



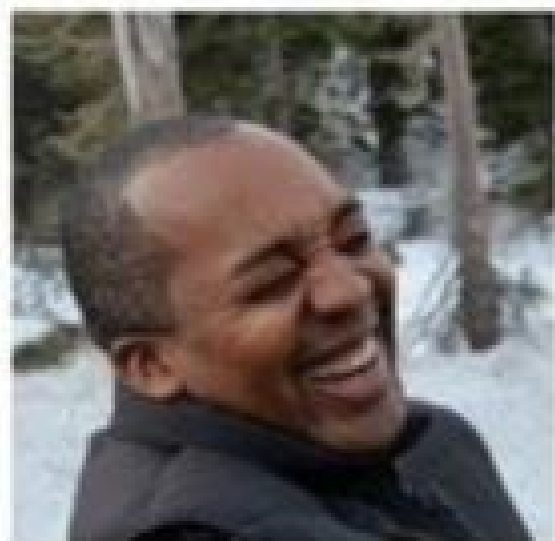
Better Web for Business

Przemek Sienkiewicz

Head of Enterprise - CEE, Russia & CIS

The consumer web





Rob:

Me please
pick me!

The consumerization of IT



Google confidential. Do not distribute.



Established technology trends

Cloud



By 2016, **50% of global 1,000 companies** will have stored customer sensitive data in the public cloud.

Source: Gartner, 2012

Mobile



96% of the US population has a mobile phone, **40% now own a smartphone.**

Source: Google, 2012

Social



1 in 3 young professionals prioritize choice of devices, apps and **social tools** above salary.

Source: CISCO, 2011

30 years of business IT

Personal Productivity



Physical Offices



Standard Work Day



Corporate Devices



New design principles

Any-Team



Any-Place

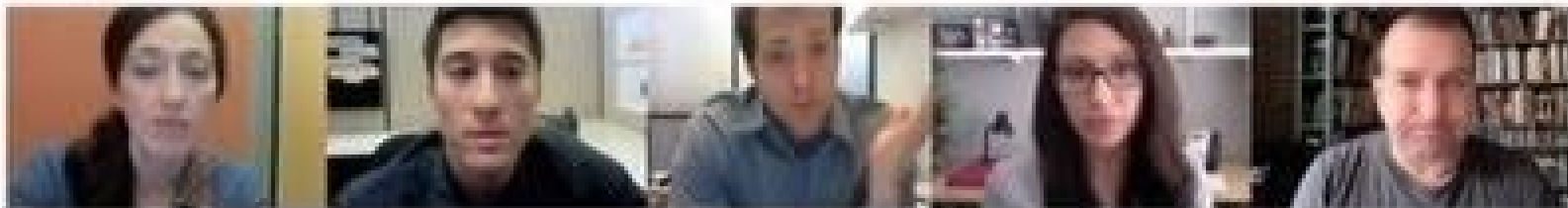


Any-Time

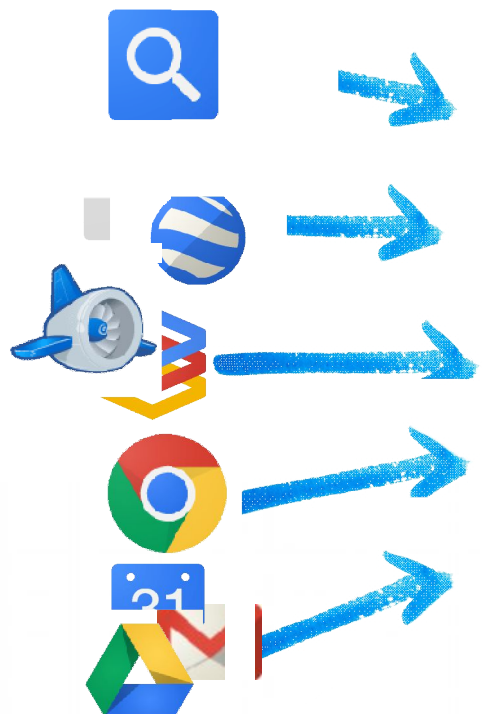


Any-Device





Better Web for Business



Business Features | Administrative Controls
Migration Tools | 99.9% SLA | 24x7 Support



This is a movement

Google Apps



Maps & Earth



Platform



Search





Royce Miles
Executive VP

People can work the way they live



Better Web for Business: Google Apps



Gmail

Communicate the way you want with email, chat and video calls.



Vault

Archiving, retention and eDiscovery for Google Apps.

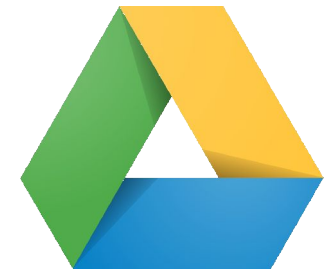


Google+

Connect people and ideas in your company.

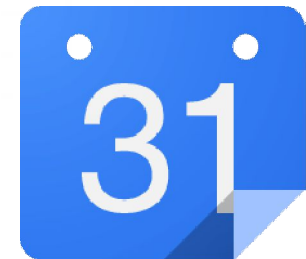
Drive

Collaborating as easy as creating, accessible from anywhere.



Calendar

Organize your life effortlessly with tools like smart scheduler.





Go Google

Tom

Q & A