

The Enterprise Cloud

# Google Apps v. Office 365: Apps and professional services marketplaces

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**Takeaway: Ian Hardenburgh compares the apps and professional services marketplaces for both Google and Office 365.**

Previously, in my ongoing series comparing Google Apps and Office 365, I've compared several feature groups, beginning with their [basic productivity applications](#), and moving on to their [e-mail and messaging](#), [calendar](#) and [content and document management](#) line of products. In this segment, I'll discuss the Google Apps Marketplace in contrast to the Office 365 Marketplace. By design, both may seem alike in view of their search and searchable categories functionality. But the fact of the matter is that they are actually discernibly different in the way they've focused on providing almost an entirely different set of applications or professional services. Each marketplace has been charged with the tasks to (1) fill in the gaps that are left behind by the core applications they initially provide, and (2) look to foster migration to widespread enterprise use of their on-demand software. Google Apps might be the more aware of the two in terms of the shortcomings seen with their core applications, but Office 365 might be said to better understand what roadblocks might prevent an organization from switching to their cloud.

As mentioned above, the Google Apps Marketplace and the Office 365 Marketplace function pretty much the same. You can search for applications or professional services offered by rating/review, by category, or even by the type of application or service to be integrated with or scaled (e.g., Gmail/Exchange Online). Furthermore, there aren't any noticeable differences that might lend me to say one marketplace service itself is better than the other. Although Office 365 is built upon Microsoft's Pinpoint platform, a website for matching Microsoft partners with software users (see my [post](#) on how to locate Microsoft partners on Pinpoint), it doesn't provide that much of a competitive advantage when it comes to finding professional solutions. Again, the only differences that exist are in the actual offerings of applications and professional services for which Google Apps and Office 365 users might be looking. For Google Apps, this concerns the enhancement of its Google Docs applications, which have a limited set of features in respect to what Office 365 advances with its Office Web Apps. For Office 365, their focus is providing professional services for Office 365 setup or initial implementation (not to be confused with migration). In fact, this is essentially the only thing of great substance that they provide on the marketplace. One might find that rest of the marketplace is a barren wasteland of unproven applications/solutions. Reading my chart will give you a sense for all this. There, you will find covered in a little more detail:

- CRM and ERP Apps
- E-mail Marketing and E-commerce Apps
- Productivity, Calendar/Scheduling and Project Management Apps
- Administration Apps
- Migration Services
- Backup, Security and Integration Services

- Other Professional Services

The chart is very detailed, so for those who prefer a version to save to the desktop and manipulate, you can [download the Excel file](#). If you prefer to view a snapshot version, click the thumbnail below to open to full-size.

Comparison of Google Apps v. Office 365									
Feature		Google Apps	Office 365 App/Service	Google Apps/Office 365 Suitable Enterprise Size			Comparison		
				Small	Med.	Large			
Apps	CRM and ERP Apps	Google Apps Marketplace	Office 365 Marketplace	GA/365	365	N/A	CRM (customer relationship management) and ERP (enterprise resource planning) systems are the lifeblood of most organizations. In fact, without upfront assurances that CRM and/or ERP data can be moved from an existing data source to a cloud-based one, many enterprises wouldn't even consider migrating to Google Apps/Office 365 in the first place. The inherent difference between Google Apps and Office 365 marketplaces is that Google Apps offers a number of third-party services that integrate with Google Apps, where Microsoft offers solutions based around its Microsoft Dynamics product. Most of the Google Apps CRM and ERP applications are introductory at best. Applications like Zoho CRM and myERP.com will get the job done for most small enterprises, but they don't have the development capabilities or scalability that a full-fledged CRM and ERP system like Dynamics does. However, in respect to Office 365 and Dynamics, don't expect too much integration on the ERP side of the equation. Microsoft has only recently begun to provide support for its Dynamics ERP line of software, such as with Dynamics NAV.		
	E-mail Marketing and E-commerce Apps			GA	N/A	N/A	Google Apps offers a few good e-mail marketing applications, and even some e-commerce platform apps, such as Shopify, that'll offer anything from single sign-on to full-blown e-mail and calendar integration (mostly just the former though). Office 365 surprisingly has virtually nothing, even though they list 'Internet, E-commerce' as a searchable category under the Office 365 home page. Some notable Google Apps Marketplace applications include Mail Chimp and Wazala Shopping Cart.		
	Productivity, Calendar/Scheduling and Project Management Apps			GA/365	GA	GA	If Google Apps has ever excelled in any category mentioned in not only this comparison of Google Apps vs. Office 365, but in all comparison posts I've written thus far, it is this one. It almost seems as if this is what the Google Apps Marketplace was built for; perhaps to make up from the lack of functionality noticed directly from within Google Docs, as well as to make up for Google Apps' lack of an intranet and content and document management solution. Considering that most of the listed applications are third-party, one would think that this happened organically. However, consider the Google App Engine, and the level of support in this field of study given to Google's development community. In fact, many products, like ManyMoo, have gone on to become extremely successful, thanks to the exposure they've seen from the Google Apps marketplace. In regards to Office 365 and these types of applications go, I wouldn't say they've exactly let their community down. Office Web Apps, Exchange Online and SharePoint Online all have a lot to offer in and of themselves. On the other hand though, there are a number of listed applications that for the most part, advance a single-purpose solution in the way of "better" productivity or project management (virtually nothing in respect to calendar/scheduling). On the other hand, the number of reviews for all these applications are extremely low. Therefore, if the Office 365 community isn't showing their support, I wouldn't put too much faith in these apps. Contrarily speaking though, this again could be due to the extensive amount of features offered by Office 365 core line of software.		
	Administration Apps			GA	GA	GA	Much of the same with both Google Apps' and Office 365's marketplaces here as discussed with the 'Productivity, Calendar/Scheduling and Project Management Apps' features above. Google Apps lists an overwhelmingly majority of the two services share of applications in this regard. I would even say more so in this case. In fact, by looking at the application descriptions of the listed applications when searching for "admin" under the Office 365 Marketplace, it seems as if the companies/developers that listed them are trying to sell you a bill of goods. Google Apps Marketplace has a wide array of tools administrators of a Google Apps deployment can take advantage of. Anything from directory management to backup services can be seen here. If your running Google Apps, I recommend you look into Promovo gPanel for Google Apps Administration for centralized Google Apps management, as well as Backupify and Backupify Snapshot for complete and single user data backup.		
Professional Services	Migration Services			GA/365	365	365	Google Apps currently lists a few proven professional services for e-mail/directory and document migration. By proven I mean services that have several high-mark reviews. Office 365 currently lists a number of well reviewed companies that can perform migration. However, to tell you the truth, migration with Office 365 isn't all too difficult, and for the most part, enterprises could even instruct their users on how to migrate their Office documents. The most difficult task an enterprise might face is migrating their Exchange Server data to Exchange Online. For this, I might consider seeking an experts opinion.		
	Backup, Security and Integration Services			GA	N/A	N/A	I suppose everyone is more than confident in both the Google Apps and Office 365 SLA in terms of backup and security, because real professional support is just not there. Google Apps does have a few services that offer backup/recovery services, but I wouldn't start counting your chickens just yet. There are a number of integration services offered under the Google Apps Marketplace, but they all hold very few reviews, and lack intent as to what they truly offer in terms of backup, security and/or integration.		
	Other Professional Services			GA/365	GA/365	GA/365	The Google Apps Marketplace boasts professional services for (e-mail) archiving & discovery, custom application development, Google Analytics (even though it's not really part of Google Apps), training, and support and managed services. Aside from migration, Office 365 boasts wide array of pointed consultation services, mostly in the way of implementation and strategy. Both marketplaces make it clear as to what professional services they offer, and both seem to be successful at it (you'll find a number of well reviewed solutions).		

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