Considering G Suite by Google? Here are a few reasons why IT leaders prefer Microsoft 365

Microsoft 365 brings together the best of Windows 10, Office 365, and Enterprise Mobility & Security. Microsoft 365 offers a more complete, intelligent, and transformational service than what Google offers for the modern workplace with more robust security and compliance tools to protect users, devices, and data.

1. **Less Complexity**
   
   A simple and unified management experience that spans the complex environments of users, devices, apps, and services

   - Fewer third-party integrations required to meet your needs
   - Fewer independent escalation resources to navigate
   - Fewer vendors to oversee

   G Suite can require multiple third-party integrations to meet your needs, creating more surface area and complexity for you to manage

2. **Lower Total Cost of Ownership (TCO)**

   Minimize TCO across deployment, management, and servicing

   - Reduced silos of IT controls
   - Lower administration fees with fewer third-party apps
   - Fewer integrations to pay for
   - Fewer training costs due to familiarity of apps

   G Suite’s dependence on third-party apps and less familiar software can mean a higher TCO for your organization

   "We use Microsoft 365 Enterprise to foster a modern and highly secure workspace for employees empowered by teamwork and collaboration—everything we need to succeed in a global, digital market."

   Bobby Berry, SVP, Business Solutions

3. **Greater Flexibility**

   Realize the full benefits of Microsoft 365 regardless of where you stand on your digital transformation journey

   - Move to the cloud at your own pace
   - G Suite requires cloud-only deployments

   G Suite offers no equivalent to FastTrack which provides a set of tools, resources, and experts committed to making your experience excellent

   - Onboard seamlessly and drive adoption
   - G Suite does not provide dedicated customer support managers to assist in launching and driving adoption within your organization

4. **More Control**

   Your data belongs to you and you should be in full control over it

   - More control over where your data resides
   - G Suite offers only limited data location options (EU + US) and no sovereign data centers

   - More controls over who accesses your data
   - G Suite lacks capabilities such as Customer Lockbox and Customer Encryption Keys

   - More control to keep your devices up-to-date
   - G Suite limits the controls for IT administrators to ensure Chromebook devices are always updated

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1. Find detailed SKU breakdown here: https://aka.ms/MSFT365
2. Fruit of the Loom Customer Story: https://aka.ms/FruitoftheLoom

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