

# Unlock the full potential of Google with AppDirect

## CLOUD SOLUTIONS ARE COMPLEX

Implementing, maintaining, managing, and ensuring the security of your solutions can be a full time job for an IT team.

## APPDIRECT MAKES IT SIMPLE

We provide expert guidance and professional and managed services to help you evaluate, implement, manage, and support your IT solutions.



**96%**  
GREATER ROI WHEN  
COMPANIES PURCHASE  
AND MANAGE TECH  
SPEND WITH A  
PARTNER

## Q1 LEAN ON OUR INDUSTRY EXPERTISE



### Tailored guidance

Benefit from expert evaluations and recommendations for customized solutions that align with your business goals.



### Optimized subscriptions

Make the most of your subscriptions by staying up to date and trained on the latest tools and services with the help of our Google experts.



### Simplified vendor management

Whether it's Google, add-on software, or services, let AppDirect manage all the vendor relationships under a single MSA, saving you time and effort.





## 02

### EXTEND YOUR TEAM WITH PROFESSIONAL SERVICES

Don't go at it alone. AppDirect offers deep expertise in the management, implementation, and security of Google initiatives.

#### GOOGLE WORKSPACE

##### Email and drive migration

Seamlessly migrate from on-prem, third-party, M365, or shared drives.

##### Security and compliance

Achieve comprehensive data protection and compliance by implementing Vault, data loss prevention, and Workspace Security.

##### Device management

Deploy device management (Android, iOS, Windows 10/11, Chrome) for secure and compliant use of devices.

##### Identity and access management

Keep your data and resources secure and compliant while enabling collaboration across applications.

#### GOOGLE CLOUD PLATFORM (GCP)

##### Application modernization

Modernize legacy systems for better performance, security, and scalability.

##### Cost optimization

Analyze your operations, identify areas for improvement, and implement cost-saving strategies.

##### AI and machine learning

Transform your business with Generative AI and Machine Learning tools like Gemini and Vertex AI.

##### Business intelligence & analytics

Enhance BI & analytics capabilities and gain access to expertise, tools, and technologies like Looker and BigQuery.

##### Security

Implement a customized security strategy that aligns your business needs with top products like Security Command Center and BeyondCorp.





## 03

### FIND PEACE OF MIND WITH COMPREHENSIVE GOOGLE SUPPORT

Don't let software issues slow your team down. Our SmartSupport offering provides robust helpdesk support for both end users and administrators, minimizing downtime.

#### END USER SUPPORT

- Get started with core Google applications
- Troubleshoot Google products, from sharing to delivery issues
- Answer "how-to's" and FAQs
- Create and share calendars and events
- Troubleshoot missing calendar events
- install Backup and Sync on devices
- Troubleshoot document sharing and permission issues
- Make video calls, screenshare
- Create groups and add members
- Install Google Workspace sync for Outlook

#### ADMIN SUPPORT

- Customize user settings—read receipts, mail delegation, routing rules, and more
- Enable features for users
- Manage calendar settings—control external sharing and more
- Control Drive settings—manage file ownership, sharing permissions, add-ons
- Enable/disable desktop applications
- Manage meeting settings—enable history, control external sharing, and more
- Enable Outlook sync, configure device management, and troubleshoot issues

#### ESCALATIONS

As a Google partner, AppDirect will manage any required escalations to Google Support and will ensure the problem is solved to your satisfaction.

- **14K** customers migrated to cloud productivity tools
- **96%** issues solved on first call
- **<1 min** time for us to answer

#### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success. For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com).

