



The Business Value of Google Workspace

IDC's study confirms the substantial impact that Google Workspace has had for interviewed organizations as a **robust and highly functional collaboration platform**. Study participants reported that their employees benefit from **enhanced collaboration and communication with colleagues and customers, unified workflows, and strong text, voice, video, and audio functionalities**, which combine to **allow employees to work more effectively and efficiently**.

KEY RESULTS



14%
productivity gain, daily
Google Workspace users



412%
3-year ROI



11 months
payback period

Day-to-Day Efficiencies with Google Workspace

CUSTOMER QUOTE:

“Google Workspace has served as the foundation for this comprehensive digital transformation of our workplace. People can collaborate in real-time from wherever they are, but we are still able to maintain the level of security we want.”

36% more
time, creative/innovative work

24% less
time devoted to “busy work”

Team Productivity Gains with Google Workspace

TECHNOLOGY

35%

BUSINESS OPERATIONS

25%

OVERALL SALES

24%

MARKETING

21%

Overall Business and Operational Gains with Google Workspace

778 FTEs in higher net productivity per interviewed organization

265 additional hours of total productivity per user per year

Almost **\$1,500** in net productivity benefits per user per year

\$44.3 million in annual benefits per organization

CUSTOMER QUOTE:

“The most significant benefit for us of using Google Workspace is productivity ... People can work seamlessly from either home or office ... The work we've done in the last two years would not have been possible without this technology.”