



Transform your business with Google Workspace

Elevator Pitch

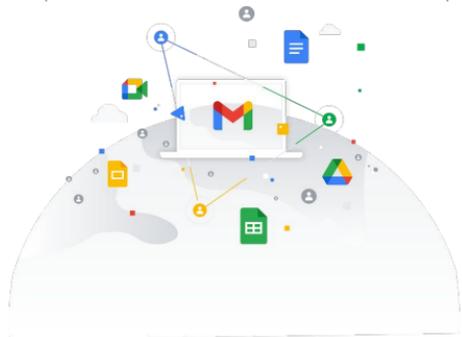
To compete in the modern digital world, you need a content-centric platform that provides file security and supports real-time collaboration. With Google Workspace teams can work more effectively, safely, and intelligently than ever before.

Tools that you love, thoughtfully connected. An integrated workspace that unites all your productivity tools in one easy-to-use solution to help people, teams, and companies do their best work — together

As Premier partners for Google, **Tech Data** have developed a number of key solutions and initiatives that will help **Accelerate** you towards Google Cloud adoption and **Build** and **Scale** your business towards high profitability and strong differentiation in the marketplace. As Google Workspace is a SaaS offering, you can benefit from a recurring revenue model leveraging the advanced automation capabilities of Tech Data's StreamOne Cloud marketplace.

Google Workspace

2.6B users





Value Statement

Partnering with Tech Data and Google creates a unique opportunity to grow your customer reach and enhance and extend your cloud services and solutions portfolio.

- We help you to create and **Accelerate** your Google Cloud business by offering a number of industry-leading enablement programmes such as [Cloud Practice Builder](#) and the Channel Academy, our learning management system. In addition, our StreamOne Cloud marketplace (SCM) provides an easier way to sell, manage and implement software and Google cloud services. **Your local business team** will help you to power through the Google Cloud offering expert advice in pre-sales, business development, success management, enablement and consultancy
- We help you to develop and **Build** your solution portfolio and extend your product offerings by offering exclusive Click 2 Run solutions and bundles
- We help you to **Scale** your cloud opportunities and optimise profitability by providing a range of professional and project services such as solution design & build (via our Centre of Excellence) and migration & deployment.

Key Differentiators

Reasons customers are choosing Google Workspace:

They can:

- **Collaborate in real time:** Co-workers and teams across the globe can work together - as if they were working next to each other
- **Flexible solutions for every business:** Work from anywhere, on any device – even offline – with tools to help you integrate, customise and extend Google Workspace to meet your team's unique needs.
- **Enjoy a simplified migration experience:** Google Cloud Partners will smooth your migration from on-premises solutions to the cloud
- **Give admins visibility and control:** With Vault, Data Loss Prevention for Drive and many auditing enhancements, you can meet data retention and compliance requirements and prevent dangerous data breaches
- **Expect transparent pricing:** One simple and clear pricing model for everyone

Reasons partners are investing in Google Workspace with Tech Data:

Access to new markets:

- Uncover new customer opportunities in specific verticals
- Extend the cloud vendor portfolio to existing customers

Driving Digital Transformation

- Workplace modernisation and change management are essential drivers within the Google Workspace value proposition: take advantage of the opportunity to provide Next Generation consultancy services
- Benefit from a recurring revenue model that promotes stickiness with customers
- Harness the power of [StreamOne](#), Tech Data's Cloud marketplace

Differentiating and diversifying brand

- Adopting Google Workspace allows you to offer a greater choice of Cloud vendors and solutions and extends your reach into new markets
- Work with Tech Data's solutions and services teams and extended community (ecosystem) to develop or enhance your skills and product offerings.





Customer Objections

1. Why should I choose Google Workspace over legacy tools?

Best in class infrastructure / Data and Machine Learning leader / promotes the open cloud Legacy tools can be obstacles - not catalysts - to change. People tend to work individually on their desktop, email file versions back and forth, store data in siloed, disconnected places, and spend too much time on repetitive, mundane tasks. This way of work can create frustration and lead to a disengaged workforce.

Google Workspace drives not only a technological change, but a cultural one where people work faster, smarter, and more collaboratively than ever before.

Faster - because improved speed helps you get to market faster and compete.

Smarter - because you need to be able to harness your company data to make smart decisions.

And **Together** - because a truly collaborative culture is the backbone of any successful business.

2. What is your referenceability / footprint like in my industry?

Top innovators have long relied on Google Workspace (like Snap, Twitter, Spotify, Netflix) but also established market leaders in every industry have moved to Google Workspace (like Carrefour, Airbus, Roche, Fiat).

You can find more examples at: <https://workspace.google.com/customers/>

3. Data protection and data sovereignty concern

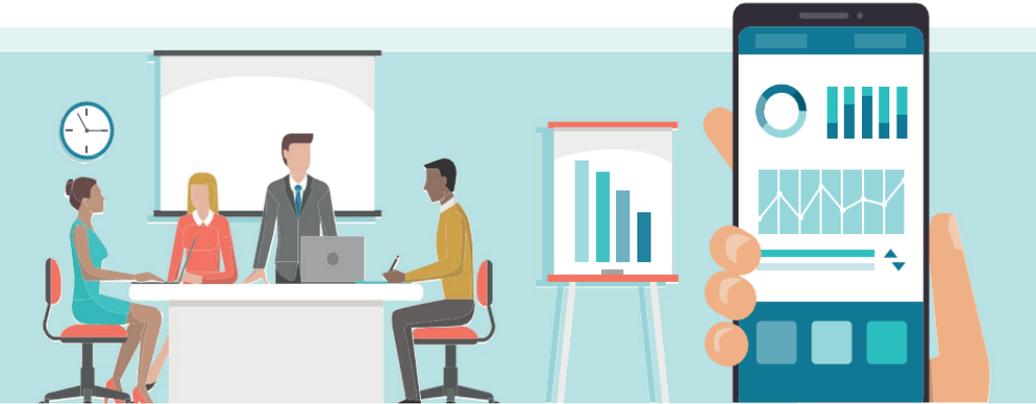
Enterprise controls, enterprise security. The customer – not Google – owns their data. Google does not sell your data to third parties, there is no advertising in Google Workspace, and does not collect nor use data from Google Workspace services for any advertising purposes. Google Workspace products meet stringent privacy and security standards based on industry best practices, and regularly undergo independent verification of security, privacy, and compliance controls. In addition to strong contractual commitments regarding data ownership, data use, security, transparency, and accountability, Google Workspace streamlines authentication, asset protection, and operational control through a comprehensive dashboard for admins.



TAM* for collaborative applications, content workflow and management applications

\$28.9B

* Total addressable market



Next steps

1. Register for your Google Partner Advantage account [here](#).
This tool provides Program Benefits, Training, Resources and Marketing information for Google Workspace partners
2. Download the [Program Guide](#) to evaluate the benefits and requirements of the partner program in more detail and to ascertain where you sit in the various partner tracks ('Engagement Levels')
3. Complete Tech Data's Cloud Practice Builder assessment [here](#)
4. Interface with StreamOne Cloud Marketplace to manage subscriptions, generate quotes, book orders all on a self-service model. Log into StreamOne Cloud Marketplace [here](#).



of Google Workspace users at companies with >1K employees say their company has **become more innovative** since adopting

For further information please contact your Google Cloud specialist:

E-mail: google@techdata.co.uk | Phone number: 01256 788000 | Website:

[Trusted Advisor Google](#)



Additional bottom-line profit driven by Google Workspace:

\$933,349

A Forrester Total Economic Impact™ Study Commissioned By Google February 2020 - [view here](#)

