand Generation, Outsourcing Services

## **Capgemini Announces Its First Deployment of Google Apps™**

**- Installed at Capgemini's Customer Care & Intelligence Center in Junction City, KS -**

**Mountain View, CA, November 14, 2007 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, today announced its first enterprise deployment of Google Apps™ at its new Customer Care & Intelligence (CC&I) center in Junction City, KS. On September 10, 2007 Capgemini announced it is partnering with Google to provide services that support the adoption of Google Apps Premier Edition by large-scale organizations.**

Approximately 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page. Delivered as a Software-as-a-Service (SaaS) solution over the Internet via a Web browser, Google Apps provides powerful collaboration and communication applications for US\$50 per user annually.

*"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients,"* said Robert (Robbie) Brillhart, Global Practice Lead, Capgemini Customer Care & Intelligence. *"The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."*

The Junction City center will play a key role in the delivery of Capgemini's CC&I solution, which is a part of the company's Business Process Outsourcing (BPO) portfolio. Enhancements to CC&I, including the addition of Capgemini's *Business Insight* processes, were announced on October 15, 2007.

Using Google Apps, agents are able to be more proactive in meeting customer needs. Currently, agents are using the collaborative features of Google Apps to complement a Customer Relationship Management (CRM) system. They can send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues. Using Google Talk, agents can send instant messages to a supervisor for assistance with unique call scenarios. With the information now available in real-time, agents no longer have to end the call, seek out the answers, and return the customer's call.

Agents also use Google Docs to record notes and key details of any issue encountered during a customer interaction as well as create other reports to share internally outside of the CRM application. This becomes a “tip sheet” that provides management with early warnings about developing trends or issues that can affect the quality of customer care.

The deployment of Google Apps has also streamlined the IT processes in the Junction City center, resulting in time savings and reducing the demand for IT resources. For example, the open, collaborative structure of Google Apps puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT to create, maintain, and support e-mail servers and file share servers. *“With Google Apps you know exactly who is touching the document, who is changing it, and what they have changed at all times,”* said Brillhart. *“We are empowering the agent to take a larger role in improving the customer experience without creating bureaucracy on the production floor.”*

Capgemini differentiates itself from other BPO providers through applying analytics and business intelligence processes and methodologies to specialty, complex queues. Using this approach, combined with deep vertical market experience in the energy/utilities and telecommunications markets, Capgemini provides clients with *Business Insight*. Consequently, contact center operations can shift from being reactive and focused on defect management, to being proactive and focused on value. As a result, the unique combination of Capgemini’s outside in approach and *Business Insight* delivers operational excellence for contact centers while supporting top line growth for the business they support through process, pricing, product or service change.

Junction City is part of the Capgemini BPO Rightshore® global delivery network, which encompasses more than 6,000 full time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, near shore and offshore centers.

## **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 80,000 people worldwide. More information is available at [www.us.capgemini.com](http://www.us.capgemini.com).

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

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## **Capgemini Announces Its First Deployment of Google Apps™**

**- Installed at Capgemini's Customer Care & Intelligence Center in Junction City, KS -**

### **Questions & Answers**

All media, analyst and advisor queries should be forwarded directly to Michael E. Donner, Vice President, Global Head, Demand Generation, Capgemini at +1 561 306 2275 or michael.donner@capgemini.com

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#### **What are the details of the Google Apps deployment?**

Google Apps was deployed on October 8 at Capgemini's Junction City, KS, Customer Care & Intelligence (CC&I) Center. Google Apps includes Gmail™, Google Calendar™, Google Talk™ and Google Docs & Spreadsheets™. To date, more than 165 agents and supervisors have been trained in using the Google Apps applications for e-mail, document and spreadsheet creation, as well as chat to enable enterprise collaboration. On September 10, 2007 Capgemini announced it is partnering with Google to be a systems integrator for Google Apps in the enterprise. As a result, Capgemini provides services that support the adoption of Google Apps Premier Edition by large-scale organizations.

#### **What is the Junction City, KS, Customer Care & Intelligence Center?**

The Junction City, KS, facility is a 600-seat customer contact center that opened in October 2007. It is the seventh Capgemini customer contact center in North America and is a key component of Capgemini's growth in North America. This center is important because it further expands Capgemini's CC&I service line, which currently handles more than 20 million customer interactions annually. It is expected to generate more than US\$12 million in annual salaries in the Junction City area. The Junction City center both expands the company's ability to meet client needs for near-shore outsourcing centers, but also creates meaningful jobs in this growing community. Many clients are seeking cost-effective customer care locations in North America and Capgemini's new facility in Junction City demonstrates its commitment to providing that choice, resulting in flexibility to help clients gain improved business performance.

#### **Why did Capgemini choose to deploy Google Apps at Junction City?**

Deploying Google Apps at Junction City demonstrates Capgemini's commitment to providing the best technology and tools to make Customer Care & Intelligence a *Business Insight* driven, proactive environment – focused on the customer rather than operational efficiencies alone. Capgemini recognizes the value of a collaborative, SaaS application like Google Apps to tear down the barriers in knowing customers better and achieving both bottom-line and top-line benefits.

Collaboration and communication leads to a better understanding of customer needs because trends and issues are more easily identified and tracked in real-time. Management can extract this data to gain *Business Insight* into proactively dealing with potential problems, such as heading off a product recall, or developing new products or processes to meet customer demand.

### **Can the Junction City agents access their Google Apps applications from home?**

Due to the nature of the contact center environment, Capgemini customized Google Apps to include some limitations and controls, while maintaining the core collaborative advantages. For example, agents are unable to log-on and work from home for security reasons. However, the contact center's operational manager and site director can access the center's Google Apps applications remotely.

Google Apps, even when customized with controls, gives call center agents the ability to communicate collaboratively in real-time and share information as to what customers are saying, asking and wanting. The agents are collecting and sharing data that management can use to deliver *Business Insight*, and thus drive return on investment (ROI) throughout the enterprise.

### **Can you customize Google Apps similarly for other clients?**

Google Apps can be customized to suit the needs of almost any client. Capgemini has the ability to create business value while preserving the collaborative benefits of Google's powerful SaaS application for any level or size of employee group.

### **How do agents and supervisors benefit from using Google Apps?**

Agents use Google Apps on a daily basis to collaborate and communicate through Gmail, Google's e-mail client, with colleagues and supervisors, as well as create reports and record data of customer interactions in Google Docs and Spreadsheets. As such, agents are also able to be more proactive in meeting customer needs. For example, as they work through the call script, accessible through Google Docs, they can simultaneously access other documents to immediately find information to answer customer questions in real-time. As a result, agents no longer have to end the call, seek out the answers and call the customer back, which improves the level of service. Using Google Talk, agents can send instant messages to the supervisor for help in resolving a customer issue, ask questions, and obtain general performance support.

Supervisors are also equipped with the tools they need to effectively do their job and trouble shoot on collaborated information regarding complaints or other issues. The real-time capture of the information alerts management early on to developing trends or problems that can affect the quality of customer care. Historically in contact centers, temporary solutions have often been paper-based workarounds. If an operations manager needed a real-time view, the supervisors would then have to stop what they are doing and arduously compile the information. With Google Apps, agents and supervisors can share a document or report simultaneously and the information can be accessed immediately. The outcome is better agent performance and an improved customer care experience.

## **What are the advantages for the center's IT organization?**

The deployment of Google Apps has also streamlined the IT processes in the Junction City center, resulting in time savings and reducing the demand for IT resources. For example, the open, collaborative structure of Google Apps puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT to create, maintain, and support e-mail servers and file share servers. Google Apps can be configured quickly since it is a Web-based SaaS application. Furthermore, IT resources save time because they no longer need to set up and maintain an e-mail server.

## **Capgemini-Google Alliance**

### **Who is Google?**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.com](http://www.google.com).

### **What are the terms of Capgemini's strategic agreement with Google?**

Under the terms of the agreement, Capgemini will be the first public, global outsourcing and consulting firm to support outsourced SaaS desktop solutions with Google Apps, Google's hosted SaaS applications.

Enterprise customers who are interested in deploying Google Apps can engage Capgemini to provide a full range of infrastructure and application support services, including delivery management, transition management, Standard Operating Environment (SOE) builds and patching, Service Desk, Self-Heal and Self-Help services, desktop/laptop/mobile support and others as required.

In its consultative role, Capgemini application management experts can help customers develop a strategy for the most effective use of Google Apps, whether as an enterprise-wide collaboration solution or as a complementary solution for select departments or employees within a traditional desktop application environment.

As part of the initiative to support Google Apps, Capgemini has joined the Google Enterprise Professional™ Program, which allows Google customers to benefit from the expert guidance and innovative products from third-party providers.

## **What is Google Apps?**

Google Apps includes the Google Docs application, Gmail email services, Google Calendar shared calendaring, Google Talk instant messaging and voice-over-IP, and the Start Page feature for creating a customizable home page. With Google Apps, companies can give employees the next-generation communication and collaboration tools they need to manage electronic communications, share and publish information and stay connected while on the go.

Whether a company is interested in transitioning from, or complementing, their existing messaging infrastructure with more advanced collaboration tools, Google Apps provides full control while requiring minimal investment.

Google Apps can also make it easy to meet desk-less employees' email and calendaring needs. Hosted entirely by Google, the process of downloading, installing and maintaining hardware or software is now eliminated. With Google, companies can afford to provide each and every employee with the tools they need to succeed.

## **What is Software –as-a -Service and why is it important?**

SaaS is a cost-effective, easy-to-deploy alternative to installed, licensed software. SaaS solutions are in demand because they do not require companies to purchase hardware, software, or 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 customers with multiple facilities and global locations.

Taking a leadership position in SaaS support is important to Capgemini because demand for SaaS is accelerating and is expected to create a lucrative marketplace. Industry analyst firm, Gartner, predicts a 25 percent compound annual growth rate for the SaaS market through 2010.<sup>1</sup>

<sup>1</sup>Gartner, Dataquest Insight: Service Providers Must Prepare for the Software-as-a-Service Wave, 13 Dec 06

## **Customer Care & Intelligence (CC&I)**

### **How is Capgemini rethinking customer care?**

With the introduction of an enhanced CC&I solution, Capgemini is rethinking customer care from the outside in. As one of the world's largest consulting, outsourcing and technology firms, Capgemini brings a different perspective to customer care. Capgemini believes that the customer care industry has become too internally focused on operations and contact center metrics, and has lost sight of the connection between business objectives and the customer experience.

In contrast, Capgemini takes a business and intelligence-driven approach to customer care rather than one that is operational. Unlike the majority of traditional outsourced contact center management

organizations focused on high volume, Capgemini is focused on high value. Capgemini uses analytics and business intelligence to focus on the most complex specialty queues

to provide *Business Insight*. With this process Capgemini can undertake root-cause analysis and curing customer services problems rather than continually treating the symptoms. Armed with this *Business Insight*, Capgemini is able to apply solutions to the remaining call volumes.

### **What does Capgemini mean by *Business Insight*?**

CC&I is a part of the Capgemini Business Process Outsourcing (BPO) portfolio. Capgemini's BPO services are focused on both top and bottom line benefits to the client. Capgemini calls this BPO with *Business Insight*. This is delivered from a combination of world-class excellence in the basics of outsourced business processes and transaction processing with the added value of business intelligence and analytics providing *Business Insight*. Using innovative processes and methodologies, *Business Insight* unlocks the hidden value from basic BPO workflow to enable better, more informed decisions that result in measurable business outcomes that can contribute to a client's top line growth. Providing additional value and innovative services with business intelligence and analytics differentiates Capgemini from its competitors.

### **How does BPO with *Business Insight* apply to Customer Care & Intelligence?**

*Business Insight*-driven CC&I means that Capgemini applies business intelligence tools and analytics to the client's customer data captured in customer care interactions. Capgemini gathers data from all customer touch points and interactions to help clients improve operations, but also tightly link the contact center to the parent business and thereby feed back the *Business Insight* into improved products and services. This effectively gives the client the triple benefit of operational efficiency, top line growth, and enhanced customer care.

###

# Internal Announcements





November 14, 2007

## Capgemini Deploys Google Apps™ at Junction City CC&I Center

This message has been sent to all Americas Outsourcing employees.

Today Capgemini announced in a press release the installation of Google Apps™ Premiere Edition in our Junction City Customer Care & Intelligence (CC&I) center – this represents the first enterprise deployment of Google Apps.

This announcement comes fast on the heels of our September 10 announcement of our strategic partnership with Google to provide services that support the adoption of Google Apps™ by large-scale organizations. This accomplishment also follows our October 15 announcement of enhancements to our Customer Care & Intelligence services, so the timing of the Junction City center deployment strongly demonstrates Capgemini's leadership in both the Software as a Service (SaaS) arena and CC&I.

Please visit the Junction City Google landing page on Talent where you can download the press release, view a detailed Q&A, and read Five Fast Facts about this latest Capgemini milestone. Be sure to share the good news with your customers and prospects!

For more information about this strategic announcement, please contact [Michael E. Donner](#), VP, Global Head Demand Generation at +1 561 306 2275.



**Sales & Delivery** [Back to top](#)

**First Google Apps Deployment** 14 November 2007  
More than 165 customer care agents at the newly opened Customer Care and Intelligence (CCI) center in Junction City, Kansas, are the first Capgemini clients to experience the collaborative power of Google Apps™ Premier Edition. Capgemini installed Google Apps™ with customizations for the customer care center on October 7. This represents the first enterprise deployment since the announcement of the Capgemini and Google partnership on September 10. [\[Read the article\]](#)

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**Fast Facts on the Google Deployment** 14 November 2007  
Capgemini recently announced its first Enterprise Deployment of Google Apps in our Customer Care & Intelligence Center in Junction City, Kansas. What does it all mean? And why is it important? To get you up-to-speed on the latest developments, here are some key facts explaining what's going on and why. [\[Read the article\]](#)

[Back to top](#)

The screenshot shows the Capgemini North America Intranet page for the article 'First Google Apps Deployment'. The page features a green navigation bar with links for HOME, PEOPLE, DISCIPLINES, BUSINESS UNITS, SALES & MARKETING, DELIVERY, FUNCTIONAL SUPPORT, SITE MAP, and CONTACT US. Below the navigation bar, a breadcrumb trail reads 'You are in: > Home > Sales & Delivery > First Google Apps Deployment'. The main content area includes a 'SALES & DELIVERY' header, a 'USEFUL LINKS' sidebar with links to 'Read the Talent article' and 'Fast Facts on the Google Deployment', and a 'GET MORE' sidebar with links to 'Send this page by email' and 'Comment on this page'. The article text is partially visible, starting with 'More than 165 customer care agents at the newly opened Customer Care and Intelligence (CCI) center in Junction City, Kansas, are the first Capgemini clients to experience the collaborative power of Google Apps™ Premier Edition...'.

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# Talent News Alert

11/14/2007

Read full article below screen captures



## Wins

### Fast Facts on the Google Deployment 14 November 2007

Capgemini recently announced its first Enterprise Deployment of Google Apps in our Customer Care & Intelligence Center in Junction City, Kansas. What does it all mean? And why is it important? To get you up-to-speed on the latest developments, here are some key facts explaining what's going on and why. [\[Read the article\]](#)

### First Google Apps Deployment 14 November 2007

More than 165 customer care agents at the newly opened Customer Care and Intelligence (CC&I) center in Junction City, Kansas, are the first Capgemini clients to experience the collaborative power of Google Apps™ Premier Edition. [\[Read the article\]](#)

The screenshot shows the Capgemini website interface. At the top, there is a navigation bar with links for TALENT HOME, INFOCENTER, EVENTS CALENDAR, LINKS & TOOLS, TRAVEL, SITE MAP, and CONTACT US. Below this is a search bar for 'Talent' and a 'GO' button. The main content area is divided into several sections: 'HOT NEWS' featuring 'First Google Apps Deployment' with a 'Google Apps' logo; 'RELATED NEWS ITEMS' listing 'Fast Facts on the Google Deployment'; 'Wins' section with 'Fast Facts on the Google Deployment'; 'Delivered' section with 'Change Management at Siemens VDO' and 'adidas Wears Rightshore Colors'; 'Media Coverage' with 'Offshore Testing Profiled in Belgian'; 'Company News' with 'Group Leaders Present Q3 2007 Results' and 'Q3 2007 Results Released'; 'The Other Face of Capgemini' with 'Innovative Bidding on a Green Theme'; 'Talent Tips' with 'Windows Key Shortcuts' and 'Type Faster with AutoText'; 'Light Reading' with 'Who we are - Our Community Service' and 'EU Blue Card to Tempt Skilled Workers'; and 'Around the Group' with 'Automotive Domain Expertise'. On the right side, there are 'GROUP INTERNAL LINKS' for corporate sites and 'FEATURED LINKS' for 'The Other Face of Capgemini' and 'i3 transformation program'. The footer includes 'An Introduction to Talent' and 'User Survey'.

Address: <http://talent.cappgemini.com/news/29332/>

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Cappgemini Share Price: €42.51  
+0.79 (+1.89%)  
Wednesday, 14 November 2007

**TALENT HOME** INFOCENTER EVENTS CALENDAR LINKS & TOOLS TRAVEL SITE MAP CONTACT US

You are in: > Talent Home > Wins > First Google Apps Deployment

**WINS**



## First Google Apps Deployment

*Published on November 14, 2007*

**More than 165 customer care agents at the newly opened Customer Care and Intelligence (CC&I) center in Junction City, Kansas, are the first Cappgemini clients to experience the collaborative power of Google Apps™ Premier Edition.**

Cappgemini installed Google Apps™ with customizations for the customer care center on October 7, 2007. This represents the first enterprise deployment since the announcement of the Cappgemini and Google partnership on September 10, 2007. The time and place of this first deployment also coincides with Cappgemini's launch of its CC&I services enhanced offering announced on October 15. It clearly demonstrates the company's commitment to both Google and the CC&I service offering.

"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert Brillhart, global practice lead, CC&I. "The deployment of Google Apps™ was fast and easy which has already resulted in time and cost savings."

**Google Apps™ In Action**

Junction City is part of the Cappgemini Business Process Outsourcing (BPO) Rightshore® global delivery network, which encompasses more than 6,000 full-time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, nearshore and offshore centers. It is the first to adopt Google Apps™, which is delivered as a Software as a Service (SaaS) solution via an Internet browser.

**RELATED LINKS**

**Related News**

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- CC&I services enhanced offering
- Junction City Google landing page

**Contacts**

- Michael E. Donner

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- Strengthening our Relationship with Bouygues Telecom 31 Oct

**GROUP INTERNAL LINKS**

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- DSS
- Global Headcount and Capabilities
- Group Presentation
- Les Fontaines
- Market Analysts
- Market and Business Information Sources
- MyLearning
- Press Releases

**MOST RECENT TALENT NEWS**

- First Google Apps Deployment Cappgemini Enhances CC&I Center with First Google Apps™ Deployment 14 Nov
- Fast Facts about the USA 14 Nov
- Offshore Testing Profiled in Belgian Press 14 Nov
- History of Cappgemini 1975 - 1989 14 Nov

**THIS WEEK'S FOCUS**



**History of Cappgemini 1975 - 1989**  
The company rapidly expands in Europe, North American and into new areas of

Address: [http://www.us.cappgemini.com/news/current\\_news.asp?ID=659](http://www.us.cappgemini.com/news/current_news.asp?ID=659)

Cappgemini U.S. (change)

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**Press Releases**

**Cappgemini Announces Its First Deployment of Google Apps™**

Installed at Cappgemini's Customer Care & Intelligence Center in Junction City, KS

*November 14, 2007 - Mountain View, CA*

Cappgemini, one of the world's foremost providers of consulting, technology and outsourcing services, today announced its first enterprise deployment of Google Apps™ at its new Customer Care & Intelligence (CC&I) center in Junction City, KS. On September 10, 2007 Cappgemini announced it is partnering with Google to provide services that support the adoption of Google Apps Premier Edition by large-scale organizations.

Approximately 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page. Delivered as a Software-as-a-Service (SaaS) solution over the Internet via a Web browser, Google Apps provides powerful collaboration and communication applications for US\$50 per user annually.

"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert (Robbie) Brillhart, Global Practice Lead, Cappgemini Customer Care & Intelligence. "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

The Junction City center will play a key role in the delivery of Cappgemini's CC&I solution, which is a part of the company's Business Process Outsourcing (BPO) portfolio. Enhancements to CC&I, including the addition of Cappgemini's *Business Insight* processes, were announced on October 15, 2007.

Using Google Apps, agents are able to be more proactive in meeting customer needs. Currently, agents are using the collaborative features of Google Apps to complement a Customer Relationship Management (CRM) system. They can send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share

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PRESS RELEASES

Recent News

- 2006 Press Releases
- 2005 Press Releases
- 2004 Press Releases

## **First Google Apps Deployment**

11/14/2007

### **More than 165 customer care agents at the newly opened Customer Care and Intelligence (CC&I) center in Junction City, Kansas, are the first Capgemini clients to experience the collaborative power of Google Apps™ Premier Edition.**

Capgemini installed Google Apps™ with customizations for the customer care center on October 7, 2007. This represents the first enterprise deployment since the announcement of the Capgemini and Google partnership on September 10, 2007. The time and place of this first deployment also coincides with Capgemini's launch of its CC&I services enhanced offering announced on October 15. It clearly demonstrates the company's commitment to both Google and the CC&I service offering.

"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert Brillhart, global practice lead, CC&I. "The deployment of Google Apps™ was fast and easy which has already resulted in time and cost savings."

#### **Google Apps™ In Action**

Junction City is part of the Capgemini Business Process Outsourcing (BPO) Rightshore® global delivery network, which encompasses more than 6,000 full-time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, nearshore and offshore centers. It is the first to adopt Google Apps™, which is delivered as a Software as a Service (SaaS) solution via an Internet browser.

The 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps™ Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page. They use Google Apps™ as a complement to the existing Customer Relationship Management (CRM) system to enhance collaboration and communication among themselves and with their supervisors. As a result, they can be more proactive in identifying and responding to customer needs.

For example, agents are using Google Apps™ to send e-mail, submit reports, and create spreadsheets focused on answering questions as well as on sharing information related to customer issues. Using Google Talk, agents can send instant messages to a supervisor for assistance with unique call scenarios. With the information now available in real-time, agents no longer have to end the call, seek out the answers, and return the customer's call.

#### **A Wiki Environment**

Agents are also using Google Docs to record notes and key details of any issue encountered during a customer interaction as well as create other reports to share internally, outside of the CRM application. Essentially, they are creating a "tip sheet" in a *wiki* environment (similar to the collaborative Wikipedia.com on the Web) that supervisors can look at to identify any developing trends or issues that can affect the quality of customer care.

The IT department at Junction City also benefits. As an SaaS service delivered via the Web, Google Apps™ does not require IT to create and support e-mail servers and shared file servers for these applications. Therefore, the IT department doesn't have to stretch its resources or pay for additional technicians, thus reducing costs and saving time.

"With Google Apps™ you know exactly who is touching the document, who is changing it, and what they have changed at all times," said Robert. "We are empowering the agent to take a larger role in improving the customer experience without creating bureaucracy on the production floor."

You can download the press release and Q&A about this announcement by visiting a special Junction City Google landing page on Talent.

Please contact Michael E. Donner, VP, global head, demand generation, Outsourcing Services for more information about this strategic launch.

## Fast Facts on the Google Deployment

11/14/2007

**Capgemini recently announced its first Enterprise Deployment of Google Apps in our Customer Care & Intelligence Center in Junction City, Kansas. What does it all mean? And why is it important? To get you up-to-speed on the latest developments, here are some key facts explaining what's going on and why.**

### One

Capgemini completed its first enterprise deployment of Google Apps™ at its new Customer Care & Intelligence (CC&I) center in Junction City, KS in October 2007 – quickly following the September 10, 2007 announcement of our Google partnership and the October 15, 2007 announcement of our CC&I service offering enhancement.



### Two

The Junction City CC&I center, a 600-seat facility which opened in October 2007, is part of Capgemini's Business Process Outsourcing Rightshore® global delivery network, which encompasses more than 6,000 full-time BPO employees, covers 33 languages and delivers services through a balanced mix of onshore, nearshore and offshore centers.

### Three

Approximately 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps™ Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page – all delivered as a Software-as-a-Service (SaaS) solution over the Internet, via a Web browser.



### Four

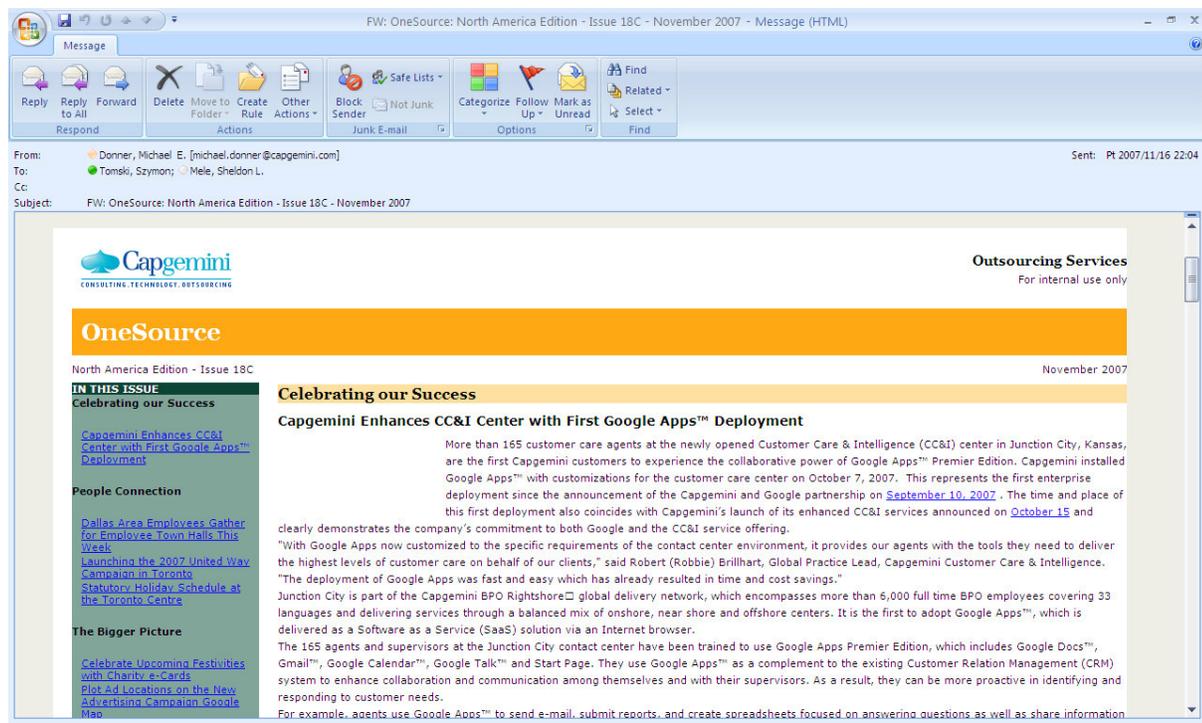
Using Google Apps™, agents are able to be more proactive in meeting customer needs. As a complement to a Customer Relationship Management (CRM) system, Google Apps™ empowers agents to send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues.

### Five

The deployment of Google Apps™ has also streamlined IT processes, resulting in time savings and reduced demand for IT resources. For example, the open, collaborative structure of Google Apps™ puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT support teams to create, maintain, and support e-mail file share servers.

For additional information on Google Apps and Capgemini please visit the [Junction City Google Landing Page](#).

For additional information about the marketing launch of Google Apps™, deployed in Junction City, please contact Michael Donner VP, global lead demand generation, Outsourcing Services.



### Capgemini Enhances CC&I Center with First Google Apps™ Deployment

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"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert (Robbie) Brillhart, Global Practice Lead, Capgemini Customer Care & Intelligence. "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

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For example, agents use Google Apps™ to send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues. Using Google Talk, agents can send instant messages to supervisors for assistance with unique call scenarios. With the information now available in real-time, an agent no longer has to end the call, seek out the answers, and return the customer's call.

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in a wiki environment (similar to the collaborative Wikipedia.com on the Web) that supervisors can look at to identify any developing trends or issues that can affect the quality of customer care.

See the press release announcing the installation of Google Apps™ Premiere Edition at our Junction City Customer Care & Intelligence (CC&I) center.



## Talent News Alert

Tuesday November 20, 2007

For internal use only

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[Talent Tips](#)

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[Central Europe](#)

#### More News from Disciplines

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### FEEDBACK

If you have suggestions, ideas, please e-mail us at [talent@capgemini.com](mailto:talent@capgemini.com).

### Light Reading

#### Top Ten on Talent Last Week 20 November 2007

The first enterprise deployment of Google Apps™ was hot news last week, with customizations in Junction City, Kansas topping the list of most popular Talent articles. In the week ending November 16, 2007 three articles related to the Google deployment made the top ten. Meanwhile the utilization of Rightshore® to migrate adidas' current EAI landscape to a SAP exchange infrastructure came a close second. The History of Capgemini also continued to generate interest, as did the new Talent Survey which gives our readers the chance to give their valuable opinions on our services. [\[Read the article\]](#)

Capgemini 2007. All rights reserved

## Top Ten on Talent Last Week 11/20/2007

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First Google Apps Deployment  
adidas Wears Rightshore Colors  
Home Office Entrusts Us to Secure Britain's Borders  
Five-year Contract with the LSC  
History of Capgemini 1967 - 1975  
Consulting Leadership Changes  
Microsoft Word Tip  
Google Deployment Fast Facts  
Talent User Survey  
Who We Are - Strategic Business Units

The screenshot shows the Capgemini Talent website interface. At the top, there's a navigation bar with 'TALENT HOME', 'INFOCENTER', 'EVENTS CALENDAR', 'LINKS & TOOLS', 'TRAVEL', 'SITE MAP', and 'CONTACT US'. The main content area features a 'LIGHT READING' section with the article 'Top Ten on Talent Last Week'. The article text states: 'The first enterprise deployment of Google Apps™ was hot news last week, with customizations in Junction City, Kansas topping the list of most popular Talent articles. In the week ending November 16, 2007 three articles related to the Google deployment made the top ten. Meanwhile the utilization of Rightshore® to migrate adidas' current EAI landscape to a SAP exchange infrastructure came a close second. The History of Capgemini also continued to generate interest, as did the new Talent Survey which gives our readers the chance to give their valuable opinions on our services.'

Below the article text is a numbered list of the top ten articles:

1. First Google Apps Deployment
2. adidas Wears Rightshore Colors
3. Home Office Entrusts Us to Secure Britain's Borders
4. Five-year Contract with the LSC
5. History of Capgemini 1967 - 1975
6. Consulting Leadership Changes
7. Microsoft Word Tip
8. Google Deployment Fast Facts
9. Talent User Survey
10. Who We Are - Strategic Business Units

Other sections on the page include 'USEFUL LINKS' with links to various articles, 'GROUP INTERNAL LINKS' with corporate site links, 'GET MORE FROM TALENT' with options to email, comment, or subscribe, 'MORE NEWS IN THIS SECTION' with recent news items, and 'THIS WEEK'S FOCUS' with a featured article 'History of Capgemini 1990 - 1997'.

# OneSource

North America Edition - Issue 18D

November 2007

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### People Connection

[Announcing the Release of the 2007 AOS Employee Survey Results](#)

[Toronto Centre Charity Campaign in Full Swing](#)

### The Bigger Picture

[Capgemini Announces First Enterprise Deployment of Google Apps](#)

### Knowledge, Marketing & External Communications

[Capgemini Expands Finance & Accounting BPO Contract with SKF to the Swedish Group's US Operations](#)

### On the Move - Opportunities Around Capgemini

[On the Move: Update from AOS Resourcing Team](#)

## CONNECT

*(Some users may not be able to access links due to local firewalls).*

[OS Facet - \(news on Talent\)](#)

## The Bigger Picture

### Capgemini Announces First Enterprise Deployment of Google Apps

#### ***Junction City Google App Implementation - Five Fast Facts***

Capgemini recently announced its first enterprise deployment of Google Apps in our Customer Care & Intelligence (CC&I) center in Junction City, Kansas.



So what does it all mean? And why is it important?

To get you up-to-speed on the latest developments, below are some key facts explaining what's going on and why.

For additional information on Google Apps and Capgemini, please visit the [Junction City Google Implementation](#) landing page on Talent.

#### **FIVE FAST FACTS:**

1. Capgemini completed its first enterprise deployment of Google Apps™ at its new Customer Care & Intelligence (CC&I) center in Junction City, Kansas in October 2007 – quickly following the September, 10 2007 announcement of our partnership with Google and the October 15, 2007 announcement of the enhancements to our CC&I service offering.
2. The Junction City CC&I center, a 600-seat facility which opened in October 2007, is part of the Capgemini BPO Rightshore® global delivery network, which encompasses more than 6,000 full time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, near shore and offshore centers.
3. Approximately 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page – all delivered as a Software as a Service (SaaS) solution over the Internet via a Web browser.
4. Using Google Apps, agents are able to be more proactive in

[OS Infocenter on Talent](#)  
[OS Community Homespace \(CHS\)](#)  
[Global OS K!Pack](#)  
[Global BPO K!Pack](#)  
[OS Reference List](#)  
[Global M&BI K!Pack](#)  
[Global Alliances Gateway](#)  
[Global Sales & Alliances Connection](#)  
[Rightshore™ Portal](#)  
[i3 landing page](#)  
**CONTACT US**

meeting customer needs. As a complement to the Customer Relationship Management (CRM) system, Google Apps™ empowers agents to send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues.

5. The deployment of Google Apps has also streamlined the IT processes, resulting in time savings and reduced demand for IT resources. For example, the open, collaborative structure of Google Apps puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT to create, maintain, and support e-mail servers and file share servers.

For additional information about the marketing launch of Google Apps deployed in Junction City, please contact [Michael Donner](#), VP, Global Head Demand Generation, Outsourcing Services.



November 22, 2007

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For additional information on Google Apps and Capgemini, please visit the [Junction City Google Implementation](#) landing page on Talent.

### Five Fast Facts

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1.

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2.

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Number of:

▪ Unique visitors	<b>29,480</b>
▪ Page views	<b>220,073</b>
▪ Downloads	<b>6,463</b>
▪ Search used	<b>16,980</b>

**Top 5 Downloads**

- The\_Blue\_Book\_2007.pdf
- Wedding\_Anniversaries.doc
- 2007\_Group\_Priority\_Poster.pdf
- whos\_who\_septembre\_2007.pdf
- FS\_SBU\_Org\_Chart\_July\_2007.pdf

**News - 10 most read articles:**

- Capgemini Extends HMRC Contract
- Advertising Campaign Landing Page
- Tell us what you think of Talent
- First Google Apps Deployment
- adidas Wears Rightshore Colors
- Paul Hermelin on Market Fluctuations
- History of Capgemini 1967 - 1975
- Q3 2007 Results Released
- Nicolas Dufourcq on Our Share Price
- Group Leaders Present Q3 2007 Results

*133 articles were published in Nov*

**Infocenter - 5 most popular pages:**

- Onboarding
- i3 transformation blog
- Opportunities
- Blue Book
- Global Mobility

Audience of Talent : All Group Employees  
Note that Sogefi and some OS communities cannot access intranet.  
Maximum audience is believed to be 40,000 individuals.



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Global Delivery](#)  
[First Google Apps  
Deployment](#)

## Wins of the Month

### First Google Apps Deployment

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[Catch up with our Google activities](#)

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# Capgemini Announces Its First Deployment of Google Apps™

## Coverage Report

Announcement: November 14, 2007



## Google offers API for Outlook migration to Gmail

*InfoWorld*

By Ephraim Schwartz

11/16/2007

URL: [http://www.infoworld.com/article/07/11/16/Google-migration\\_1.html](http://www.infoworld.com/article/07/11/16/Google-migration_1.html)

*(Also appears on: ARN, Computerworld UK, Macworld, New Basement Tapes, PC Advisor, PCH's Stuff, Reseller News, Scotsman on a Horse, TechWorld)*

Google took a giant step on Friday to make it easier for companies to migrate any e-mail system over to Google Apps Gmail by offering an E-mail Migration API targeted at corporate developers and e-mail administrators.

"We've provided developer documentation and sample code that allows developers to build extremely sophisticated mail migration tools, some of which can be run by administrators to migrate centralized mail and some of which can be run by end-users to migrate mail from the desktop," said Gabe Cohen, Google Apps product manager.

Previously, Google released an IMAP migration tool that allowed end-users and administrators to migrate from most IMAP-based e-mail systems to Google Gmail.

The new migration tool will move e-mail from any system, including Microsoft Outlook calendars, e-mail, and contacts into Google Apps, or any other type of mail server to Premier, Education, or Partner editions of Google Apps.

"Migration is a difficult problem with many edge cases," said Cohen, adding that Google has now exposed enough functionality that, in theory, any migration scenario into Google Apps is possible.

In releasing the new API, Google appears to understand that any mid- or large-sized company would be reluctant to rip and replace its current e-mail server with another system. However, by allowing a company to run both systems concurrently, Google may have ameliorated a major concern.

Companies like Capgemini, with 80,000 employees are in fact putting a first toe in the water and using Google Apps for some of its employees.

Google Apps E-mail Migration API is available now.



## Google: Leave No E-Mail Behind

*eWeek Channel Insider*

By Clint Boulton

11/16/2007

URL: <http://www.eweek.com/article2/0,1895,2218201,00.asp>

A new API lets programmers write tools that shuttle mail data from Microsoft Outlook to Google Apps.

Google has added another weapon to its arsenal to help programmers move data from the productivity applications of Microsoft and others.

Launched Nov. 15, the Google Apps Email Migration API is an application programming interface that lets software developers create tools that can move e-mail from any data source to Google Apps' Premier, Education or Partner editions.

The new software opens up e-mail migration to the broadest range of possibilities and builds on an e-mail migration tool Google launched June 25 that lets administrators move e-mail from their IMAP mail systems to Google Apps.

"Since then, more than a hundred million messages have been migrated," Google Apps Product Manager Gabe Cohen wrote in a Nov. 15 blog post. "But this solution didn't solve the whole problem. If your existing solution didn't support IMAP, you were out of luck."

The new API solves that problem.

Some Google partners have already used the tool, Cohen wrote. For example, LimitNone has built a tool called gMOVE, which moves calendars, e-mail and contacts from Microsoft Outlook into Google Apps.

The e-mail migration API is based on GData, a standard protocol for reading and writing data on the Web based on the Atom 1.0 and RSS 2.0 syndication formats.

The software is also the latest in a series of quick, recent steps designed to improve the experience for users of Google Apps, thus making it a more attractive alternative to Microsoft Office and IBM Lotus Notes applications.

Google's Postini security unit Nov. 13 introduced new content policy management capabilities to its Email Security service, including protection for social security and credit card numbers.

During his keynote at Interop New York Oct. 24, Matt Glotzbach, product management director for Google Enterprise, unveiled IMAP support to let users synchronize their Outlook, Thunderbird and even iPhone e-mail accounts with Google Apps.

On Oct. 12, the search and software maker boosted Gmail storage to 25 gigabytes for businesses subscribing to Google Apps Premier Edition.

Consulting services vendor Capgemini is one of the early believers; the company is currently using Google Apps to improve customer service.

# ARN

## **Google offers API for Outlook migration to Gmail**

ARN

By Ephraim Schwartz

11/16/2007

URL: <http://www.arnnet.com.au/index.php/id:1910350433:fp:4:fpid:1976458394>

*(Also appears on: Computerworld UK, InfoWorld, Macworld, New Basement Tapes, PC Advisor, PCH's Stuff, Reseller News, Scotsman on a Horse, TechWorld)*

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*eWEEK*

By Clint Boulton

11/16/2007

URL: <http://www.eweek.com/article2/0,1895,2218201,00.asp>

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# COMPUTERWORLD UK

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*ComputerWorld UK*

By Ephraim Schwartz

11/16/2007

URL: <http://www.computerworlduk.com/technology/internet/software-service/news/index.cfm?newsid=6259>

*(Also appears on: ARN, InfoWorld, Macworld, New Basement Tapes, PC Advisor, PCH's Stuff, Reseller News, Scotsman on a Horse, TechWorld)*

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In releasing the new API, Google appears to understand that any mid- or large-sized company would be reluctant to rip and replace its current e-mail server with another system. However, by allowing a company to run both systems concurrently, Google may have ameliorated a major concern.

Companies like Capgemini, with 80,000 employees are in fact putting a first toe in the water and using Google Apps for some of its employees.

Google Apps E-mail Migration API is available now.

# InformationWeek

## **Capgemini Announces Its First Customer For Google Apps: Itself**

*InformationWeek*

By Mary Hayes Weier

11/15/2007

URL: [http://www.informationweek.com/management/showArticle.jhtml?articleID=203101020&cid=RSSfeed\\_TechWeb](http://www.informationweek.com/management/showArticle.jhtml?articleID=203101020&cid=RSSfeed_TechWeb)

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Besides e-mail, agents are using the Google software to submit reports and create spreadsheets that answer questions and share information related to customer issues. Google Talk lets them send instant messages to a supervisor when they need assistance with a call, and Capgemini says solving the situation with the help of an e-mail chat with a supervisor can eliminate the need to call back customers with answers. Agents use Google Docs to take notes during customer calls to alert managers of any developing customer issues. They're using Google Apps as a compliment to the call center's existing CRM application.

Capgemini, which has long offered a desktop outsourcing service for Microsoft (NSDQ: MSFT) Office, added Google Apps to its service offerings for large companies following a partnership it announced with Google on September 10. Google will host the apps from its data centers, and Capgemini will support them, charging businesses additional fees for services such as deployment, integration, help-desk support, software and hardware provisioning, and security monitoring and software.

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11/16/2007

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### **Capgemini Leverages Google Apps to Cut Call Center Costs**

*CRM Buyer*

By Erika Morphy

11/20/2007

URL: <http://www.crmbuyer.com/story/Capgemini-Leverages-Google-Apps-to-Cut-Call-Center-Costs-60393.html>

*(Also appears on E-Commerce Times, Easy Computer News)*

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Today, there are 165 agents in Capgemini's new 610-seat Customer Care & Intelligence (CC&I) center in Junction City, Kan., using Google (Nasdaq: GOOG) Apps as part of their customer care activities.

Corporations' use of Google Apps have come a long way, considering that when Google Apps was first introduced it was largely seen as an alternative set of desktop functionality for people who didn't want to shell out money for Microsoft's (Nasdaq: MSFT) software package. Companies, the theory went, would be unwilling to migrate away from the ubiquitous Microsoft environment for a number of reasons, starting with the fact that Google Apps' functionality was somewhat basic.

That was then, though. Google has steadily upped the strike capability of its package, adding such features as security and advanced productivity tools. Meanwhile, more firms are rethinking exactly what they need on their desktops. For some, full-blown Office suite functionality is essential.

#### **An Agent's Desktop**

Other operations -- and surprisingly, the call center can be one of them -- does not have to fall in that category.

The contact center agent's desktop, it should be pointed out, is already laden with specialized software and extensive integration to give the agent the necessary information to deal with a customer's call. Productivity applications are not on that short list of essential technology, however.

With this in mind, Robbie Brillhart, global practice lead for Capgemini's CC&I, began to investigate whether the firm would be better off deploying Google Apps in the company's new center in Junction City.

"I was looking at every cost line item to see where we could save money without sacrificing quality," he told CRM Buyer.

Another factor behind its decision to move to Google Apps is the fact that it -- or whatever productivity application the company opted for -- would not have to integrate too deeply into its CRM applications, he explained.

Such integration was not necessary to the operations, said Brillhart. "Ninety percent of our agents' time is spent in the CRM application; only 10 percent is spent outside."

The clincher, he said, was a preexisting relationship between Capgemini and Google. With the necessary license agreements in hand, Capgemini rolled out Google Apps to all the reps staffing its new contact center facility.

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For instance, one of Google's Apps' strengths -- the way it facilitates collaboration -- did result in an initial glitch in the application's deployment, Brillhart recounts -- a glitch that was in fact resolved in favor of the agent reps.

Some of the agents kept in Google Apps their own 'cheat sheets' -- that is, shorthand notes for commonly asked questions, tips on navigating the system and so on.

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The collaborative features in particular are very appealing -- and not just in the contact center environment, he added.

"Not that Microsoft is ignoring (any) aspect of it -- on the contrary," Sterling said. "But I definitely think Google is devoting a lot of energy to this area that will pay off for it."

## **All about Google**

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By Mary Hayes Weier

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## NEW BASEMENT TAPES

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11/16/2007

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# CRM HELP DESK SOFTWARE

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## Easy computer news

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By Erika Morphy

11/20/2007

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## ChannelWeb NETWORK

### Capgemini Picks Google Apps Over Microsoft

*CRN*

By Scott Campbell

11/19/2007

URL: <http://www.crn.com/it-channel/203103224>

Capgemini has seen the future, and it is Google (NSDQ:GOOG).

The \$10.2 billion consulting and services giant recently finished its first enterprise deployment of Google Apps for 165 agents in an internal customer care and intelligence center in Junction City, Kans., and the executive in charge of the project said he'd like to see further deployment of Google's desktop suite.

Two months ago, Google said it planned to provide services to clients to support the adoption of Google Apps Premier Edition, which includes GoogleDocs, Gmail, Google Calander, GoogleTalk and Start Page. Now Capgemini, ranked No. 7 on the VARBusiness 500, is using it internally too.

"When we put up the new center, I was looking at every line item, including applications loads on a desktop for every agent. I knew of the [support] relationship between Capgemini and Google," said Robbie Brillhart, global practice lead for customer care and intelligence, at Capgemini.

Brillhart would not detail the cost of the project or how much money he saved using Google over Microsoft or other desktop suites, but he noted Capgemini paid the standard \$50 per user for Google Apps and that the cost savings were only one of the benefits of the open-source suite.

"Ramping it up, one of the benefits we see out of this is the value from the collaborative use of how it is being used by the agent force today," Brillhart said. "There is ease of use and familiarity. It doesn't take much for an agent population to gain acceptance and embrace using it."

The agents use Google Apps to communicate via Gmail and create reports and record data of customer interactions. This benefits customers because agents no longer have to end the call to find the answers and then call the customers back, according to Capgemini.

"They're more often using a CRM application, but they still need e-mail and documents to function inside the operations," Brillhart said. "Originally, the knowledge management team went a little crazy having another source going to for information. They wanted to keep that knowledge contained to one environment. But they were quickly converted. It fosters creativity."

Brillhart said he would recommend further deployment of Google Apps for further expansion or during technology refresh cycles at Capgemini, but stopped short of saying it could totally replace Microsoft (NSDQ:MSFT).

"We stagger our licensing renewals, but when you start combining [cost savings] with the soft savings, it may accelerate that deployment," he said. "My division is customer care and intelligence. We take intelligence seriously, analyzing information truly doing business intelligence and data mining. That number crunching needs not only Microsoft apps but beyond Microsoft applications too. Can [Google Apps] be rolled out to an enterprise? The answer is yes, but it should be with qualifications that users need to be segmented. It does make sense, but you need to ask what type of user. I'd recommend it to after having used it myself."



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*TechnoWorldInc.com*

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"We've provided developer documentation and sample code that allows developers to build extremely sophisticated mail migration tools, some of which can be run by administrators to migrate centralized mail and some of which can be run by end-users to migrate mail from the desktop," said Gabe Cohen, Google Apps product manager.

Previously, Google released an IMAP migration tool that allowed end-users and administrators to migrate from most IMAP-based e-mail systems to Google Gmail.

The new migration tool will move e-mail from any system, including Microsoft Outlook calendars, e-mail, and contacts into Google Apps, or any other type of mail server to Premier, Education, or Partner editions of Google Apps.

"Migration is a difficult problem with many edge cases," said Cohen, adding that Google has now exposed enough functionality that, in theory, any migration scenario into Google Apps is possible.

In releasing the new API, Google appears to understand that any mid- or large-sized company would be reluctant to rip and replace its current e-mail server with another system. However, by allowing a company to run both systems concurrently, Google may have ameliorated a major concern.

Companies like Capgemini, with 80,000 employees are in fact putting a first toe in the water and using Google Apps for some of its employees.

Google Apps E-mail Migration API is available now.



### **SaaS office apps battle heats up: Zoho upgrades writer**

*ITWire*

By Stuart Corner

11/15/2007

URL: <http://www.itwire.com.au/content/view/15360/1054/>

Competition in the market for office applications provided online is intensifying with Zoho upgrading its word processor to make it more attractive to the enterprise market.

Zoho has added pagination, headers and footers, a 43-language spell checker and other new features to Zoho Writer, designed to encourage enterprise support, saying: "some analysts have identified pagination and header/footer support as gating factors to enterprise adoption of online applications. For these customers, this announcement is a landmark event."

CapGemini is pushing rival Google Apps into the enterprise market and this week announced the first deployment, albeit in one of its own call centers.

Zoho 'evangelist', Raju Vegesna, said: "To news watchers, announcing an upgrade may not be as exciting as announcing a new product. But to our customers and those considering our products for personal or professional use, upgrades are often more exciting."

Users can now view their document in discrete pages by clicking on the 'Page View' link. Users can define headers and footers from the 'Page Setup' link or the 'Page Setup' icon in the Zoho Writer toolbar. The headers/footers that are defined will appear when the document is printed. They will also be intact when the document is exported to PDF/DOC.

Other new features include the ability to download public documents or sent to others by email in different formats; an email notification whenever comments are made to a user's public documents; availability of the user interface in Chinese, taking the tally of UI language options to 11.

# Scotsman on a Horse

## **Google offers API for Outlook migration to Gmail**

*Scotsman on a Horse*

By Ephraim Schwartz

11/16/2007

URL: <http://2thyme.wordpress.com/2007/11/17/migration-to-gmail/>

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## **Capgemini Completes First Deployment of Google Apps**

*TMC Net*

By Calvin Azuri

11/15/2007

URL: <http://callcenterinfo.tmcnet.com/analysis/articles/14733-capgemini-completes-first-deployment-google-apps.htm>

Capgemini has announced the completion of the first enterprise deployment of Google (News - Alert) Apps at its new Customer Care & Intelligence (CC&I) center in Junction City, Kansas.

On September 10, the company had announced its partnership with Google to offer services, which support the adoption of Google Apps Premier Edition by large enterprises.

Around 165 agents and supervisors at the Junction City contact center have been offered training to use Google Apps Premier Edition. The application includes Google Docs, Gmail, Google Calendar, Google Talk and Start Page.

Google Apps is offered as a Software-as-a-Service (SaaS (News - Alert)) solution over the Internet with the help of a Web browser.

The software offers robust collaboration and communication applications for US\$50 per user annually.

Junction City is an integral part of the Capgemini BPO Rightshore global delivery network. The network consists of over 6,000 full time BPO employees supporting 33 languages and offering services from a balanced mix of onshore, near shore and offshore centers.

The Junction City center has an important role in Capgemini's CC&I solution. The solution is a part of the company's Business Process Outsourcing (BPO) portfolio. Capgemini had announced enhancements to its CC&I, as well as the addition of Capgemini's Business Insight processes on October 15, 2007.

Google Apps will enable agents to leverage its collaborative features to complement the services offered through a Customer Relationship Management (CRM) system. With the help of Google Apps, they can send e-mail, submit reports, and generate spreadsheets to address customer issues and share the information.

Google Talk helps agents to send instant messages to a supervisor for assistance when they face unique call scenarios. Since the information is provided in real-time, agents need not drop a call. They can seek instant assistance and respond to the customer.

Google Docs helps agents to record notes and enter important details of customer issues. At the same time, they can create reports to share the information internally through the CRM application. This information acts as a "tip sheet", which provides the management with early warnings of potential trends or issues that may affect the quality of customer care in future.

In addition to this, Google Apps will streamline the IT processes in the Junction City center. The end result will be savings in time and reduction of IT resource demands.

## TECHWORLD

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By Ephraim Schwartz

11/16/2007

URL: <http://www.techworld.com/applications/news/index.cfm?newsID=10685&pagtype=samechan>

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## **Capgemini claims big gains from first Google Apps deployment**

*ITWire*

By Stuart Corner

11/15/2007

URL: <http://www.itwire.com/content/view/15353/53/>

Capgemini, which announced in September that it would offer Google's hosted office productivity applications to enterprises, has made its first deployment, in one of its own call centres, and is claiming considerable efficiency gains.

Approximately 165 agents and supervisors at Capgemini's call centre in Junction City, Kansas, have been trained to use Google Apps Premier Edition, which includes Google Docs, Gmail, Google Calendar, Google Talk and Start Page. Capgemini says it will be charging this package out to customers at \$US50 per user per year.

"With Google Apps now customised to the specific requirements of the contact centre environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert Brillhart, global practice lead, Capgemini Customer Care & Intelligence. He added: "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

Capgemini says that agents are using the collaborative features of Google Apps to complement a CRM system. "They can send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues. Using Google Talk, agents can send instant messages to a supervisor for assistance with unique call scenarios."

Brillhart added: "With the information now available in real-time, agents no longer have to end the call, seek out the answers, and return the customer's call. Agents also use Google Docs to record notes and key details of any issue encountered during a customer interaction as well as create other reports to share internally outside of the CRM application."

Capgemini says the deployment of Google Apps has also streamlined the IT processes in the Junction City centre, resulting in time savings and reducing the demand for IT resources. "The open, collaborative structure of Google Apps puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT to create, maintain, and support e-mail servers and file share servers. With Google Apps you know exactly who is touching the document, who is changing it, and what they have changed at all times," said Brillhart.

# VoIP News and Developments

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*VoIP News and Developments*

By Calvin Azuri

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URL: <http://www.reignmaker.biz/?p=23702>

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eWEEK

By Clint Boulton

11/14/2007

URL: <http://www.eweek.com/article2/0,1895,2215565,00.asp>

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Of course, using GAPE in the call center also means Capgemini doesn't need its IT staff to configure and support e-mail servers and file-share servers. This frees up the technical staff to address more pressing issues that may arise.

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However, analysts such as Burton Group's Guy Creese have taken a less sanguine view of GAPE, citing a shortage of records management functionality and Google's lack of enterprise experience as reasons to carefully consider whether to use the largely untested software.

## Capgemini deployment of Google Apps points to world of application segmentation

InfoWorld

By Ephraim Schwartz

11/14/2007

URL: [http://weblog.infoworld.com/realitycheck/archives/2007/11/capgemini\\_deplo.html](http://weblog.infoworld.com/realitycheck/archives/2007/11/capgemini_deplo.html)

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"These agents are not power users and number crunchers," Brillhart told me.

What Capgemini is doing is segmenting its users making a decision on which application to deploy based on what best suites that group.

"We are living in a blended environment and there is not one set of common apps," said Brillhart.

In other words, although all 80,000 Capgemini employees need word processing, spreadsheets and the like, not all of them need to use the same application. And now that there is a choice, a low cost choice, large companies like Capgemini will be taking advantage of it.

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## AdSense Pay Updates

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*AdSensePay*

By Clint Boulton

11/14/2007

URL: <http://www.adsensepay.com/news/2007/11/15/capgemini-claims-success-for-google-apps-pc-magazine-via-yahoo-news/>

*(Also appears on: eWEEK, eWEEK's Channel Insider, Getting Google Enabled, Google Community, Nhanlife, PC Magazine)*

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# The Big Deal

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*eWEEK's Channel Insider*

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# Broadband Library & Assets

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By Ephraim Schwartz

11/14/2007

URL: <http://www.networkteks.com/blog/?p=22019>

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# Getting Google Enabled

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By Steven Ashley

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URL: <http://www.genabled.info/2007/11/capgemini-claims-success-for-google.html>

A few weeks ago I wrote a post about Cap Gemini adopting Google Apps for their use and it looks like they have been busy, now eWeek is reporting in Capgemini Claims Success for Google Apps: Capgemini didn't take long to leverage its deal with Google, announcing Nov. 14 its first enterprise deployment of Google Apps at its new Customer Care & Intelligence center in Junction City, Kan.

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The news is a positive development for Google, which regularly steers clear of comparing GAPE to Microsoft Office despite the number of corresponding applications and functionality. Instead, Google chooses to position the GAPE suite as a collaboration platform. However, it's no secret that analysts and prospective customers in the high-tech industry are watching the progression of GAPE as a potential alternative to Office, IBM Lotus and other more traditional platforms that are downloaded and perpetually licensed.

The real-time capabilities mean agents no longer have to end a customer's call, seek out answers and return the call. I think this is the first story of a growing trend, Google Apps provide most of the needed functionality that businesses need, and in quite a few cases all that they need and best of all they are free.



## Modest Enterprise Win for Google Apps

InternetNews.com

By David Needle

11/14/2007

URL: <http://www.internetnews.com/ent-news/article.php/3710981>

*(Also appears on: AsterikdotInfo, Blog About All, Google Community, InternetNews.com, IT Management, News from US, S.E.O. Software Tools)*

Robbie Brillhart had one of those rare opportunities in IT to start over.

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"I realized we had a group who were heavy users of a custom CRM application, but otherwise didn't need the burden of a full desktop application suite," Brillhart, global practice lead for Capgemini's Customer Care & Intelligence group, told InternetNews.com. Instead the company went with Google Apps Premier Edition, a suite of online applications that includes Calendar, Gmail, Talk instant messaging, Docs and Spreadsheet.

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Brillhart said cost savings and speed of implementation (a few days, versus the weeks and sometimes months to roll out PC software) played in favor of Google Apps. He also noted some of his users need extra capabilities available in Office, and a few others need to go beyond Microsoft for more advanced analytical applications but, in general, Google provides more than enough for the contact center staff.

Google Apps is a Software-as-a-Service (SaaS) (define) offering that is distributed and updated via the Internet. Capgemini is paying the standard \$50 per user annual fee for the Google software, a fraction of the upfront fee Microsoft charges for Office.

And in some cases, Google Apps has offered more than Microsoft could.

For example, Capgemini is leveraging security features in the Gmail component of Google Apps to check outgoing mail. "We've been able to add functionality to protect customer data like social security and credit card numbers. If that data is in an e-mail, it can't be sent," said Brillhart.

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*PC Magazine*

By Clint Boulton

11/14/2007

URL: [http://news.yahoo.com/s/zd/20071114/tc\\_zd/219302](http://news.yahoo.com/s/zd/20071114/tc_zd/219302)

*(Also appears on: AdSensePay, eWEEK, eWEEK Channel Insider, Getting Google Enabled, Google Community, Nhanlife)*

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Capgemini originally vowed to support GAPE Sept. 10, catching the industry's attention and thrusting Google into the spotlight as a threat to Microsoft and other entrenched players.

However, analysts such as Burton Group's Guy Creese have taken a less sanguine view of GAPE, citing a shortage of records management functionality and Google's lack of enterprise experience as reasons to carefully consider whether to use the largely untested software.

# AsterikDotInfo

## Modest Enterprise Win for Google Apps

*AsterikDotInfo*

By David Needle

11/14, 2007

URL: <http://asterikdotinfo.blogspot.com/2007/11/oracles-linux-to-get-cdw-treatment.html>

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# Technology News

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Nhanlife

By Clint Boulton

11/14/2007

URL: <http://www.nhanlife.com/technology/capgemini-claims-success-for-google-apps/10885>

*(Also appears on: AdSensePay, eWEEK, eWEEK's Channel Insider, Getting Google Enabled, Google Community, PC Magazine)*

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## Google offers API for Outlook migration to Gmail; Administrators get a new Google tool to play with -- and to help them migrate from their present e-mail system to Gmail

*Info World*

By Ephraim Schwartz

11/16/2007

URL: [http://www.infoworld.com/article/07/11/16/Google-migration\\_1.html](http://www.infoworld.com/article/07/11/16/Google-migration_1.html)

Google took a giant step on Friday to make it easier for companies to migrate any e-mail system over to Google Apps Gmail by offering an E-mail Migration API targeted at corporate developers and e-mail administrators.

"We've provided developer documentation and sample code that allows developers to build extremely sophisticated mail migration tools, some of which can be run by administrators to migrate centralized mail and some of which can be run by end-users to migrate mail from the desktop," said Gabe Cohen, Google Apps product manager.

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Google Apps E-mail Migration API is available now.



## Microsoft offers its take on CapGemini-Google deal

ZDNet

By Cameron Reilly

11/16/2007

RE: Microsoft offers its take on CapGemini-Google deal

URL: <http://talkback.zdnet.com/5208-12558-0.html?forumID=1&threadID=38530&messageID=707195&start=0>

Speaking as a former Microsoft enterprise sales person, I'm very aware that many CIOs have been waiting for an opportunity to reduce the cost of deploying and maintaining Microsoft Office for many years. They have just been waiting for the "Gartner Go" signal. Microsoft has done an excellent job in cornering the office apps market over the last decade but in doing so have developed a suite of products which, by their own admission, the vast majority of users hardly use more than a tiny percentage of the functionality.

The really amusing thing about Microsoft's arguments above is that I'm pretty sure they copied them straight out of the Oracle sales book from 1998. These are pretty much the same kind of arguments Oracle tried to use against SQL Server. And IBM tried to use to place Lotus Notes ahead of Exchange.

All Google now needs to do is get their hands on Microsoft's competitive sales guides from the late 90s for their products, to show CapGem how to sell cheaper products with less features / track record against expensive bloatware.

Microsoft is becoming IBM faster than it realizes.

regards, CEO, The Podcast Network

## **Capgemini déploie les applications Google chez lui**

*JDN solutions*

11/16/2007

URL: <http://www.journaldunet.com/solutions/breve/projets/18986/capgemini-deploie-les-applications-google-chez-lui.shtml>

La SSII annonce le déploiement de la suite Google Apps au sein de son centre d'appels du Kansas aux Etats-Unis. Au total, 165 agents ont ainsi été équipés de la suite bureautique Google Docs, de la messagerie Gmail et du gestionnaire de calendrier Calendar. Ce projet a pour but de mettre en avant l'accord que Capgemini a signé avec Google en vue de distribuer et d'intégrer la suite d'applications. Bref, il s'agit pour le groupe de monter l'exemple.



## **Google offers API for Outlook migration to Gmail**

**The new migration tool will move e-mail from any system**

*CIO Business Technology Leadership*

Ephraim Schwartz

(InfoWorld)

11/19/2007

URL: <http://www.cio.com.au/index.php/id;1910350433>

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Datamation

By David Needle

11/14/2007

URL: <http://www.internetnews.com/ent-news/article.php/3710981>

*(Also appears on: Addict 3D, AsterikdotInfo, Blog About All, Google Community, InternetNews.com, News from US, S.E.O. Software Tools)*

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*PC World*

Ephraim Schwartz

11/ 16/2007

URL: [http://www.pcworld.com/businesscenter/article/139740/easier\\_migration\\_tool\\_for\\_gmail.html](http://www.pcworld.com/businesscenter/article/139740/easier_migration_tool_for_gmail.html)

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InfoWorld / InfoWorld Daily

## **CALIBRE**

STRATEGIC DIRECTION. A LASTING LEGACY.

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*Calibre*

Ephraim Schwartz

11/ 16/2007

URL: <http://calibre.mworld.com/m/m.w?lp=GetStory&id=280923761>

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Provider:  
InfoWorld / InfoWorld Daily



### **Capgemini sköter kunder med Google Apps**

*IDG.se*

By Martin Wallström

11/15/2007

URL: <http://www.idg.se/2.1085/1.131260>

Affärssystem Franska konsultföretaget Capgemini använder sig av Google Apps för att hantera ett av sina kundcenter. Enligt nyhetstjänsten Eweek uppger företaget att användningen har varit lyckosam.

165 kundhanterare och chefer använder sig av programtjänsten Gape, Google Apps Premier Edition. I programmet ingår ordbehandlingsprogrammet Google Docs, e-postprogrammet Gmail and Googles chattprogram. Programmet kompletterar ett kundvårdsprogram och levereras som en hyrtjänst från Googles servrar för 50 dollar per användare och år.

Systemet används för att skicka e-post, skapa kalkylark samt för att arbeta med och lösa kundproblem. Sedan systemet togs i drift den 6 november har det inte haft någon nedtid, uppger Robert Brillhart, global operativ chef för Capgemini till Eweek. Systemet gör också att it-avdelningen kan prioritera andra frågor.

### **Capgemini will Google Apps statt MS Office**

*Silicon.de*

By Stefan Beiersmann

11.15.2007

URL: [http://www.silicon.de/enid/business\\_software/31081](http://www.silicon.de/enid/business_software/31081)

Der IT-Dienstleister Capgemini hat die erste vollständige Implementierung der Google Apps in einem unternehmenseigenen Kunden- und Service-Center bekannt gegeben.

Nur gut zwei Monate nach dem Bekanntwerden einer entsprechenden Vereinbarung mit Google hat Capgemini 165 Mitarbeiter in Kanada mit der Premier Edition von Google Apps ausgestattet.

Es wird erwartet, dass dies nur der erste Einsatz von Google Apps Premier Edition (GAPE) als Alternative zu den Office-Lösungen von Microsoft, IBM und anderen im Hause Capgemini ist. Das Unternehmen verwendet GAPE in direkter Zusammenarbeit mit einem proprietären Customer-Management-System (CRM).

Nach Angaben von Robert Brillhart, Schulungsleiter der Service-Center von Capgemini, sind die Google Apps bereits seit 6. November im Einsatz. Seitdem habe es keine Ausfallzeiten gegeben und alle Kundenanfragen sowie die zugehörige Kommunikation würden über das System bearbeitet.

Der Erfahrungsbericht von Capgemini dürfte bei Google auf positives Echo stoßen. Der Suchgigant ist bemüht, sich gegen den direkten Vergleich mit Microsofts Office zu wehren und sieht die Google Apps eher als ein Collaboration-Tool an. Trotzdem betrachten weiterhin viele Analysten und auch mögliche Kunden die Google Apps als eine Alternative zu den etablierten Office-Productivity-Produkten.

GAPE setzt sich unter anderem aus der Textverarbeitung Google Docs, einer Tabellenkalkulation, dem E-Mail-Service Gmail und Googles Instand Messenger zusammen. Für eine monatliche Gebühr von 50 Dollar pro Anwender wird GAPE als Software-as-a-Service (SAAS) angeboten und vollständig auf Google-Servern gehostet.

## [News from US](#)

### **Modest Enterprise Win for Google Apps**

*News from US*

By David Needle

11/14/2007

URL: <http://utrapienie.info/zaplecze1/?p=14190>

*(Also appears on: Addict 3D, AsterikdotInfo, Blog About All, Google Community, InternetNews.com, IT Management, S.E.O. Software Tools)*

Robbie Brillhart had one of those rare opportunities in IT to start over.

The tech press is rife with new technology announcements that sound great, but before most companies consider implementation they have to take their entrenched or legacy systems into account. New software, for example, requires training and may present compatibility issues with the established offering.

But as technology consulting firm Capgemini prepared for this month's opening of a new contact center branch in Junction City, Kan., Brillhart recognized he had the proverbial "greenfield" opportunity to start fresh, even though Microsoft Office is the application suite of choice at Capgemini overall.

"I realized we had a group who were heavy users of a custom CRM application, but otherwise didn't need the burden of a full desktop application suite," Brillhart, global practice lead for Capgemini's Customer Care & Intelligence group, told InternetNews.com. Instead the company went with Google Apps Premier Edition, a suite of online applications that includes Calendar, Gmail, Talk instant messaging, Docs and Spreadsheet.

Junction City is currently set up for 165 agents providing service for a specific telecom provider, but the site is expected to grow later next year to 600 employees, providing customer contact for several different companies. Brillhart said only about five percent of the agents in Junction City will use anything other than Google Apps and the CRM software. He also said 90 percent of an additional 2,500 agents he manages at other locations are good candidates for Google Apps. Capgemini has over 80,000 employees worldwide.

Brillhart said cost savings and speed of implementation (a few days, versus the weeks and sometimes months to roll out PC software) played in favor of Google Apps. He also noted some of his users need extra capabilities available in Office, and a few others need to go beyond Microsoft for more advanced analytical applications but, in general, Google provides more than enough for the contact center staff.

Google Apps is a Software-as-a-Service (SaaS) (define) offering that is distributed and updated via the Internet. Capgemini is paying the standard \$50 per user annual fee for the Google software, a fraction of the upfront fee Microsoft charges for Office.

And in some cases, Google Apps has offered more than Microsoft could.

For example, Capgemini is leveraging security features in the Gmail component of Google Apps to check outgoing mail. "We've been able to add functionality to protect customer data like social security and credit card numbers. If that data is in an e-mail, it can't be sent," said Brillhart.

Another benefit has been collaboration features with Google Apps. For example, the Capgemini users have created a shared space of tips and issues that come up related to customer care. Before it was more of a random document one agent might e-mail to the group, but now it's a "live" document constantly updated that any of the agents have ready access to. Since posters are identified, not anonymous, the content is trusted.

"It also gives them the freedom to make changes and improve on what's been posted," said Brillhart.



### **Capgemini implementa Google Aps**

*Sol.sapo.pt*

11/15/2007

URL: [http://sol.sapo.pt/PaginaInicial/Tecnologia/Interior.aspx?content\\_id=66620](http://sol.sapo.pt/PaginaInicial/Tecnologia/Interior.aspx?content_id=66620)

A Capgemini, empresa fornecedora de serviços de consultoria, tecnologia e outsourcing, anunciou a primeira implementação do Google Apps no seu novo Customer Care & Intelligence (CC&I) Center, na cidade de Junction, no Kansas.

A empresa já havia anunciado, em Setembro, a parceria com o Google para o fornecimento de serviços que suportem a adopção do Google Apps Premier Edition por organizações de grande dimensão.

Segundo nota da Capgemini, através da utilização do Google Apps os agentes têm a oportunidade de se tornarem mais proactivos, indo de encontro às necessidades dos clientes.

Actualmente, os agentes aproveitam as características colaborativas do Google Apps de forma a complementar o sistema de Customer Relationship Management existente.

Podem enviar e-mails, entregar relatórios aos seus supervisores e criar folhas de cálculo focadas em responder às questões, assim como partilhar informação relacionada com os problemas dos clientes.



## **Capgemini Claims Success for Google Apps**

*Global Services*

By Clint Boulton

11/14/2007

URL: <http://www.globalservicesmedia.com/Content/general200711143235.asp>

*(Also appears on: AdSensePay, eWEEK, eWEEK' s Channel Insider, Getting Google Enabled, Google Community, PC Magazine)*

Microsoft who? Capgemini says it is using Google Apps successfully to power collaboration in a customer service center.

Capgemini didn't take long to leverage its deal with Google, announcing Nov. 14 its first enterprise deployment of Google Apps at its new Customer Care & Intelligence center in Junction City, Kan.

Some 165 agents and supervisors at the contact center are using GAPE (Google Apps Premier Edition), which includes Google Docs word processing software, Gmail and Google's Chat instant messaging software, to complement a proprietary CRM (customer relationship management) system. For \$50 per user per year, GAPE is delivered as SAAS (software as a service) and is hosted on Google's servers.

It is the first of what will likely be several instantiations in which Capgemini will use Google's applications as a complement or an alternative to collaboration and productivity software from Microsoft, IBM and other incumbent players.

The CC&I agents have been using GAPE since Nov. 6 to send e-mail, submit reports and create spreadsheets to work on and solve customer service issues together. Agents use Chat to send instant messages to supervisors for assistance with unique call scenarios. However, the CC&I center has not experienced any downtime since starting to use the software, Robert Brillhart, global practice lead for Capgemini CC&I, told eWEEK.

Brillhart said Google Apps helps make his agents more proactive in meeting customer needs, a kind of holy grail in customer service whereby Capgemini employees can react to trends on a given day before waiting for data analytics reports.

The news is a positive development for Google, which regularly steers clear of comparing GAPE to Microsoft Office despite the number of corresponding applications and functionality. Instead, Google chooses to position the GAPE suite as a collaboration platform. However, it's no secret that analysts and prospective customers in the high-tech industry are watching the progression of GAPE as a potential alternative to Office, IBM Lotus and other more traditional platforms that are downloaded and perpetually licensed.

The real-time capabilities mean agents no longer have to end a customer's call, seek out answers and return the call.

Of course, using GAPE in the call center also means Capgemini doesn't need its IT staff to configure and support e-mail servers and file-share servers. This frees up the technical staff to address more pressing issues that may arise.

Capgemini originally vowed to support GAPE Sept. 10, catching the industry's attention and thrusting Google into the spotlight as a threat to Microsoft and other entrenched players.

However, analysts such as Burton Group's Guy Creese have taken a less sanguine view of GAPE, citing a shortage of records management functionality and Google's lack of enterprise experience as reasons to carefully consider whether to use the largely untested software.

# S.E.O. Software Tools

## Modest Enterprise Win for Google Apps

*S.E.O. Software Tools*

By David Needle

11/14/2007

URL:

[http://myblogharvester.com/internetmarketing/index.php?blog=2&title=modest\\_enterprise\\_win\\_for\\_google\\_apps&more=1&c=1&tb=1&pb=1](http://myblogharvester.com/internetmarketing/index.php?blog=2&title=modest_enterprise_win_for_google_apps&more=1&c=1&tb=1&pb=1)

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## **Capgemini Leverages Google Apps to Cut Call Center Costs**

*E-Commerce Times*

By Erika Morphy

11/20/2007

URL: <http://www.ecommercetimes.com/story/60393.html>

*(Also appears on CRM Buyer, Easy Computer News)*

Robbie Brillhart, global practice lead for Capgemini, began to investigate whether the firm would be better off deploying Google Apps in the company's new center in Junction City, Kan. "I was looking at every cost line item to see where we could save money without sacrificing quality," he told CRM Buyer.

Today, there are 165 agents in Capgemini's new 610-seat Customer Care & Intelligence (CC&I) center in Junction City, Kan., using Google (Nasdaq: GOOG) Apps as part of their customer care activities.

Corporations' use of Google Apps have come a long way, considering that when Google Apps was first introduced it was largely seen as an alternative set of desktop functionality for people who didn't want to shell out money for Microsoft's (Nasdaq: MSFT) software package. Companies, the theory went, would be unwilling to migrate away from the ubiquitous Microsoft environment for a number of reasons, starting with the fact that Google Apps' functionality was somewhat basic.

That was then, though. Google has steadily upped the strike capability of its package, adding such features as security and advanced productivity tools. Meanwhile, more firms are rethinking exactly what they need on their desktops. For some, full-blown Office suite functionality is essential.

### **An Agent's Desktop**

Other operations -- and surprisingly, the call center can be one of them -- does not have to fall in that category.

The contact center agent's desktop, it should be pointed out, is already laden with specialized software and extensive integration to give the agent the necessary information to deal with a customer's call. Productivity applications are not on that short list of essential technology, however.

With this in mind, Robbie Brillhart, global practice lead for Capgemini's CC&I, began to investigate whether the firm would be better off deploying Google Apps in the company's new center in Junction City.

"I was looking at every cost line item to see where we could save money without sacrificing quality," he told CRM Buyer.

Another factor behind its decision to move to Google Apps is the fact that it -- or whatever productivity application the company opted for -- would not have to integrate too deeply into its CRM applications, he explained.

Such integration was not necessary to the operations, said Brillhart. "Ninety percent of our agents' time is spent in the CRM application; only 10 percent is spent outside."

The clincher, he said, was a preexisting relationship between Capgemini and Google. With the necessary license agreements in hand, Capgemini rolled out Google Apps to all the reps staffing its new contact center facility.

### **A Clash Resolved**

For the most part, the application has delivered as Brillhart expected -- and in a few ways that he didn't.

For instance, one of Google's Apps' strengths -- the way it facilitates collaboration -- did result in an initial glitch in the application's deployment, Brillhart recounts -- a glitch that was in fact resolved in favor of the agent reps.

Some of the agents kept in Google Apps their own 'cheat sheets' -- that is, shorthand notes for commonly asked questions, tips on navigating the system and so on.

It was, in essence, a de facto knowledge management (KM) base, updated wiki-style. The knowledge management staff, however, was less than pleased, as it meant that data was forming outside of the KM system.

A meeting resulted in the decision to keep this cheat sheet as a living document, he said. "It is now live in the Google shared docs. Not only are the agents still using it, but the knowledge management team looks at it to see what is being shared among the agents for their own purposes."

### **Evolving Product**

Such deployments are sure to increase as Google continues to build out its Google Apps, Greg Sterling, principal with Sterling Research, told CRM Buyer.

"Google Apps is an evolving product and Google is focusing on making it enterprise-worthy," he said.

The collaborative features in particular are very appealing -- and not just in the contact center environment, he added.

"Not that Microsoft is ignoring (any) aspect of it -- on the contrary," Sterling said. "But I definitely think Google is devoting a lot of energy to this area that will pay off for it."



### **Capgemini Claims Success for Google Apps**

*Silobreaker*

By Clint Boulton

11/14/2007

URL: <http://www.globalservicesmedia.com/Content/general200711143235.asp>

*(Also appears on: AdSensePay, eWEEK, eWEEK's Channel Insider, Getting Google Enabled, Google Community, PC Magazine)*

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## Blog Coverage

# InfoWorld

### Is a world of application segmenting upon us?

*InfoWorld*

By Tom Sullivan

11/15/2007

URL: [http://weblog.infoworld.com/daily/archives/2007/11/is\\_a\\_world\\_of\\_a.html](http://weblog.infoworld.com/daily/archives/2007/11/is_a_world_of_a.html)

Best of the blogs: In deploying Google Apps for 165 of its 2,500 customer server agents, Capgemini is "segmenting users making a decision on which application to deploy based on what best suits that group," Ephraim Schwartz writes in this Reality Check post. Schwartz explains that although all 80,000 Capgemini employees need word processing, they don't all need the same application -- particularly not when there is a low-cost choice available. In this case, Google Apps will cost Capgemini \$50 per user per year. "Google Apps may not answer all a company's needs. That is the point I'm trying to make. But with little need for support, a low barrier to training and enough capability to keep a large segment of the company happy, we will see segmentation not only in productivity applications but in other kinds of applications as well.

The news beat: IBM details Blue Cloud, its initiative to turn datacenters into computing clouds such that resources are available wherever needed. Apple patches a whopping 41 bugs in Mac OS X, 10 in Safari and upgrades several other applications. Michael Dell foretells of a reference architecture to help customers go green and makes the bold proclamation that his company will be carbon-neutral by next year's end. And Oracle CEO Larry Ellison describes the next iteration of Fusion, which will bring what he calls second-generation sales force applications.

Tech's bottom line: Everyone knows the market is not always rational -- and the way in which Apple and VMware took the rap for Cisco's warning and Oracle's virtualization announcement proves it. "Part of the reason for the slide: momentum players. These are hedge funds and other institutions that trade directionally over the short run. When a stock moves down, short sellers can get into the game, and suddenly the stock is really tumbling," Bill Snyder writes in Don't get caught in the stampede. "Take a deep breath and look closely before you sell. Indeed, the dip in VMware's value might well have been an opportunity to buy some shares at a nice discount."



### Capgemini announces success in enterprise wide implementation of Google Apps

*Tech Republic*

By Arun Radhakrishnan

11/15/2007

URL: <http://blogs.techrepublic.com.com/tech-news/?p=1566>

CapGemini, a major consulting, technology and outsourcing firm announced success in the first enterprise wide implementation of Google Apps Premier Edition.

An excerpt from BusinessWire

"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert (Robbie) Brillhart, Global Practice Lead, Capgemini Customer Care & Intelligence. "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

165 agents and supervisors at the Customer Care and Intelligence service of CapGemini were trained in using Google Apps Premier edition that includes Gmail, Docs, Talk, Calendar and Start Page.

At \$50 per user annual fee, the Google Apps Premier edition comes at a much lesser price than other office productivity suites. Advantages also include easier trainings and less complexity.

So, do the gains from these Apps satisfy the needs for your enterprise?

## **Capgemini Announces Its First Customer For Google Apps: Itself**

*IPfreaks*

By Mary Hayes Weier

11/15/2007

URL: <http://ipfreaks.com/?p=2630>

*(Also appears on: TechnoWorldInc.com)*

It appears big companies aren't breaking down the doors at Capgemini to sign up for its new desktop outsourcing service for Google (NSDQ: GOOG) Apps. Two months after announcing the availability of the service, Capgemini says it has completed the first enterprise deployment of Google Apps. But here's the catch: the deployment is at its own offices.

To be fair, it takes time to build a customer base, and Capgemini is demonstrating that it's going to practice what it preaches. The company announced Wednesday it has deployed Google Apps to 165 agents and supervisors at its facility in Junction, Kan., that provides outsourced customer call center services for businesses. Agents are using Google Docs, Gmail, Calendar, Talk, and Start Page.

Besides e-mail, agents are using the Google software to submit reports and create spreadsheets that answer questions and share information related to customer issues. Google Talk lets them send instant messages to a supervisor when they need assistance with a call, and Capgemini says solving the situation with the help of an e-mail chat with a supervisor can eliminate the need to call back customers with answers. Agents use Google Docs to take notes during customer calls to alert managers of any developing customer issues. They're using Google Apps as a compliment to the call center's existing CRM application.

Capgemini, which has long offered a desktop outsourcing service for Microsoft (NSDQ: MSFT) Office, added Google Apps to its service offerings for large companies following a partnership it announced with Google on September 10. Google will host the apps from its data centers, and Capgemini will support them, charging businesses additional fees for services such as deployment, integration, help-desk support, software and hardware provisioning, and security monitoring and software.

Capgemini offers multilingual desktop support services from 17 cities worldwide, from Kansas City to Krakow to Mumbai. Google App adoption among large companies is moving slowly, but there are some big names using the suite, including Procter & Gamble, General Electric, and L'Oreal.

## **K World**

### **Google Apps - A Challenge**

*K World*

11/18/2007

URL: <http://karteek.selfdabba.com/2007/11/18/google-apps-a-challenge/>

Google made it easier for companies to migrate their legacy email systems to Google Apps by offering an Email Migration API. This is what Google tells about their API

The Email Migration API enables you to migrate email from any data source into Google Apps. You can write extraction code which operates against an email server data store, interface protocol, or email client data store, then, using this API, upload the email messages to a target mailbox, specifying the correct labels, date, and status. The Email Migration API supports both end user tools and administrative tools. This API is only available in Google Apps Premier, Education and Partner Editions.

The new migration tool will move emails in any system including Outlook or any type of server to Google Apps (all editions other than the free one)

In releasing the new API, Google appears to understand that any mid- or large-sized company would be reluctant to rip and replace its current e-mail server with another system. However, by allowing a company to run both systems concurrently, Google may have ameliorated a major concern.

In order to convince the mid-or large-sized companies, they are currently offering Postini for free, which assures safety. They indeed have proved that Large companies can trust them by making Capgemini their customer.

Google has got complete “army” of tools for Google Apps to fight with Microsoft Exchange or Lotus Domino or any other Email solutions. If you take a look a the Google Apps Solutions page, they listed a solutions category wise which will do your work at some price if you are not willing to invest money in developing something using the APIs released.

### **A small research on available solutions and cost**

Google Apps Premier Edition which includes Gmail (25 Gigabyte-mail-box with IMAP, POP support ), Google Talk, Google Calendar, Google Docs, Page Creator and Start Page, Policy management and message recover by Postini, SSO, Migration, User Provisioning and Management, email gateway support etc., costs \$50/user/year.

According to a source, similar services on Microsoft Exchange Hosted Service costs around \$23/user/month. Over all, there is a huge cost difference. Big companies might prefer in-house services rather than outsourcing their emails to other hosts. Companies like Accenture and Wipro have migrated a while ago from Lotus Notes to Microsoft Exchange to reduce their cost, enhance security and for some other added advantages. However, I couldn’t get much data on cost-per-user for Exchange and Lotus, but, as per this report, in-house deployment of Exchange will cost around \$438 per/user/3Years and IBM’s solution costs \$406 per/user/3Years.

These are results. (I’m damn sure that they aren’t correct, but atleast, they might give you an idea. And, cost of in-house solutions are indicated along with hardware and running costs. Software only costs are just the licensing costs) However, the sizes of email boxes are different, Google Apps at 25GB and remaining at less than 500MB or reaching a max of 3.6GB per box.

<b>Solution/Type</b>	<b>Cost/per user/year</b>
Exchange/In-House	\$146
Lotus/In-House	\$135
Exchange/Hosted	\$100-\$300 (services dependent)
Google/Hosted	\$50
Exchange/Software Only	\$73
Lotus/Software Only	\$50

Apart from some disadvantages, Google Apps looks like a very good option. Good Luck Google. Who could have expected a search engine to start a webmail service give a Gigabyte box, scare every other webmail service provider, slowly convert it into a collaboration suite, offer it to enterprise customers for decent price and scare the companies who are in this business from long time. Well, I’ve done some work which is not quite my type of research. Now, going back to read about those APIs.



### **Capgemini deploys Google Apps...to itself**

*Tech Buzz!*

11/17/2007

URL: [http://tech-buzzz.blogspot.com/2007/11/capgeminis-deploys-google-appsto-itself\\_17.html](http://tech-buzzz.blogspot.com/2007/11/capgeminis-deploys-google-appsto-itself_17.html)

(16.11.2007) Capgemini is touting its first Google Apps Premier Edition (Google Docs, Gmail, Google Calendar, Google Talk and Start Page) deployment since the \$10 billion consulting and outsourcing firm brought Google’s productivity suite into its practice.

Guess what. Capgemini is its own first customer, deploying Google Apps for 165 agents and supervisors at its Customer Care & [...]

## HELP-DESK-SUPPORT

### **CapGemini Announces Its First Customer For Google Apps: Itself (TechWeb via Yahoo! News)**

*Help Desk Support*

17/11/2007

URL: [http://www.bpobay.com/help-desk-support/2007/11/par-technology-subsiidiary-announces-34m\\_4937.html](http://www.bpobay.com/help-desk-support/2007/11/par-technology-subsiidiary-announces-34m_4937.html)

The 165 agents and managers at the company's Kansas call center are using Google Docs, Gmail, Calendar, Talk, and Start Page. <http://www.bpobay.com/help-desk-support/CapGemini-Announces-Its-First-.html>



### **Capgemini deploys Google Apps...to itself**

*ZD Net*

By Dan Farber

11/16/2007

URL: <http://blogs.zdnet.com/BTL/?p=7072>

*(Also appears on: iPhone Cheats, Think Free)*

Capgemini is touting its first Google Apps Premier Edition (Google Docs, Gmail, Google Calendar, Google Talk and Start Page) deployment since the \$10 billion consulting and outsourcing firm brought Google's productivity suite into its practice.

Guess what. Capgemini is its own first customer, deploying Google Apps for 165 agents and supervisors at its Customer Care & Intelligence Center in Junction City, Kansas.

I was expecting an announcement of a huge financial services or manufacturing company with thousands of users at \$50 per user per year.

The press release states:

They can send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues. Using Google Talk, agents can send instant messages to a supervisor for assistance with unique call scenarios. With the information now available in real-time, agents no longer have to end the call, seek out the answers, and return the customer's call.

That's doesn't sound like a scenario that couldn't be handled by other solutions found in enterprises, but it is low cost and collaborative without the back-end hassle of dealing with email and collaboration servers. Then again, with 80,000 employees, Capgemini must have plenty of existing applications and infrastructure to handle those 165 people in Kansas.

It reminds me of the way salesforce.com began by getting a few seats at time in big enterprises as a proof of concept for its SaaS CRM application. When all of Capgemini is using Google Apps (replacing Microsoft's stack of apps and servers) we will know that Google has arrived in the enterprise, and it won't be anytime soon

### **Capgemini deploys Google Apps...to itself**

*Think Free*

By Dan Farber

11/18/2007

URL: <http://blog.thinkfree.com/2007/11/18/327/>

Capgemini deploys Google Apps...to itself by ZDNet's Dan Farber — Capgemini is touting its first Google Apps Premier Edition (Google Docs, Gmail, Google Calendar, Google Talk and Start Page) deployment since the \$10 billion consulting and outsourcing firm brought Google's productivity suite into its practice. Guess what. Capgemini is its own first customer, deploying Google Apps for 165 agents and supervisors at its Customer Care & [...]

## Techzi

### **Google offers API for Outlook migration to Gmail**

*Techzi*

11/16/2007

URL: <http://www.techzi.com/2007/11/16/google-offers-api-for-outlook-migration-to-gmail/>

Google took a giant step on Friday to make it easier for companies to migrate any e-mail system over to Google Apps Gmail by offering an E-mail Migration API targeted at corporate developers and e-mail administrators.

"We've provided developer documentation and sample code that allows developers to build extremely sophisticated mail migration tools, some of which can be run by administrators to migrate centralized mail and some of which can be run by end-users to migrate mail from the desktop," said Gabe Cohen, Google Apps product manager.

Previously, Google released an IMAP migration tool that allowed end-users and administrators to migrate from most IMAP-based e-mail systems to Google Gmail.

The new migration tool will move e-mail from any system, including Microsoft Outlook calendars, e-mail, and contacts into Google Apps, or any other type of mail server to Premier, Education, or Partner editions of Google Apps.

"Migration is a difficult problem with many edge cases," said Cohen, adding that Google has now exposed enough functionality that, in theory, any migration scenario into Google Apps is possible.

In releasing the new API, Google appears to understand that any mid- or large-sized company would be reluctant to rip and replace its current e-mail server with another system. However, by allowing a company to run both systems concurrently, Google may have ameliorated a major concern.

Companies like Capgemini, with 80,000 employees are in fact putting a first toe in the water and using Google Apps for some of its employees.

Google Apps E-mail Migration API is available now.

## iPhone Cheats

### **Capgemini deploys Google Apps...to itself**

*iPhone Cheats*

11/16/2007

URL: <http://iphone-cheats.com/news/capgemini%E2%80%99s-deploys-google-apps%E2%80%A6to-itself/>

Capgemini is touting its first Google Apps Premier Edition (Google Docs, Gmail, Google Calendar, Google Talk and Start Page) deployment since the \$10 billion consulting and outsourcing firm brought Google's productivity suite into its practice.

Guess what. Capgemini is its own first customer, deploying Google Apps for 165 agents and supervisors at its Customer Care & [...]

## \*reviewink | stock market

### CapGemini Announces Its First Customer For Google Apps: Itself

*Reviewink | stock market*

By Mary Hayes Weier

11/15/2007

URL: <http://blog.reviewink.com/927.htm>

InformationWeek - Manhasset, NY, USA

The 165 agents and managers at the company's Kansas call center are using Google Docs, Gmail, Calendar, Talk, and Start Page. By Mary Hayes Weier It appears ...

## NETWORK TEKS' COMPUTER NEWS BLOG

### CapGemini announces success in enterprise wide implementation of Google Apps

*Network Tek's' Computer News Blog*

Tag: Uncategorized

Nov 15th, 2007

URL: <http://www.networkteks.com/blog/?p=22019>

CapGemini, a major consulting, technology and outsourcing firm announced success in the first enterprise wide implementation of Google Apps.

Original post by Arun Radhakrishnan and software by Elliott Back



### Modest Enterprise Win for Google Apps

*Monster Mobile*

By David Needle

11/14/2007

URL: <http://monster-mobile.blogspot.com/2007/11/intel-chief-makes-penryn-pitch-for.html>

*(Also appears on: Addict 3D, AsterikdotInfo, Blog About All, Google Community, InternetNews.com, IT Management, S.E.O. Software Tools)*

Robbie Brillhart had one of those rare opportunities in IT to start over.

The tech press is rife with new technology announcements that sound great, but before most companies consider implementation they have to take their entrenched or legacy systems into account. New software, for example, requires training and may present compatibility issues with the established offering.

But as technology consulting firm Capgemini prepared for this month's opening of a new contact center branch in Junction City, Kan., Brillhart recognized he had the proverbial "greenfield" opportunity to start fresh, even though Microsoft Office is the application suite of choice at Capgemini overall.

"I realized we had a group who were heavy users of a custom CRM application, but otherwise didn't need the burden of a full desktop application suite," Brillhart, global practice lead for Capgemini's Customer Care & Intelligence group, told InternetNews.com. Instead the company went with Google Apps Premier Edition, a suite of online applications that includes Calendar, Gmail, Talk instant messaging, Docs and Spreadsheet.

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Google Apps is a Software-as-a-Service (SaaS) (define) offering that is distributed and updated via the Internet. Capgemini is paying the standard \$50 per user annual fee for the Google software, a fraction of the upfront fee Microsoft charges for Office.

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"It also gives them the freedom to make changes and improve on what's been posted," said Brillhart.



### **APIs All Over: Talking with Google at Dreamforce**

*Force.com*

by Peter Coffee

11/20/2007

URL: <http://blog.sforce.com/sforce/2007/11/apis-all-over-t.html>

At Dreamforce 2007 this September, I had some unique opportunities to speak with key tech gurus for many strategic players of the Web-facing world in the Dreamforce Developer Lounge.

One of those conversations was with developer advocates for Google, which is moving into enterprise applications with recent deals like an adoption of Google Apps by systems integrator Capgemini -- following the September announcement of Capgemini's plans to develop a services practice for Google's offering.

We have a video segment from that Dreamforce interview that makes some important points about understanding the developer opportunities and perspectives that will lead to on-demand success. Enjoy.

# NETWORK TEKS' COMPUTER NEWS BLOG

## **Capgemini deployment of Google Apps points to world of application segmentation**

*Network Tek's Computer News Blog*

By Ephraim Schwartz

11/14/2007

URL: <http://www.networkteks.com/blog/?p=22019>

*(Also appears on: The Big Deal, Broadband Library and Assets, InfoWorld)*

To the list of unintended consequences add the creation of a two-tiered system of applications and application users thanks to the phenomenon of Web 2.0 applications.

I realized this after speaking with Robert Brillhart, global practice lead, Customer Care and Intelligence [CC&I], Business Process Outsourcing Services for Capgemini.

As Brillhart tells it, Capgemini deployed Google Apps for the first time at a new CC&I service center in Junction City, Kansas, training 165 customer service reps and supervisors in only two hours on how to use Google Apps.

This is the first group of agents at Capgemini, there are a total of 2,500 agents worldwide, who were not given the full Microsoft Office suite for use with its customer care, CRM, application.

"These agents are not power users and number crunchers," Brillhart told me.

What Capgemini is doing is segmenting its users making a decision on which application to deploy based on what best suites that group.

"We are living in a blended environment and there is not one set of common apps," said Brillhart.

In other words, although all 80,000 Capgemini employees need word processing, spreadsheets and the like, not all of them need to use the same application. And now that there is a choice, a low cost choice, large companies like Capgemini will be taking advantage of it.

Think about this. With Microsoft owning a 90 percent plus market share for productivity applications, you could say for every new business user of Google Apps there is likely one less user of Microsoft Office.

Google Apps Premier Editin which includes Google Docs, Gmail, Google Calen-dar, Google Talk and Start Page, will cost Capgemini \$50 per user, annually.

That's right, not per month but annually.

Brillhart believes that this kind of segmentation, where the power users stay with the power apps like Microsoft office while those employees who mainly live in a single application like CRM, will use less complex software that includes all the essentials, will spread across enterprise-level companies.

"This will happen rapidly, especially for companies that have a pyramid of labor, with a larger portion of employees having a lower end demand usage."

If your company has an inverted pyramid--more power users than part-time users--it won't work.

However, Google Apps is by no means a bare bones set of productivity applications. It gives Capgemini's service reps the ability to share a spreadsheet where all agents can see, view and edit on the fly to identify issues that ordinarily they would bring up after the fact.

Instant messages, emails are also part of the package.

The use of IT resources are also reduced simply because there is no need to support an email server and file share servers.

Google Apps may not answer all a company's needs. That is the point I'm trying to make. But with little need for support, a low barrier to training and enough capability to keep a large segment of the company happy we, will see segmentation not only in productivity applications but in other kinds of applications as well as Web 2.0 and SaaS extends its reach.



#### CASE STUDY

##### **Capgemini Leverages Google Apps to Cut Call Center Costs**

*bizopia.com*

By Jenny Gaité

11/20/2007

URL: <http://bizopia.blogspot.com/2007/11/ecommerce-news.html>

Tuesday - November 20, 2007

Today, there are 165 agents in Capgemini's new 610-seat Customer Care & Intelligence center in Junction City, Kan., using Google Apps as part of their customer care activities. Corporations' use of Google Apps have come a long way, considering that when Google Apps was first introduced it was largely seen as an alternative set of desktop functionality for people who didn't want to pay for Microsoft's software package. [...]



##### **Capgemini Claims Success for Google Apps**

*Google Community*

By Clint Boulton

11/14/2007

URL: <http://www.googlecommunity.com/forum/google-news/29294-capgemini-claims-success-google-apps-eweek.html>

*(Also appears on: AdSensePay, eWEEK, eWEEK's Channel Insider, Getting Google Enabled, Nhanlife, PC Magazine)*

Microsoft who? Capgemini says it is using Google Apps successfully to power collaboration in a customer service center.

Capgemini didn't take long to leverage its deal with Google, announcing Nov. 14 its first enterprise deployment of Google Apps at its new Customer Care & Intelligence center in Junction City, Kan.

Some 165 agents and supervisors at the contact center are using GAPE (Google Apps Premier Edition), which includes Google Docs word processing software, Gmail and Google's Chat instant messaging software, to complement a proprietary CRM (customer relationship management) system. For \$50 per user per year, GAPE is delivered as SAAS (software as a service) and is hosted on Google's servers.

It is the first of what will likely be several instantiations in which Capgemini will use Google's applications as a complement or an alternative to collaboration and productivity software from Microsoft, IBM and other incumbent players.

The CC&I agents have been using GAPE since Nov. 6 to send e-mail, submit reports and create spreadsheets to work on and solve customer service issues together. Agents use Chat to send instant messages to supervisors for assistance with

unique call scenarios. However, the CC&I center has not experienced any downtime since starting to use the software, Robert Brillhart, global practice lead for Capgemini CC&I, told eWEEK.

Brillhart said Google Apps helps make his agents more proactive in meeting customer needs, a kind of holy grail in customer service whereby Capgemini employees can react to trends on a given day before waiting for data analytics reports.

The news is a positive development for Google, which regularly steers clear of comparing GAPE to Microsoft Office despite the number of corresponding applications and functionality. Instead, Google chooses to position the GAPE suite as a collaboration platform. However, it's no secret that analysts and prospective customers in the high-tech industry are watching the progression of GAPE as a potential alternative to Office, IBM Lotus and other more traditional platforms that are downloaded and perpetually licensed.

The real-time capabilities mean agents no longer have to end a customer's call, seek out answers and return the call.

Of course, using GAPE in the call center also means Capgemini doesn't need its IT staff to configure and support e-mail servers and file-share servers. This frees up the technical staff to address more pressing issues that may arise.

Capgemini originally vowed to support GAPE Sept. 10, catching the industry's attention and thrusting Google into the spotlight as a threat to Microsoft and other entrenched players.

However, analysts such as Burton Group's Guy Creese have taken a less sanguine view of GAPE, citing a shortage of records management functionality and Google's lack of enterprise experience as reasons to carefully consider whether to use the largely untested software.

## BLOG ABOUT ALL

ALL INFO HERE

### **Modest Enterprise Win for Google Apps**

*Blog About All*

By David Needle

11/14/ 2007

URL: <http://blogaboutallworld.blogspot.com/2007/11/love-fest-at-oracle-confab-sun-and-dell.html>

*(Also appears on: AsterikdoInfo, Addict 3D, Google Community, InternetNews.com, IT Management, News from US, S.E.O. Software Tools)*

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By David Needle

11/14/2007

URL: <http://www.internetnews.com/ent-news/article.php/3710981>

*(Also appears on: Addict 3D, AsterikdotInfo, Blog About All, InternetNews.com, IT Management, News from US, S.E.O. Software Tools)*

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### **Capgemini Announces Its First Customer For Google Apps: Itself**

*Email Solutions*

By Mary Hayes Weier

11/15/2007

URL: <http://todays-news-blog.com/email-solutions/2007/11/16/capgemini-announces-its-first-customer-for-google-apps-itself-informationweek-email-news/>

*(Also appears on: All about Google, CMP TechWeb Network, CRM Help Desk Software, InformationWeek, TechnoWorldInc.com, Email Solutions)*

It appears big companies aren't breaking down the doors at Capgemini to sign up for its new desktop outsourcing service for Google (NSDQ: GOOG) Apps. Two months after announcing the availability of the service, Capgemini says it has completed the first enterprise deployment of Google Apps. But here's the catch: the deployment is at its own offices.

To be fair, it takes time to build a customer base, and Capgemini is demonstrating that it's going to practice what it preaches. The company announced Wednesday it has deployed Google Apps to 165 agents and supervisors at its facility in Junction, Kan., that provides outsourced customer call center services for businesses. Agents are using Google Docs, Gmail, Calendar, Talk, and Start Page.

Besides e-mail, agents are using the Google software to submit reports and create spreadsheets that answer questions and share information related to customer issues. Google Talk lets them send instant messages to a supervisor when they need assistance with a call, and Capgemini says solving the situation with the help of an e-mail chat with a supervisor can eliminate the need to call back customers with answers. Agents use Google Docs to take notes during customer calls to alert managers of any developing customer issues. They're using Google Apps as a compliment to the call center's existing CRM application.

Capgemini, which has long offered a desktop outsourcing service for Microsoft (NSDQ: MSFT) Office, added Google Apps to its service offerings for large companies following a partnership it announced with Google on September 10. Google will host the apps from its data centers, and Capgemini will support them, charging businesses additional fees for

services such as deployment, integration, help-desk support, software and hardware provisioning, and security monitoring and software.

Capgemini offers multilingual desktop support services from 17 cities worldwide, from Kansas City to Krakow to Mumbai. Google App adoption among large companies is moving slowly, but there are some big names using the suite, including Procter & Gamble, General Electric, and L'Oreal.



### **Their Own Best Customer**

*CIO Weblog*

By Scott Wilson

11/20/2007

URL: [http://www.cio-weblog.com/50226711/their\\_own\\_best\\_customer.php](http://www.cio-weblog.com/50226711/their_own_best_customer.php)

The outsourcing support deal for Google Apps for your Domain between Google and Capgemini received a fair bit of coverage both here and elsewhere when it was announced early in September. Microsoft was even disturbed enough at the prospect of Google Apps becoming a supported and recommended alternative to their own Office suite that they fired off a sweeping critique of the deal.

Turns out that no one really needed to get their knickers in such a knot; in the two months since, Capgem has managed to come up with only one customer for their groundbreaking new service: itself.

Capgemini has deployed Google Apps to a whopping 165 users at their contact center in Junction City, Kansas, and as you might expect, the "client" has all sorts of glowing things to say about the effort.

I am having trouble deciding if this reflects poorly on Google Apps or on Capgemini. As you could probably tell if you read my original take on the deal, linked above, my inclination was the latter; I think it's shady business on Capgem's part to offer "support" for such a simplistic service. But on the other hand, I don't know of any other major enterprise that is rolling out Apps on a significant scale even without outside consulting support, so the fact that the deals aren't rolling in for Capgem may just be a reflection of a more general distaste of the product they are supporting.

Either way, I have the feeling that someone at Google is going to be waking up this morning feeling a little queasy about having done the deal in the first place... it doesn't reflect particularly well on them no matter how you look at it.

Props to Dan Farber at ZDnet for bringing the press release to my attention.

## Press Release Postings

- 1  **Business Wire – Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/home/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/home/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 2  **Yahoo! Finance – Capgemini Announces Its First Deployment of Google Apps(TM)**  
<http://biz.yahoo.com/bw/071114/20071113006823.html?.v=1>
- 3  **MarketWatch - Capgemini Announces Its First Deployment of Google Apps(TM)**  
<http://www.marketwatch.com/news/story/capgemini-announces-its-first-deployment/story.aspx?guid=%7B2ADAA2C9%2DBD6D%2D4E55%2D854A%2D1D73E86EFA4A%7D>
- 4  **Forbes - Capgemini Announces Its First Deployment of Google Apps(TM)**  
<http://www.forbes.com/businesswire/feeds/businesswire/2007/11/14/businesswire20071113006823r1.html>
- 5  **Bristol Link – Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/bristol-link/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/bristol-link/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 6  **Denton Record-Chronicle – Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/dentonrc/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/dentonrc/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 7  **FML eXchange – Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/fmlx/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/fmlx/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 8  **Greater Richmond Technology Council**  
[http://home.businesswire.com/portal/site/richtech/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/richtech/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 9  **HIPLOID.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
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- 10  **HollywoodReporter.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/hollywoodreporter/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/hollywoodreporter/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 11  **ITTown.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/ittown/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/ittown/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 12  **Morningstar - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://news.morningstar.com/news/ViewNews.asp?article=/BW/20071113006823\\_univ.xml](http://news.morningstar.com/news/ViewNews.asp?article=/BW/20071113006823_univ.xml)
- 13  **OhioBiz.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/ohiobiz/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/ohiobiz/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 14  **OpticalKeyhole.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/opticalkeyhole/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/opticalkeyhole/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 15  **Pittsburgh Tribune Review - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/pittsburghtribunereview/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/pittsburghtribunereview/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 16  **San Antonio Express-News - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/mysa/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/mysa/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 17  **San Francisco Chronicle - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/sfgate/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/sfgate/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 18  **SecuritySales.com - Capgemini Announces Its First Deployment of Google Apps(TM)**  
[http://home.businesswire.com/portal/site/securitysales/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/securitysales/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)

- 19  **StarWeb** - Capgemini Announces Its First Deployment of Google Apps(TM)  
[http://home.businesswire.com/portal/site/startel/?ndmViewId=news\\_view&newsId=20071113006823&newsLang=en](http://home.businesswire.com/portal/site/startel/?ndmViewId=news_view&newsId=20071113006823&newsLang=en)
- 20  **TelcoExchange.com** - Capgemini Announces Its First Deployment of Google Apps(TM)  
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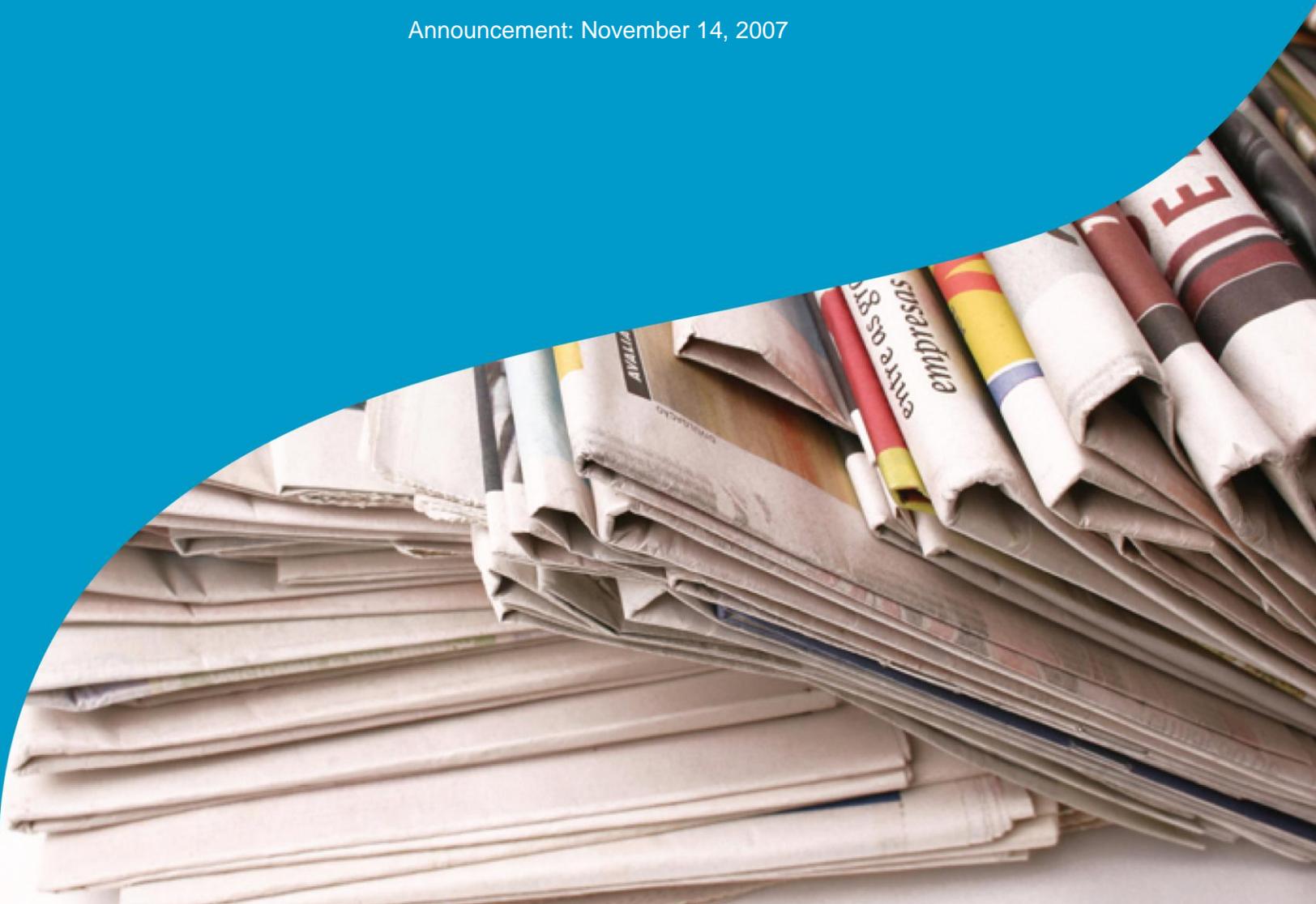
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# Capgemini Announces Its First Deployment of Google Apps™

## Coverage Report - Addendum

Announcement: November 14, 2007





## **Live Documents enters the Office suite ring**

*ZDNet's Between the Lines*

By Dan Farber and Larry Dignan

11/23/2007

URL: <http://blogs.zdnet.com/BTL/?p=7127>

Sabeer Bhatia was the co-founder of Hotmail, the Web email service Microsoft acquired for \$400 million in 1998. Now, Bhatia wants to bite the hand that fed him. He formed a new company, InstaColl, and is joining Zoho, ThinkFree, Google, Yahoo (Zimbra), Adobe and lesser know others in the effort to squish Microsoft Office with a new suite and complementary collaborative component, Live Documents.

Live Documents is a set of Flash-based Office 2007-like applications and also embeds collaborative capabilities and adds online/offline synchronization into Microsoft Office documents.

Bhatia said, "We are just a few years away from the end of the shrink-wrapped software business. By 2010, people will not be buying software. This is a significant challenge to a proportion of Microsoft's revenues."

His claim that no one will be buying shrink-wrapped software in a few years sounds like he is channeling salesforce.com's Marc Benioff, who has been making that call for several years. The idea of software moving mainly to the cloud and collaboration is a logical outcome based on what is going on today, but not in the time frame he suggests.

At this point the Office competitors are ankle biters, pesky critters getting Microsoft's attention but not affecting the bottom line. NPD reports that Office 2007 accounts for 17.4 percent of all PC software dollar volume and retail sales the suite are about double the rate of Office 2003 at a similar post-launch stage.

Google Apps has millions of users, but most are not paying or using it corporate settings. Google distribution partner CapGemini recently touted its first corporate \$50 per user per year Google Apps customer—165 of its own users. Zoho has less than 500,000 users of its array of browser-based applications. Microsoft has hundreds of millions of Office users.

And, as I wrote earlier this week, the shift from shrink wrapped software to "live" services is not unknown to Microsoft. The company probably has something similar to what Live Documents has developed waiting in the wings for the day, or year, when the balance shifts and Google Apps or another suite becomes more than an ankle biter. For example, Microsoft is developing a Sync Framework for adding synchronization, roaming, and offline capabilities to applications, and using any data type, data store, transfer protocol, or network topology.

If Microsoft has its head in the sand, as Bhatia seems to think, then he may have another big payday ahead from Microsoft (he would have to recode the interface in Silverlight to make Microsoft happy). With the name Live Documents, it fits perfectly into Microsoft's "Live" world.

The key features of the ankle biters is that they are mostly free and built from the ground up for collaboration. Microsoft Office documents use the old email sharing model. InstaColl describes its offering as a "software plus services" value proposition, using Microsoft's way of characterizing its approach to marrying the client and the Web.

Following is a description of Live Documents:

Live Documents is a full-featured suite of online Office productivity applications offering functionality equivalent to Word, Excel and PowerPoint. Built using RIA technologies such as Flash and Flex, Live Documents allow users to view and edit documents within any common browser on any operating system from anywhere. Live Documents uses a Flash-based user interface that offers a richer and responsive user experience that is comparable to native Office software applications.

In addition, Live Documents is available as a optional desktop client application that wraps around Microsoft Office and embeds collaborative capabilities into these hitherto standalone software applications - Live Documents converts Microsoft Office applications from static standalone software to smart clients that are connected to the Internet and facilitate in-context document sharing (multiple people can edit a document at the same time) and management (security, access control and revision control) without requiring users to give up their familiar user interfaces. The Live Documents desktop client also ensures offline access to documents - a key failing of current online Office applications.

The service is not live (you can request an invite, which I did) and the site doesn't contain any screen shots. It's not very credible to talk about breaking Microsoft's proprietary format lock-in and matches features found in Office 2007, which IntaColl CTO Adarsh Kini does on the Web site, without showing anything, not even a tour, of the service.

For reference, following are what the rest of the field looks like. ThinkFree, for example, has focused on being Microsoft Office-like in its appearance and features, while others, such as Google Apps, are taking a simpler approach currently, appealing to users who don't need the sophisticated features of Office. Zoho has build a vast suite of more than a dozen applications with increasingly sophisticated features. And all of the online applications providers are introducing offline capabilities. Zoho, for example, has already deployed Google Gears in Zoho Writer for offline usage and synchronization.

What's clear is that Microsoft Office is a justifiably huge target for competitors, a \$16 billion business. Bandwidth, browser technology, development tools, infrastructure costs and user expectations are enabling more sophisticated applications to live on the Net.

Live Documents sounds like an interesting new entrant, especially the "embrace and extend" capability to make the existing Microsoft Office applications collaborative without SharePoint. We'll have to wait and see whether it can live up to the hype.



## **Transformers**

*MIS ASIA*

By Sheila Lam

11/15/2007

URL: [http://www.misweb.com/./magarticle.asp?doc\\_id=26273&rgid=5&listed\\_months=0](http://www.misweb.com/./magarticle.asp?doc_id=26273&rgid=5&listed_months=0)

Constant transformation seems to be a skill of survival in the competitive technology war zone. Sheila Lam looks at some of these changes over the past year.

Transformation has been the theme in Asia's technology playground over the past year. From vendors to users, the pressure is to take on a new position, transforming from technical support to business enabling.

In this environment, many big tech players are re-positioning themselves. From hardware manufacturing to software development to providing services, these vendors are not much different from the robot action figures in the movie Transformers.

The Strategic 100 is the best witness of many of these changes. We have seen a few major activities within the industry this year. Leading the way is the growing mergers and acquisitions (M&A) activities. The total M&A transactions hit a record last year, according to US-based technology investment banking firm Innovations Advisers. The firm stated the total number of technology transactions in 2006 was 4,669, exceeding 2005's total of 3,455.

Among the buyers making headlines this year were Oracle and SAP. Their latest prominent purchases were the two business intelligent software leaders, Hyperion and Business Objects. The acquisition demonstrates the transformation of the enterprise resource planning (ERP) vendors to expand their offerings to include BI.

In addition, EMC's acquisition of security provider RSA, after Symantec acquired storage software provider Veritas in 2005, has further demonstrated a closer integration between storage and security infrastructure.

As these newly acquired companies are to be fully integrated with their parent companies in the coming year, this year might be the last time some companies will be listed.

Nevertheless, there are other newcomers, who made it to the list for the first time. Some of these include Apple and Google, which are extending from consumer-centric offerings towards the enterprise market.

On top of its famous iPod music player, Apple's catching attention among enterprises users with Mac OS X. The vendor's switch to x86 processors has also opened doors for some enterprises on Xserve server.

Google is also boosting its presence in the enterprise market through partnership with Capgemini in providing the premier edition of Google Apps.

Although it's not a newcomer, Singtel made its debut in the Global 80 list this year. The Singapore-based telco and IT services provider's expansion outside its Southeast Asia home market is revealing results, as it's also being recognised from down under in Australia and New Zealand.

While revenue margins are shrinking in the hardware business, vendors with revenue of more than US\$50 billion are dominated by hardware vendors.

Topping the list is HP and IBM, which are also focusing heavily on IT services and consulting.

Apart from being more service-oriented, hardware vendors are also transforming into green activists. Almost all PC and server vendors listed in The Strategic 100 have made an announcement on a green IT strategy this year. According to Singapore-based Springboard Research, the largest amount of these vendors' spending (40 per cent) is focused on increasing the energy efficiency of their products. It is closely followed by efforts on recycling and disposal, which account for 30 per cent of the spending.

Despite the heavy investment from the vendors, green IT remains outside the radar of many IT departments, stated the Economist Intelligent Unit. The research arm of The Economist conducted a global survey in July, when 42 per cent of the IT executives stated they do not monitor their IT-related energy spending.

The 213 survey respondents are CIOs and senior IT executives of enterprises with at least 1,000 employees. In addition, more than half (54 per cent) of the IT executives agreed their companies do not measure the environmental impact of their IT systems and policy.

The rising energy cost and IT's growing demand for power, however, is expected to put energy consumption on a higher priority among IT executives.

Among the software vendors, software as a service (SaaS) is the latest transformation strategy. Making it to the list for the second year, Salesforce.com is one of the most notable SaaS providers.

Apart from the traditional business application vendors, more management software vendors, such as Adobe, Citrix, Microsoft and Trend Micro, are also jumping on the SaaS bandwagon.

The trend in SaaS is expected to force IT organisations' further transformation, according to Gartner. The firm's latest report states SaaS is already empowering business units to act independently of corporate IT strategies.

Having world-class applications hosted and operated by a third-party is "threatening to upset the balance of power between IBM and Microsoft in messaging, and more importantly, they introduce entirely new ways to implement and scale applications," states Gartner.

With all the transformation over the past 12 months, one year is a long time for the fast-moving IT industry.

The Strategic 100 is not only going to witness these changes, but also help IT decision-makers to keep track of the changing vendor scene.

How these companies are selected

Listing the most strategic 100 vendors in the region can be a controversial and challenging task. Aiming for a more transparent and straightforward selection process, this year MIS Asia has introduced a new judging process for The Strategic 100.

For the first time since The Strategic 100 was first introduced 11 years ago, a panel of judges from Asia, Australia and New Zealand (see page 14) was formed to select this year's list. The global panel selected Global 80 that are truly strategic to international enterprise IT users. Meanwhile, to ensure better representation of the Asian market, the Regional 15 and Rising Stars 5 were selected by judges based only in the region.

The independent panel of 30 experts consisting of CIOs, IT veterans, analysts and academics, were invited to vote from an exhaustive list of potential companies. Votes were cast for companies based on five criteria:

- Industry leadership
- Products and services innovation
- Strategic roles in the global enterprise IT market
- Contributions to the IT industry development
- Financial performance in the past year

Companies in MIS Asia's Strategic 100 are those that have won the highest votes from the judges.



### **Google releases application programming interface for e-mail migration**

*Datamonitor*

11/21/2007

URL: <http://www.datamonitor.com/industries/news/article/?pid=6883B610-FC4F-45B9-AFED-573F9F4F5292&type=NewsWire>

Google has released its application programming interface for email migration aimed at corporate developers and email administrators. It will allow users to migrate their emails from servers to Gmail.

The application programming interface (API) used for email migration is based on a standard protocol for reading and writing data on the web called GData. The new migration tool will allow movement of email from any system, including Microsoft Outlook calendars, e-mail, and contacts into Google Apps or any other type of mail server to premier, education, or partner editions of Google Apps.

"We've provided developer documentation and sample code that allows developers to build extremely sophisticated mail migration tools, some of which can be run by administrators to migrate centralized mail and some of which can be run by end-users to migrate mail from the desktop," said Gabe Cohen, Google Apps product manager.

Google added an internet message access protocol (IMAP) migration tool last month that permitted users and administrators to migrate from e-mail systems that were IMAP-based to Gmail.

Capgemini announced itself as the first customer for Google apps and claimed its deployment for its employees in its facility at Kansas.

# E-Commerce Minute

## Capgemini Leverages Google Apps to Cut Call Center Costs

*E-Commerce Minute*

By Erika Morphy

11/20/2007

URL: [http://technologyspecial.blogspot.com/2007/11/e-commerce-minute\\_20.html](http://technologyspecial.blogspot.com/2007/11/e-commerce-minute_20.html)

*(Also appears on CRM Buyer, E-Commerce Times, Easy Computer News)*

*Robbie Brillhart, global practice lead for Capgemini, began to investigate whether the firm would be better off deploying Google Apps in the company's new center in Junction City, Kan. "I was looking at every cost line item to see where we could save money without sacrificing quality," he told CRM Buyer.*

Today, there are 165 agents in Capgemini's new 610-seat Customer Care & Intelligence (CC&I) center in Junction City, Kan., using Google (Nasdaq: GOOG) Apps as part of their customer care activities.

Corporations' use of Google Apps have come a long way, considering that when Google Apps was first introduced it was largely seen as an alternative set of desktop functionality for people who didn't want to shell out money for Microsoft's (Nasdaq: MSFT) software package. Companies, the theory went, would be unwilling to migrate away from the ubiquitous Microsoft environment for a number of reasons, starting with the fact that Google Apps' functionality was somewhat basic.

That was then, though. Google has steadily upped the strike capability of its package, adding such features as security and advanced productivity tools. Meanwhile, more firms are rethinking exactly what they need on their desktops. For some, full-blown Office suite functionality is essential.

### An Agent's Desktop

Other operations -- and surprisingly, the call center can be one of them -- does not have to fall in that category.

The contact center agent's desktop, it should be pointed out, is already laden with specialized software and extensive integration to give the agent the necessary information to deal with a customer's call. Productivity applications are not on that short list of essential technology, however.

With this in mind, Robbie Brillhart, global practice lead for Capgemini's CC&I, began to investigate whether the firm would be better off deploying Google Apps in the company's new center in Junction City.

"I was looking at every cost line item to see where we could save money without sacrificing quality," he told CRM Buyer.

Another factor behind its decision to move to Google Apps is the fact that it -- or whatever productivity application the company opted for -- would not have to integrate too deeply into its CRM applications, he explained.

Such integration was not necessary to the operations, said Brillhart. "Ninety percent of our agents' time is spent in the CRM application; only 10 percent is spent outside."

The clincher, he said, was a preexisting relationship between Capgemini and Google. With the necessary license agreements in hand, Capgemini rolled out Google Apps to all the reps staffing its new contact center facility.

### A Clash Resolved

For the most part, the application has delivered as Brillhart expected -- and in a few ways that he didn't.

For instance, one of Google's Apps' strengths -- the way it facilitates collaboration -- did result in an initial glitch in the application's deployment, Brillhart recounts -- a glitch that was in fact resolved in favor of the agent reps.

Some of the agents kept in Google Apps their own 'cheat sheets' -- that is, shorthand notes for commonly asked questions, tips on navigating the system and so on.

It was, in essence, a de facto knowledge management (KM) base, updated wiki-style. The knowledge management staff, however, was less than pleased, as it meant that data was forming outside of the KM system.

A meeting resulted in the decision to keep this cheat sheet as a living document, he said. "It is now live in the Google shared docs. Not only are the agents still using it, but the knowledge management team looks at it to see what is being shared among the agents for their own purposes."

#### Evolving Product

Such deployments are sure to increase as Google continues to build out its Google Apps, Greg Sterling, principal with Sterling Research, told CRM Buyer.

"Google Apps is an evolving product and Google is focusing on making it enterprise-worthy," he said.

The collaborative features in particular are very appealing -- and not just in the contact center environment, he added.

"Not that Microsoft is ignoring (any) aspect of it -- on the contrary," Sterling said. "But I definitely think Google is devoting a lot of energy to this area that will pay off for it."



#### Google Apps Sparks Spontaneous Innovation

*Baseline - New York, NY, USA*

By David F. Carr

11/26/2007

URL: <http://www.baselinemag.com/article2/0,1540,2222257,00.asp>

*(Also appears on: Addict 3D, Google Blogoscoped, Nhanlife, Programming World, TME Solutions)*

Capgemini sought cost savings by being among the first to deploy the enterprise software as a service productivity package. What it got were users who invented efficient ways of using the software to communicate with each other.

What happens when you give users a flexible, easy-to-use software productivity package that's delivered as a service? As Capgemini discovered: spontaneous innovation.

ADVERTISEMENT Following its deal to support its Google Apps Premium Edition, Capgemini decided to become one of the first companies to deploy the software as a service. It chose GAPE over Microsoft Office for its new 165-seat call center in Junction City, Kan.

The GAPE bundle includes Google Docs (word processor) and Spreadsheet, Gmail, Google Calendar, Google Talk (instant messenger) and Start Page (customizable homepage). The cost savings for the deployment was significant: \$50 per user per year as opposed to several hundred dollars per seat for the Microsoft package.

"When I heard about this, that spreadsheet of costs was the first thing that came into my mind," says Robert Brillhart, global practice lead for customer care and intelligence in Capgemini's Business Process Outsourcing Services division.

The deployment made sense from another perspective: practicality. Capgemini had recently struck a deal to provide enterprise support for GAPE. Under the support deal, Capgemini would provide enterprise users of Google's productivity software with dedicated support and services, something they couldn't get through Google's self-service support system.

Capgemini also supports Google Search Appliance, a hardware package for hosted enterprise search. Google claims it has more than 9,000 search appliance and 100,000 Google Apps customers (the company doesn't differentiate enterprise and individual Google Apps customers).

Inside the Search Engine: How Google Works. Click here to read more.

Although it was the initial cost savings that got his attention, Brillhart said that the collaboration features of Google Apps may prove more valuable in the long run.

The Junction City call center, which opened in September, is dedicated to one of Capgemini's telecommunications customers. However, there are plans to expand the center and support more customers. Because it's inherently a networked application, GAPE makes it easy for agents to create shared documents and spreadsheets. For the past couple of months, they've been using those shared documents to communicate tips and alerts that don't fit neatly into the form fields of their CRM (customer relationship management) application.

GAPE's collaboration capabilities initially raised some concerns for the customer care unit's knowledge management team, Brillhart said, "because from a knowledge management perspective, they don't want you using two different tools for the same data."

But the agents pushed for more freedom, he said, and a compromise was reached where the knowledge management team would periodically review the shared documents and pull out pertinent information for the CRM repository, Talisma Knowledgebase.

In practice, much of the knowledge sharing conducted through GAPE is more ephemeral, such as shared notes on trends in call volume within a given day—items previously tracked mostly on paper, with limited sharing among agents, Brillhart said. As some of the more inventive agents used to apply this tool in a productive way, he arranged to have them train the rest of the staff.

In the long run, Brillhart said, "the delivery of added value from agents working slightly smarter could far outweigh savings in deployment costs."

## TME Solutions

### **Google Apps Sparks Spontaneous Innovation**

*TME Solutions*

By David F. Carr

11/26/2007

URL: [http://www.tmesolutions.co.uk/web\\_design\\_kent/Marketing+News/2007-11-27/Google+Apps+Sparks+Spontaneous+Innovation/458880770](http://www.tmesolutions.co.uk/web_design_kent/Marketing+News/2007-11-27/Google+Apps+Sparks+Spontaneous+Innovation/458880770)

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### **Thanks to Increasing Options, Web is the New Desktop**

*IT Business Edge*

By Ann All

11/28/2007

URL: <http://www.itbusinessedge.com/blogs/tve/?p=231>

OK, call us cynical.

It's clearly no coincidence that the company featured in this Baseline story reporting a highly positive experience with Google Apps is Capgemini, the services provider which in September inked a deal to provide support to companies using the premium edition of Google's software.

Still, the story doesn't gloss over the software's possible drawbacks. Agents at a 165-seat Capgemini call center in Kansas use Google Apps to create shared documents that don't necessarily fit the format of the company's CRM application. Capgemini understandably was concerned that this information wasn't being captured in a more structured way. So agents and their managers reached a compromise — managers periodically review the Google docs to pull relevant information to be added to the CRM system.

This experience points to why so much enterprise information ends up in "silos" rather than in central repositories where it can be more easily accessed. Software doesn't necessarily allow users to input all of the information they need to do their jobs, and it's not easy to integrate it with software that does. This problem gives IT staffs fits, which is why Nicholas Carr posits that the biggest value of Web-based software may lie in its ability to simplify IT infrastructure.

As Capgemini found, it also holds tremendous promise in facilitating collaboration. ZDNet blogger David Berlind wrote earlier this year that he found using a combination of Google Docs and Google Spreadsheets "like pure collaborative oxygen" when compared to the more unwieldy coupling of Microsoft Office and Sharepoint Server.

This growing sense that Web-based alternatives are more flexible than traditional desktop applications is why so many companies, including IBM and Yahoo, are rushing into this space. And of course, Microsoft isn't exactly ignoring the trend, having rolled out Office Live about a year ago.

One of the latest entrants is Live Documents, a Web-based software platform developed by an Indian firm headed by (cue the irony) Sabeer Bhatia, an executive who earned a fortune when he sold his Hotmail e-mail application to Microsoft in 1997. Bhatia tells CIO Today that "Live Documents does for documents what Hotmail did for e-mail."

As CIO Today notes, Live Documents trumps Google Apps by offering an optional desktop client application that plugs in to Office and can connect Word, Excel, and PowerPoint to the Internet for online collaboration. It also automatically synchronizes any document changes made on the desktop or over an Internet connection so that online and offline versions of the same document are always identical.

The lack of offline functionality has long been one of the main criticisms of Google Apps. Zoho just added the same online/offline synchronization capability to its Web-based word processing application, Zoho Writer, using Google Gears. This neat trick makes Zoho "the most formidable competitor to Google's own Google Apps suite," reports PC World.

Why doesn't Google use Google Gears to do the same thing for its Apps? Beats us, but we won't be surprised to see the search giant address this omission soon.



### Score (another) one for Google

*Google Blogoscoped*

By Pam Scott

11/27/2007

URL: <http://www.baselinemag.com/article2/0,1540,222239,00.asp>

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"When I heard about this, that spreadsheet of costs was the first thing that came into my mind," says Robert Brillhart, global practice lead for customer care and intelligence in Capgemini's Business Process Outsourcing Services division.

The deployment made sense from another perspective: practicality. Capgemini had recently struck a deal to provide enterprise support for GAPE. Under the support deal, Capgemini would provide enterprise users of Google's productivity software with dedicated support and services, something they couldn't get through Google's self-service support system.

Capgemini also supports Google Search Appliance, a hardware package for hosted enterprise search. Google claims it has more than 9,000 search appliance and 100,000 Google Apps customers (the company doesn't differentiate enterprise and individual Google Apps customers).

Inside the Search Engine: How Google Works. [Click here to read more.](#)

Although it was the initial cost savings that got his attention, Brillhart said that the collaboration features of Google Apps may prove more valuable in the long run.

The Junction City call center, which opened in September, is dedicated to one of Capgemini's telecommunications customers. However, there are plans to expand the center and support more customers. Because it's inherently a networked application, GAPE makes it easy for agents to create shared documents and spreadsheets. For the past couple of months, they've been using those shared documents to communicate tips and alerts that don't fit neatly into the form fields of their CRM (customer relationship management) application.

GAPE's collaboration capabilities initially raised some concerns for the customer care unit's knowledge management team, Brillhart said, "because from a knowledge management perspective, they don't want you using two different tools for the same data."

But the agents pushed for more freedom, he said, and a compromise was reached where the knowledge management team would periodically review the shared documents and pull out pertinent information for the CRM repository, Talisma Knowledgebase.

In practice, much of the knowledge sharing conducted through GAPE is more ephemeral, such as shared notes on trends in call volume within a given day—items previously tracked mostly on paper, with limited sharing among agents, Brillhart said. As some of the more inventive agents used to apply this tool in a productive way, he arranged to have them train the rest of the staff.

In the long run, Brillhart said, "the delivery of added value from agents working slightly smarter could far outweigh savings in deployment costs."

### **Web Office: 2007 Year in Review**

*Read/WriteWeb*

By Richard MacManus

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URL: <http://mobile-second-life.blogspot.com/2007/12/web-office-2007-year-in-review.html>



Over the next few weeks we'll be reviewing a number of Web product categories on Read/WriteWeb, summarizing what's happened in 2007 - and what to look forward to in 2008. We're starting with the Web Office, a market that underwent a lot of changes this year. Our definition of Web Office is: A Web Office suite is a combination of productivity, publishing and collaboration features. A Web Office both embraces the functionality of desktop office suites (e.g. Microsoft Office) and extends it by using Web Native features.

Probably the biggest change was that Google Apps ramped up this year, starting with the release of Google Apps Premier in February. And 2007 continued the trend of acquisitions in this market, which started in 2006 with the likes of Writely and

JotSpot. In 2007 Yahoo acquired Zimbra and Google acquired a number of small startups - including GrandCentral (online telephony service) and Zenter (presentations software).

The biggest disappointment of the year in Web Office? The lack of a compelling web-based offering from Microsoft. Perhaps not surprising, given Microsoft's stranglehold on the desktop with Microsoft Office. But disappointing nonetheless. So let's explore Web Office in 2007 in depth....

#### Google Apps - the Leading Web Office Suite

2007 was a very busy year for Google in Web Office. They made a number of important acquisitions, and just as importantly developed their product range and continued integration of those into Google Apps.

In February, Google released a premier edition of its Google Apps package (previously known as Google Apps For Your Domain). They also unified the product range more, including a re-designed online control panel.



Up till this release, Google Apps only included Gmail, Google Talk, Google Calendar, Page Creator and Start Page. However the premier edition added Google Docs & Spreadsheets, a significant edition considering that word processing and spreadsheets are mainstays of Microsoft Office. Also added were a set of APIs and third party services, and a solid support and hosting package. However at that point there was no presentations app, CRM, or any sign of 2006 acquisition JotSpot. Also lacking was full integration and collaboration between the apps.

Other changes during the year to Google Apps: in June 2007, email migration from IMAP email services was added. In July, Google acquired GrandCentral and then a week later it announced its acquisition of Postini - a company that offers "on-demand communications security and compliance solutions serving more than 35,000 businesses and 10 million users worldwide." Later the Postini services were integrated into Google Apps Premier Edition. In September, Google released Presently, its powerpoint competitor. In October, Google announced that e-mail storage for domains using Google Apps would be increasing - Premier accounts were raised from 10GB to 25GB each, while the Standard and Education Edition accounts were set to mirror the Gmail counter (previously 2GB, 3.77GB as of October 19, 2007).



In September, Google announced its first major partnership for Apps, with major IT consultancy and outsourcing specialist CapGemini. The agreement was for 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. Google positioned this news as Google Apps being a complement to Microsoft Office. Even so, the news elicited an interesting response from Microsoft, which issued a 10-point list of reasons enterprises *should not* adopt Google Apps. It was noticeable however that the list didn't mention the word "collaboration", which is probably the key benefit of Google Apps compared to MS Office. Microsoft wasn't the only one though, Zimbra took a shot at Google Apps too (pre acquisition by Yahoo!).