

Considering G Suite by Google? Here are a few reasons why business 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 innovative features, familiar applications, and strategic tools to keep your organization competitive and well equipped to handle any challenge.

1 Enterprise innovation

Microsoft continues to be a leader in innovation for the modern workplace with capabilities like:

Inking, voice, and gestures to foster creativity

Tools that support 3D content and Mixed Reality (MR)

Microsoft Teams to bring people together to work, share ideas, and stay connected



Workplace Analytics and MyAnalytics to shape organizational behavior and personal productivity

G Suite supports limited inking, no 3D or MR content. Hangouts chat lacks voice/video features and integrations as compared to Teams. G Suite has no equivalent to My- or Workplace Analytics

2 Your Office apps enhanced by AI

Familiar, rich Office apps enhanced by AI—powered features to help employees:

Make data/ insights more accessible with rich visualizations, charts, and graphs in Excel

Gain insight fast with Power BI

Create beautiful presentations fast with Morph, Designer, Quickstarter, and Zoom in PowerPoint



Address a global audience with instant translations across apps

Publish better work with Editor, Researcher, and Tap in Word

G Suite has no equivalent to Power BI. Sheets has limited visualizations, charts, and graphs. Google offers no equivalent to Morph, Quickstarter, or Zoom

3 Firstline Worker focus

Firstline Workers require specialized tools to match all of their needs. Microsoft has specialized solutions to help:

- Automate everyday activities and workflows
- Build culture and community across the organization
- Create, update, and manage schedules and tasks
- Access support for shared and remote devices
- Learn from training and video content

G Suite doesn't have a solution dedicated to the Firstline Worker with out-of-the-box solutions. It lacks automation, enterprise social, scheduling, and enterprise video content capabilities.

With Microsoft 365, IT can keep these workers productive on the same platform, offering a full range of mobile apps and low cost device options running Windows 10 in S mode



4 Employee engagement

Microsoft takes a strategic approach to driving employee engagement through capabilities like live events, online communities, teamwork hubs, intranet sites, surveys, storytelling tools, and more that focus on:

Leadership connection to enhance relationships between leadership and employees

Fostering open sharing and learning for people to exchange interests, expertise, and ideas

Better internal communications to keep people informed, involved, and connected

Insights into your workforce to understand and use best practices to accelerate change



G Suite lacks employee engagement tools such as live events to connect leaders and employees, intranets that can dynamically pull in and display data, documents, and information, as well as chat functions with integrated features like calendaring, calling, and tabs to access apps

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5 Team productivity

Microsoft enables your teams to be more productive by providing a single and secure location to get work done with Microsoft Teams

Meetings, chat, and collaboration, an all-in-one productivity hub with built-in Office 365 apps

G Suite lacks an offering comparable to Teams with built-in productivity features that keep teams engaged

Stay connected with intelligent telephony offerings

G Suite does not offer Cloud PBX and only allows PSTN conferencing in 24 countries

Effortlessly manage projects, portfolios, and resources¹

G Suite doesn't offer built-in project management tools like Planner



6 Workflow automation

Microsoft recognizes the need to digitize workflow in today's workplace, so we enable your business to:

Automate document workflows right out-of-the-box with SharePoint

G Suite does not offer document workflows similar to SharePoint

Build custom workflows across applications and SaaS services with Flow

G Suite does not have a similar offering



Build custom line of business applications with PowerApps

G Suite offers App Builder

7 Data-driven decision making

Microsoft provides access to the right tools and data you need to make decisions. We offer tools that:

Offer rich visualizations in prebuilt or custom dashboards

G Suite lacks this capability provided through Power BI

Let you manipulate massive amounts of data and access external data sources

G Suite offers an excel equivalent but cannot handle as much data or connect externally

Allow you to use natural language to ask questions and gain insights

G Suite has a similar feature in Sheets



8 Accessibility & Inclusiveness

Microsoft knows there are no limits to what people can achieve when technology reflects the diversity of everyone who uses it, so it provides:

Closed captioning, mono sound, and live call transcription

Dictation and Windows Hello sign-in

Speech to text conversion

Experience maps in 3D sound



Accessibility Checkers, Accessible Templates, autogenerated Alt-Text

Type with a pointing device, such as a mouse, trackball, or joystick

G Suite requires 3rd party applications to provide a solution as accessible as Microsoft 365

¹Only available with specific SKUs or add-on. Find detailed SKU breakdown here: <https://aka.ms/MSFT365>