

As part of our commitment to help businesses adopt technology that will help them achieve success, BCSG works closely with our partners to identify examples of go-to-market best practice.

This series provides some insights into the challenges ISVs face and the solutions they have found. In this booklet we look at the approach Google Apps for Work takes.

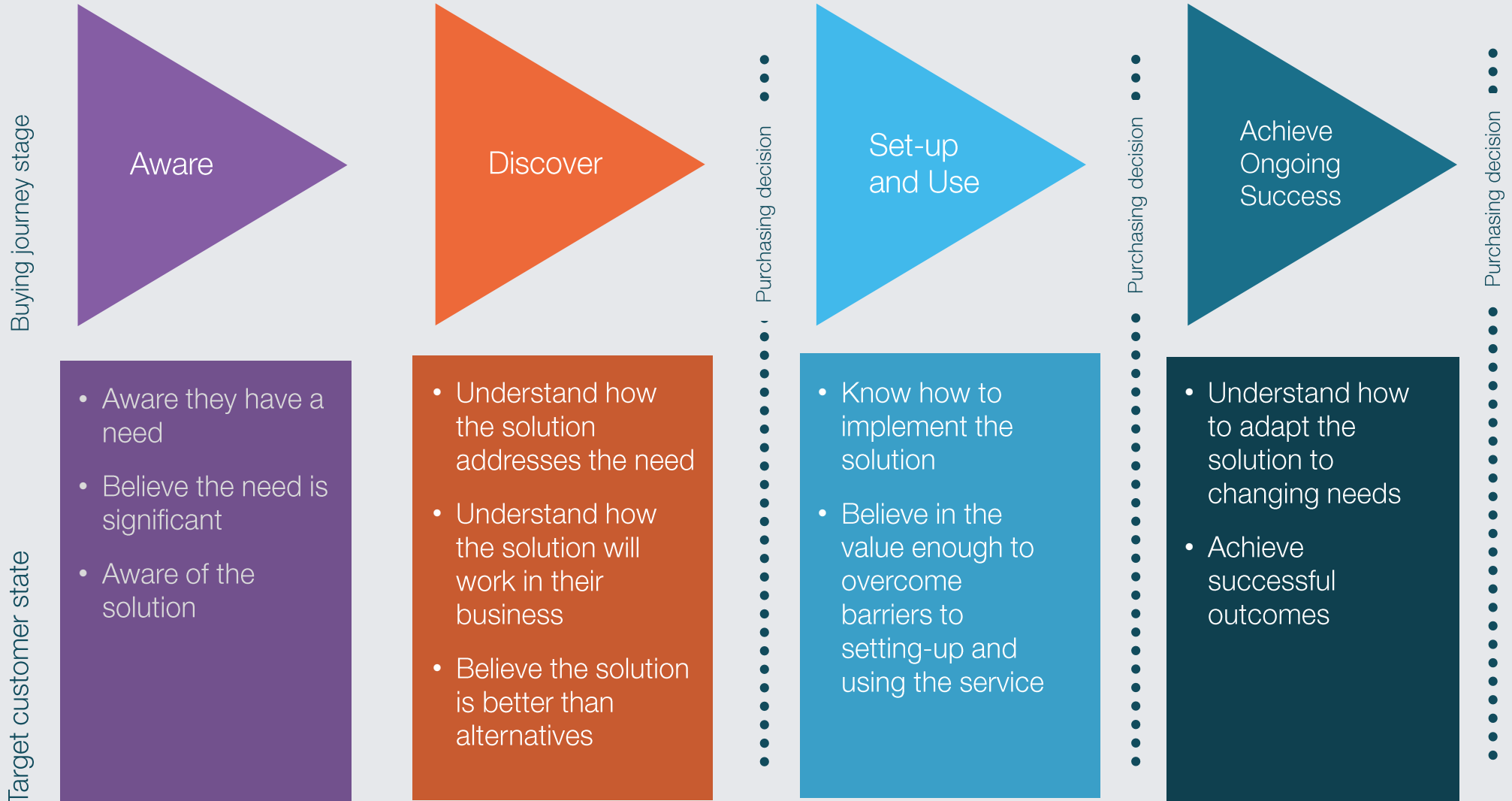


Google Apps for Work

Google Apps for Work brings you access to all your business essentials in the cloud

It provides a professional email, online storage, and real time collaboration tools, allowing your team to work together for anywhere

The buying journey and target end state of the customer



Aware

Goals

- Show how application can help their customer achieve goals
- Start a relationship and demonstrate you are credible
- Ensure the customer recognises the business need
- Highlight that a solution is available



Google Apps for Work

Challenges

- Making customers aware of what digital transformation can offer them
- Giving customers comfort on the perceived security risk

The Google Game

- Create inbound demand by having good content tailored for different segments
- Build towards the 'lightbulb moment', when they realise that 'my main office tool needs to be able to fit in my pocket'
- Work with partners to provide better reach

Discover

Goals

- Show how the solution addresses the customers needs
- Help the customer identify the value for their business
- Give examples and proof points of similar businesses
- Educate the customer on how the solution works



Google Apps for Work

Challenges

- Customers existing infrastructure might hinder moving to a new system
- Identifying the value gained over using their current system

The Google Game

- Build the perception of value, don't purely sell the product
- Show the before and after of driving digital transformation – case studies
- Drive content that is tailored to the nurture pipeline, include a CTA to get them to make a small commitment i.e watch webinar

Set up
and use

Goals

- Guide customer to reach the first successful outcome
- Support customer to overcome set-up hurdles
- Tell the customer the best practices to embed into day to day business activities



Google Apps for Work

Challenges

- Customers not realising the potential of the system as they remain in “sandbox”
- Lacking IT skills to be able to implement
- Domain name not verified

The Google Game

- Have Assist Team on hand to interact with customers who have started trials and guide them through the process
- When working with partners, have a deployment process which ensures a smooth customer experience

Achieve
Ongoing
Success

Goals

- Remind the customer of the value they receive
- Help embed the services into the rest of the business
- Show the customer how they can get more from the solution
- Encourage customer to promote the service



Google Apps for Work

Challenges

- Limited usage of the product – only email and calendar applications used
- Low usage of certain products that are key to active collaboration

The Google Game

- Monitor activity so accounts at risk can be picked up and guidance offered
- Have close ongoing customer relationships; offer additional products depending on lifecycle stage