

# Google & Mobility



An update on Google's triple **"All Things Mobile"**:

**ANDROID** (the engine that runs the phone)

- "Open Source" mobile Operating System
- alternative Apps Store

**CHROMEbook** (the vehicle for PC mobility)

- "Cloud" based everything via browser
- HTML5 as Flash alternative

**APPS, APPS, APPS** (the fuel the engine and vehicle run on)

- from communications (Search, Chat, Voice, Video)
- to the office (gMail, Calendar, Docs, Sites)
- to social media (Google+)
- and beyond (Google Marketplace)

# Mobility is Tech



## MOBILITY IS DRIVING TECHNOLOGY

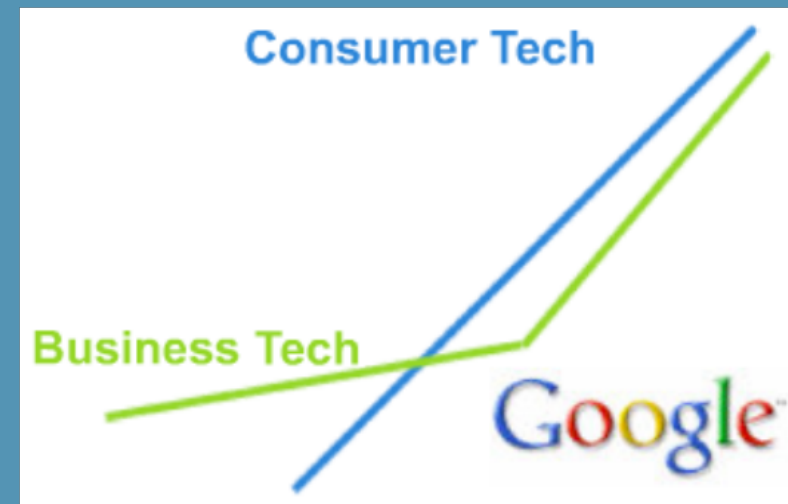
- Empowering the Individual Consumer with
- Unified Communications and Information Access

## Businesses must deal with “BYOD”

- Bring Your Own Device,
- all types: phone, tablet, laptop, ...

## Google Apps, Business solutions for:

- Controlling Digital Assets
- Managing Mobile Devices
- Providing Productive Mobile Tools



# Why BYOD?



## WHAT IS A PERSONAL COMMUNICATOR

- Web, Phone, eMail, Text Messaging
- Music, Books, Photos, Video, Games, APPs
- Visual Voice Mail, Transcription
- Caller ID, Blocking, Screening
- Group Directories, Calendar
- Contact Dialing, Custom Greetings
- Number Portability
- Call Forwarding, Voice Mail Sharing
- Notifications, Call Summaries, Reports
- Conference Calling, Collaboration
- Unified Communication, VoIP
- DID, ACD, Hunt Group, CRM
- Administration (MACD)
- ...



# Business is Mobile



IF the shift is to **BYOD**,  
THEN what does the BUSINESS “OWN” ???

Every Business owns “digital assets” that are core:

- Data/Docs: customers, marketing, accounts, vendors, IP, ...
- Processing Techniques: Security, Accounting, ERP, CRM, BI, IVR, ...

Every Business **MUST** own their “Addresses”:

- Email, Phone #s, Web Domain, Facebook, LinkedIn, Twitter, ...

Google APPs provide Business solutions for:

- [email@webdomain.com](mailto:email@webdomain.com), business phone #s
- secure/shared calendar, documents, contacts, ...
- Google Marketplace for Accounting, CRM, ...



# Google Voice



## Business defined phone numbers for

- Automatically routing customer calls
- to personal Mobile Devices
- Without a hitch!



## Business “owns”

- the phone number and greeting message
- Outbound calls show the Business Caller ID
- Voice Mail options: screening, transcription, email, forwarding, archived, ...
- Plus: Conferencing, Text Messaging, Calendar, Notifications, ...  
Email, Contacts, Groups, Maps, access to business Docs, CRM, ...

**Bonus:** Managed Devices, No deskphone, No “pbx”/VoIP equipment, ...

# Google & Mobility



## SUMMARY

Google Android/Chrome/Apps encourages Mobility

Mobility introduces BYOD to businesses

Google Apps let Business' own:

- Controlling Digital Assets
- Managing Mobile Devices
- Providing Productive Mobile Tools



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