



Choosing your office ally:

Google Suite vs Microsoft Office



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Introduction

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In the dynamic world of modern business, the choice between productivity suites is a pivotal decision that can shape your organisation's workflow, collaboration, and overall efficiency.

"Choosing your office ally: Google Suite vs. Microsoft Office" is your compass through this digital terrain.

In this comprehensive guide, we dissect the features, strengths, and nuances of Google Suite and Microsoft Office, empowering business owners with the insights needed to make an informed decision. Whether you're delving into the cloud-based collaboration of Google or the robust familiarity of Microsoft, each platform has its unique advantages.

We hope this guide helps you gain clarity on essential factors such as real-time collaboration, document storage, communication tools, and the seamless integration of applications.

By the end, you'll not only understand the differences but also possess the knowledge to align your choice with your business goals.



Understanding your business needs

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Before delving into the intricacies of Google Suite and Microsoft Office, it's paramount to decipher the unique needs of your business. This foundational step sets the stage for a well-informed decision that aligns your chosen productivity suite with your organisational goals. Here are three key considerations to guide your exploration:

Identify and assess your business requirements

Begin by conducting a thorough evaluation of your business processes. What are the core functions that demand seamless collaboration and productivity? Identify areas where document sharing, communication, and project management play a pivotal role.

Considerations for collaboration, communication, file storage, and scalability

Gauge the importance of collaboration within your teams. Do you require real-time editing, commenting, and instant communication channels? Assess the volume of data your business generates and stores, considering scalability for future growth.

Tailoring Your Choice to Align with Specific Business Goals

Your chosen productivity suite should not be a one-size-fits-all solution. Consider your business's long-term objectives. Are you aiming for enhanced collaboration, streamlined communication, or robust document management? Tailor your choice to propel your business towards its strategic milestones.

By understanding these fundamental aspects, you lay a solid foundation for selecting the productivity suite that seamlessly integrates with your business DNA.



Google Suite: Unveiling the features

Now, let's unravel the capabilities of Google Suite. Understanding the unique features of Google Suite will provide valuable insights into how it can enhance your business operations. Here are three key aspects to consider:

Overview of Google Suite's cloud-based applications

Google Docs allows simultaneous editing of documents, Google Sheets facilitates collaborative data analysis, and Google Slides streamlines the creation of dynamic presentations.

Emphasis on real-time collaboration using Google Docs, Sheets, and Slides

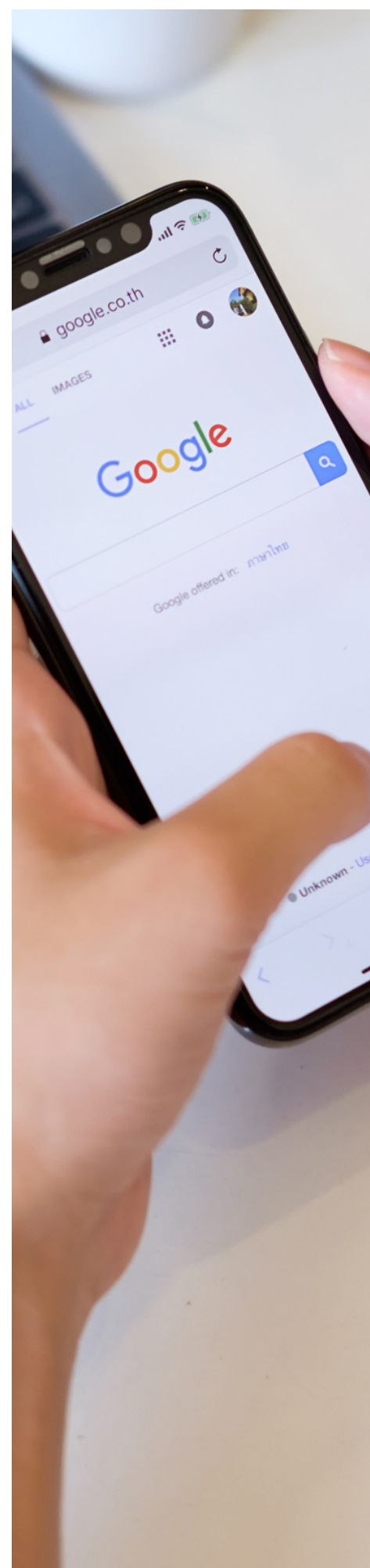
One of Google Suite's standout features is its emphasis on real-time collaboration. Multiple users can edit a document, spreadsheet, or presentation simultaneously, fostering a dynamic and efficient work environment.

Integration with Gmail, Google Drive, and Google Meet

Google Suite seamlessly integrates with other Google services. Gmail offers a robust email platform, Google Drive provides secure cloud storage for your files, and Google Meet facilitates virtual meetings.

As we navigate through the features of Google Suite, keep these points in mind to discern how they align with your business requirements.

As of March 2023, Google Workspace has over 6 million paying customers worldwide, including businesses of all sizes, from small startups to large enterprises.



Now let's embark on a detailed exploration of Microsoft Office. This section provides a closer look at the features that have made Microsoft Office a cornerstone in business operations. Here are three focal points to consider:

Microsoft Office

Microsoft Office encompasses a suite of desktop applications that have been synonymous with business productivity for decades. Applications like Microsoft Word, Excel, and PowerPoint are recognised for their versatility and extensive functionality.



Microsoft is the second most valuable company in the world, behind Apple. Microsoft Office enjoys a market share of almost 50% of the office productivity software market

Free Productivity Apps

In addition to the powerhouse trio of Word, Excel, and PowerPoint, Microsoft Office offers a suite of free productivity apps that often fly under the radar.

Microsoft Bookings: *Simplify scheduling*

Microsoft Forms: *Collect feedback*

Microsoft Intune: *Endpoint management*

Microsoft List: *Create & track tasks*

Microsoft Onenote: *Organise notes*

Microsoft Planner: *Plan your workload*

Microsoft Power BI: *Custom analytics*

Microsoft To Do: *Create to-do lists*

Microsoft Viva: *Get business insights*

Microsoft Streams: *Record Videos*

These often overlooked gems bring additional functionality to your toolkit, enhancing collaboration and efficiency across various business tasks.

Outlook, OneDrive, and Teams

Microsoft Office seamlessly integrates with other Microsoft services. Outlook serves as a robust email and calendar solution, OneDrive provides secure cloud storage for your files, and Teams offers a comprehensive platform for communication and collaboration.

Effective collaboration and communication are the cornerstones of a successful business, so it's important to touch on how Google Suite and Microsoft Office approach these critical aspects. Both Google Suite and Microsoft Office offer a suite of collaboration tools designed to enhance team dynamics. In this instance, let's use Google Meet and Microsoft Teams as an example.

Microsoft Teams

Microsoft Teams is tightly integrated with the Microsoft 365 suite, offering a comprehensive collaboration hub that includes chat, file sharing, and integration with Office apps. Teams goes beyond video conferencing, providing a platform for persistent chat, document collaboration and project management.

Microsoft Teams adheres to robust security standards and compliance measures, making it suitable for organisations with strict security requirements. It also allows users to customise their workspace with apps and integrations, enhancing productivity and workflow.

However, Teams can be resource-intensive, especially when used with a large number of features and integrations.

Google Meet

Google Meet also has the same integration capabilities. It is accessible across various platforms, including web browsers, and mobile devices (Android and iOS), and can be used with different operating systems.

While Google Meet covers essential video conferencing features, it may have fewer advanced collaboration features compared to platforms like Microsoft Teams. It also does not offer as extensive integration with third-party applications as some other platforms.

The main difference between Google Meet and Microsoft Teams lies in their overall approach to collaboration. Meet is primarily a video conferencing tool where's Teams serves as a comprehensive collaboration hub deeply integrated with the Microsoft 365 suite, offering a broader range of features beyond video conferencing, such as persistent chat, file sharing and extensive app integrations.

The unique requirements of your business

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Evaluating real-time editing, commenting, and communication features

Explore the real-time editing capabilities of each platform, understanding how simultaneous collaboration unfolds. Assess commenting and communication features that enable staff to provide feedback and engage in discussions within the context of the documents they're working on.

Considerations for remote and in-office collaboration

In today's dynamic work environment, the ability to collaborate seamlessly, whether in the office or remotely, is crucial. Evaluate how Google Suite and Microsoft Office address the needs of both in-office and remote teams. Consider features that support flexible work arrangements, video conferencing, and secure access to documents from various locations.



Efficient document storage and seamless accessibility are pivotal components of a modern business's workflow. Google Drive and OneDrive serve as the central hubs for document storage in their respective ecosystems.

Examining file storage options in Google Drive

Storage capacity

Google Drive typically offers 15 GB of free storage per Google account, although additional storage can be purchased through Google One.

Organisation features

Google Drive employs a folder-based organisational structure. Users can create folders to categorise and group related files. The platform also features a robust search function, allowing users to quickly locate documents.

File types supported

Google Drive supports a wide range of file types, including Google Workspace files (Docs, Sheets, Slides), Microsoft Office files, PDFs, images, videos and more.

Examining file storage options in OneDrive

Storage capacity

OneDrive provides 5 GB of free storage for personal users. Microsoft 365 subscribers receive additional storage, with plans offering 1 TB or more.

Organisation features

OneDrive uses a folder-based structure similar to traditional file systems. Users can create folders and subfolders to organise documents. Integration with Microsoft 365 applications enhances collaboration and document management.

File types supported

OneDrive supports various file types, including Microsoft Office files, PDFs, images, videos, and more. It seamlessly integrates with Microsoft 365 apps for real-time collaboration.



In today's mobile-centric environment, the ability to sync and access documents across devices is crucial.

Syncing and accessing documents across devices in Google Drive

Google Drive provides seamless synchronisation across devices. Users can install the Google Drive desktop application, enabling automatic synchronisation between their computer's local storage and the cloud. Changes made on one device are reflected in others.

Access across devices

Google Drive is accessible through web browsers on both desktop and mobile devices. Additionally, mobile apps for Android and iOS allow users to access, view, and edit documents on smartphones and tablets.

Syncing and accessing documents across devices in OneDrive

OneDrive offers desktop applications for Windows and macOS that facilitate automatic syncing between local folders and the cloud. Any changes made to files in the OneDrive folder are synced across devices. OneDrive also supports Files On-Demand, allowing users to access files without consuming local storage.

Access across devices

OneDrive is accessible through web browsers, and mobile apps are available for Android and iOS. The mobile apps provide a user-friendly interface for accessing, sharing, and editing documents on the go.



Microsoft's approach to cyber security

Cyber security attacks can be devastating for businesses. From financial loss to a damaged reputation, it can be hard to come back from a cyber security attack. Microsoft and its partners offer a range of cyber security products to help organisations safeguard their entire attack surface.

Microsoft Defender (Endpoint/business, Identity, Office 365 & Azure)

Microsoft Defender is a comprehensive cybersecurity solution developed by Microsoft to safeguard devices and networks against a wide range of cyber threats. Formerly known as Windows Defender, it has evolved into a multifaceted security platform offering advanced antivirus capabilities, threat detection and response, firewalls, and endpoint protection.

Microsoft Defender for Endpoint is a powerful endpoint protection platform, utilising advanced threat intelligence and behavioural analytics to detect and respond to sophisticated threats.

Microsoft Defender for Identity focuses on safeguarding user identities, employing advanced analytics to detect identity-related risks and potential breaches.

Microsoft Defender for Office 365 protects against email threats, phishing attacks, and other malicious activities within the Office 365 environment. Lastly, **Microsoft Defender for Azure** strengthens cloud security, providing robust threat protection and compliance features.

Together, these components create a unified defence mechanism, enhancing the overall cybersecurity posture for businesses operating in diverse digital landscapes.

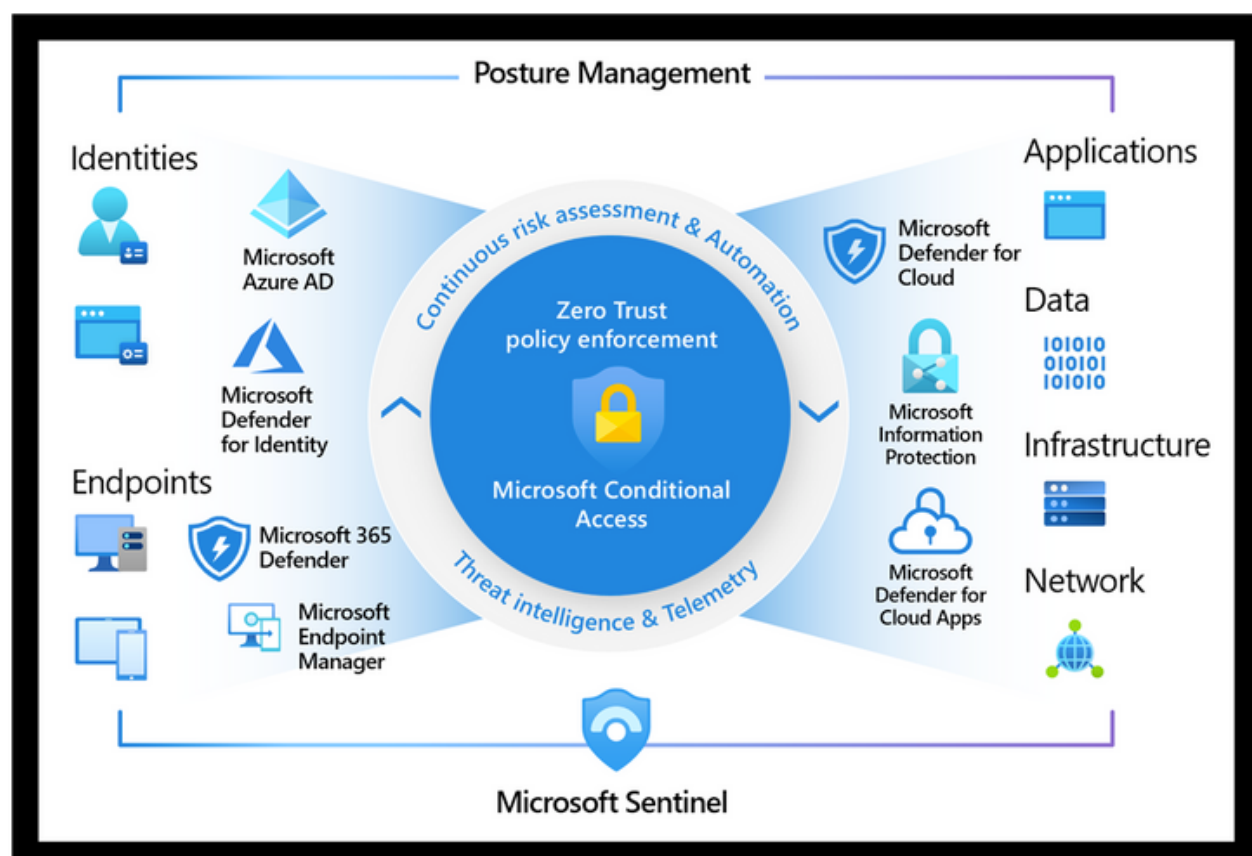
Microsoft has worked closely with governments and organisations worldwide to share industry standards, identify best cyber security practices, and create exceptional cyber security tools suited to individuals and businesses. Some of the advantages of Microsoft security tools include the following:

- Ease of use and user-friendly interfaces
- Integration with other Microsoft products/services
- Advanced threat protection and machine learning technology
- Customisability and scalability for businesses of all sizes

Microsoft Security: Zero-trust infographic

The below image can help to give you an idea of how the Microsoft security products tie together to help form your zero trust posture.

Zero Trust security means that no one is trusted by default from inside or outside the network, and verification is required from everyone trying to gain access to resources on the network. This added layer of security has been shown to prevent data breaches.



Security measures and access control in Google Drive

Encryption

Google Drive employs robust encryption measures, both in transit and at rest, ensuring the security of data during transmission and storage.

Access control

Users can set access permissions at different levels, allowing them to share files or folders with specific individuals or groups. Options include view-only access, comment access, and editing access.

Two-Factor Authentication (2FA):

Google Drive supports 2FA, adding an extra layer of security by requiring a second verification step during login.

Security measures and access control in Microsoft Office

Encryption

OneDrive ensures data security through encryption in transit and at rest. This includes secure connections (HTTPS) for data transfer and encryption of stored files.

Access control

OneDrive integrates with Microsoft 365's advanced access control features. Users can define specific access permissions, and administrators can implement policies to manage access at the organisational level.

Condition access

Microsoft 365's conditional access policies allow administrators to enforce specific access conditions based on factors like device health, location, and user identity.



Integrations and compatibility

The ability to seamlessly integrate with third-party tools and ensure compatibility with essential business software is vital for optimising workflows.

Third-party integrations for Google Suite

Examples

Project management tools: Asana and Trello

Communication platforms: Zoom and Slack

CRM systems: HubSpot and Salesforce

Applications: Zapier and DocuSign

Third-party integrations for Microsoft Office

Examples

Project management tools: Microsoft planner

Communication platforms: Microsoft Teams

CRM systems: Dynamics 365

Applications: Adobe Sign and OneNote

These examples showcase the versatility of third-party integrations available for both Google Suite and Microsoft Office, enhancing collaboration and productivity across various business functions. When evaluating platforms, consider the specific integrations that align with your organisation's workflow requirements.



Google Suite and Microsoft Office's compatibility with other business tools and software.

Email

Google Suite seamlessly integrates with Gmail, providing users with a unified email experience. Access Gmail directly within the Google Suite environment.

Microsoft Office includes the Outlook email client, offering robust integration with Exchange servers. Users can manage emails, calendars, and contacts within the Outlook application.

Calendar

Google Calendar is a central part of Google Suite, providing users with scheduling and event management features. It integrates seamlessly with other Google applications.

Microsoft Outlook includes a comprehensive calendar feature, allowing users to schedule appointments, meetings, and events. It integrates with other Office applications.

Collaboration

Google Meet is integrated into Google Suite, offering video conferencing and collaboration features. Users can initiate video meetings directly from other Google applications.

Microsoft Teams is a collaboration platform that integrates with Microsoft Office applications. Users can collaborate on documents, hold virtual meetings, and communicate seamlessly.

Industry-specific software

Google Suite supports integrations with tools like AutoCAD, enhancing collaboration in design and architecture projects.

Microsoft Office applications are compatible with tools like MATLAB, facilitating data analysis and technical computing.

Efficiency is paramount in today's fast-paced business environment. So, let's examine how Google Suite and Microsoft Office contribute to streamlining workflows through seamless integrations.

Workflow and automation

Google Suite provides access to the Google Workspace Marketplace, where users can explore and install third-party applications that enhance workflow automation.

Microsoft Office includes Power Automate, a tool that enables users to automate workflows across various applications. Users can create automated flows to streamline tasks and improve efficiency.

Real-time collaboration

Google Suite's native applications support real-time collaboration, allowing multiple users to work on documents simultaneously.

Microsoft Office applications, including Word, Excel, and PowerPoint, support co-authoring features. Multiple users can collaborate on documents simultaneously



Aligning platform features with business needs Page 16

Google Suite

Organisations prioritise real-time collaboration, cloud-based document storage, and simple sharing capabilities. Google Suite is suitable for businesses focused on online collaboration and document accessibility.

Microsoft Office

Businesses requiring advanced offline functionality, intricate document formatting, and a familiar desktop application experience. Microsoft Office is well-suited for organisations with complex document requirements and a preference for offline work.

Considerations for transitioning or integrating platforms

Evaluate the existing tools and applications used within the organisation. If current workflows heavily rely on Google's ecosystem, transitioning to Google Suite may be smoother.

Similarly, if Microsoft tools are deeply integrated, sticking with or transitioning to Microsoft Office may align better.

User Training and Adaptation

Consider the ease of user training and adaptation for your team. Assess the learning curve associated with transitioning to a new platform and how quickly users can adapt

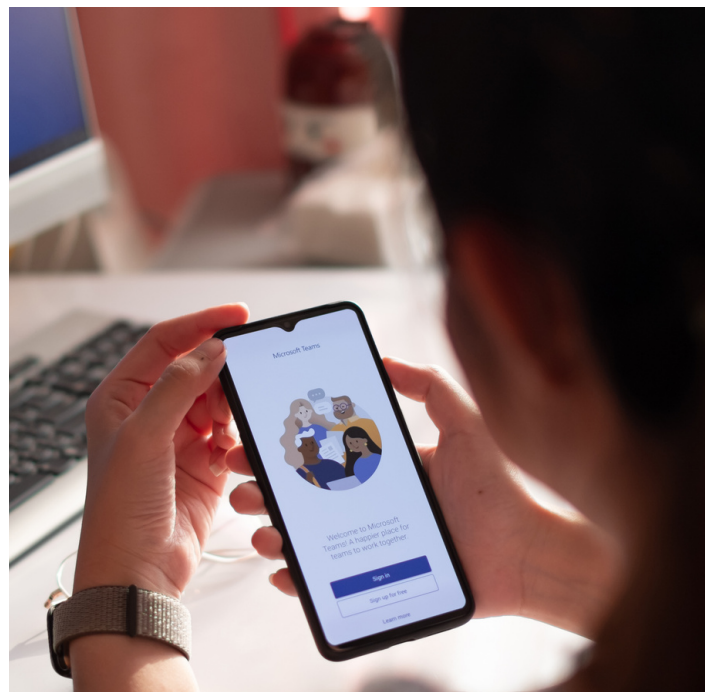
Hybrid approach

In some cases, a hybrid approach might be beneficial, allowing organisations to leverage the strengths of both platforms. For instance, using Google Suite for collaborative tasks and Microsoft Office for specific document formatting needs.

No matter if you're migrating from Google Suite to Microsoft, or from Microsoft to Google Suite, it involves careful planning and execution to ensure a seamless transition.

The process typically begins with a comprehensive assessment of existing data, applications, and user requirements. Establishing a detailed migration plan is crucial, outlining specific steps, timelines, and potential challenges.

Data migration involves transferring emails, documents, and other files while maintaining data integrity. User training and support are essential components, ensuring a smooth adaptation to the new platform. Collaborative tools need to be configured to meet organisational needs. Systematic testing and validation throughout the migration process helps identify and address any issues promptly.



Post-migration, ongoing support and training ensure that users are proficient with the new environment. The success of the migration hinges on thorough planning, effective communication, and a phased approach to minimize disruptions to daily operations.

Google Suite migration to Microsoft 365 or Office 365.

What you can migrate

- Mail & Rules
- Calendar
- Contacts

You can migrate batches of users from Google Workspace to Microsoft 365 or Office 365, allowing a migration project to be done in stages. This migration requires that you provision all of your users who will be migrated as mail-enabled users outside of the migration process. You must specify a list of users to migrate for each batch.

Breakdown of costs: Google Suite

Business starter - £5 per user per month

- Custom and secure business email
- 100-participant video meetings
- 30 GB pooled storage per user*
- Security and management controls
- Standard support

Business standard - £10 per user per month

- Custom and secure business email
- 150-participant video meetings + recording
- 2 TB pooled storage per user*
- Security and management controls
- Standard support (paid upgrade to enhanced support)

Business plus - £15 per month per user

- Custom and secure business email + e-discovery, retention
- 500 participant video meetings + recording, attendance tracking
- 5 TB pooled storage per user*
- Enhanced security and management controls, including Vault and advanced endpoint management
- Standard support (paid upgrade to enhanced support)

Enterprise - Contact sales for pricing

- Custom and secure business email + eDiscovery, retention, S/MIME encryption
- 1000 participant video meetings + recording, attendance tracking, noise cancellation, in-domain live streaming
- 5 TB pooled storage per user, with the ability to request more*
- Advanced security, management and compliance controls, including Vault, DLP, data regions and enterprise endpoint management
- doneEnhanced support (paid upgrade to Premium Support)

For a comprehensive breakdown of additional features

[CLICK HERE](#)

Breakdown of costs: Microsoft Office

Business Basic - £4.90 per user per month

- Web and mobile versions of Word, Excel, PowerPoint, and Outlook
- Chat, call, meet up to 300 attendees
- 1 TB of cloud storage per user
- Business-class email
- Manage customer appointments
- Standard security
- Anytime phone and web support

Business standard - £8.76 per user per month

Everything in Business Basic, plus:

- Desktop versions of Word, Excel, PowerPoint, and Outlook with premium features
- Easily host webinars
- Attendee registration and reporting tools
- Tools to create personalised documents and professional layouts

Business premium - £18.10 per month per user

Everything in Business Standard, plus:

- Advanced security
- Access and data control
- Cyberthreat protection

Apps for business - £8.60 per user per month

Excludes chat, meeting, calling

- Desktop versions of Word, Excel, PowerPoint, and Outlook with premium features
- 1 TB of cloud storage per user
- Standard security
- Anytime phone and web support

For a comprehensive breakdown of additional features

[CLICK HERE](#)

Key questions to guide the decision-making process

- How important is offline functionality?
- What collaboration features are critical?
- Is integration a priority?
- How familiar is your team with each platform?

Encouragement to trial both platforms and seek user feedback

- **Trial period:** Encourage business owners to initiate a trial period for both Google Suite and Microsoft Office. This hands-on experience will allow users to explore features, test functionalities, and assess the overall user experience.
- **User feedback:** Gather feedback from team members during the trial period. Pay attention to their preferences, challenges, and any specific requirements they may have.
- **Pilot implementation:** Consider a pilot implementation with a small group of users for a more in-depth assessment before making a final decision.

Making the choice between Google Suite and Microsoft Office is a significant decision for any business. By utilising the checklist, asking key questions, and encouraging trial periods, business owners can make an informed decision based on their unique preferences, priorities, and workflow requirements.



Once you have made a decision

Whether you've chosen Google Suite or Microsoft 365, you've taken a significant step toward enhancing your business's productivity and collaboration.

If you have chosen Microsoft 365 as your office ally:

- **Efficient migration services:** As a proud Microsoft partner, we specialise in transitioning businesses smoothly to the Microsoft 365 environment.
- **Ongoing support:** Our dedicated team is ready to assist you post-migration, providing continuous support for any queries or adjustments.
- **Training and adoption programs:** We can also empower you and your team with in-depth training sessions, ensuring they make the most of the powerful Microsoft 365 suite.

Ready to take the next step?

Whether you'd like to dive into the collaboration features or explore the advanced functionalities of Microsoft, we are here to help it fit your unique needs.

Our expertise extends beyond the decision-making phase.

Let's embark on this journey together!

Contact us today to begin your transformation

Call: 0330 320 2223

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Your IT roadmap needs to be a priority.

Let our passion for technology and enthusiasm for delivering a first-class service help keep your business secure.

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