

# Google Workspace for EnBW



### Intro: EnBW strategy



EnBW's industry-specific challenges include withdrawal from nuclear- and lignite- based power, accelerating and rolling out renewables, becoming a major player in the EV business, ramping up smart home installations, and supporting the energy transition. Factors such as digitization, war on talent, and COVID-19 have changed the way we work. Companies like EnBW now need to provide more hybrid/remote work options to their employees.

Challenges in 2023 include cyber/ransomware attacks, especially at KRITIS companies. The "Energiewende" is being challenged due to the gas crisis. Existing plans and roadmaps need to be adapted quickly. EnBW needs to be able to adapt to these challenges and to manage political and environmental changes with agility and foresight.

### Intro: Google

**Our mission is to organize the world's information and make it universally accessible and useful.**

#### Our aspiration at EnBW:

We strongly believe in choice and providing our customers with different options to challenge the status quo. We would like to demonstrate our capabilities through an initial small project with our business continuity solution. This will allow EnBW to test Google Workspace at low risk and commitment without a time pressure on the project. If this project is successful, EnBW may then be able to consider Google Workspace as a serious alternative to their existing solutions in the future.







Reach your collaboration and security goals with Google Cloud as your partner

## We are **delighted** to present some new ideas for **EnBW**

Google is well established in the [energy industry](#), providing innovative and flexible solutions to many clients.

EnBW and Google are in the early stages of our relationship but our joint activities have intensified over the past year and we are very encouraged by these positive developments.

EnBW already uses many of our products and services such as Ads Analytics, Maps, Android Enterprise and Google Play to develop your client-facing apps like mobility+, etc. We would like to take this opportunity to provide you with an overview of our award-winning collaboration suite Google Workspace.

Please find an overview of our Google Workspace portfolio in the color-coded topics in this brochure.

1

### Business continuity and security

2

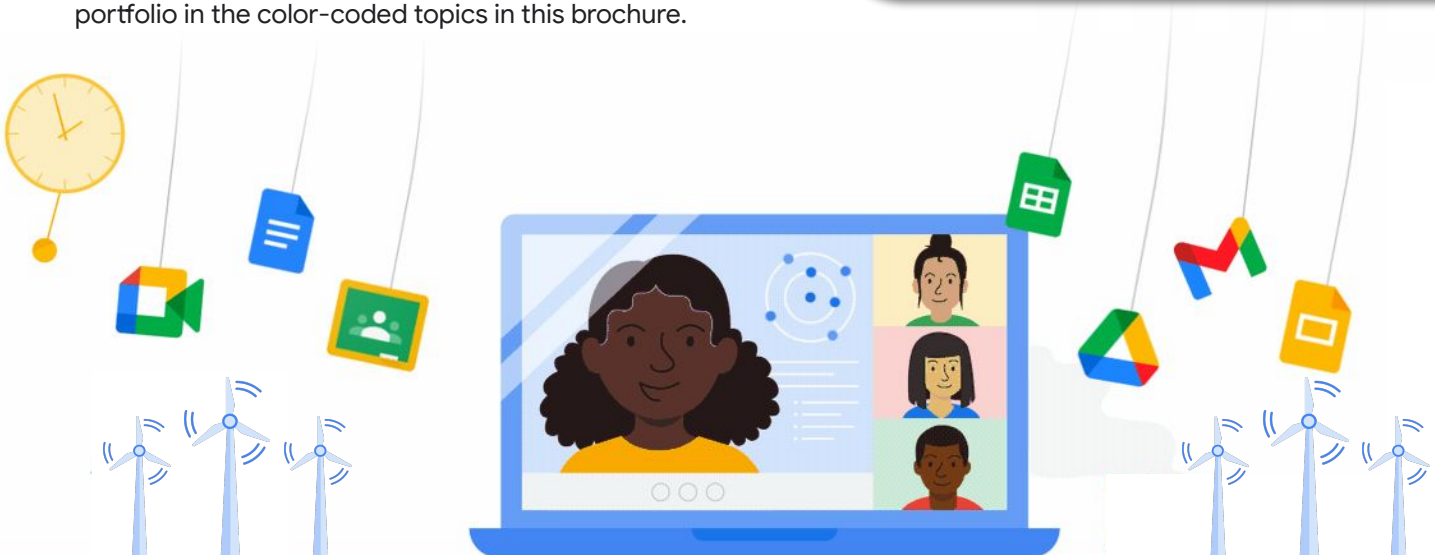
### Collaboration

3

### Relevant cases

4

### Business areas



## Work Safer:

An all-in-one solution from Google with strong protections against phishing, malware, ransomware, and other cyber attacks.

94% <sup>1</sup>

of malware was installed via malicious emails and attachments

80% <sup>2</sup>

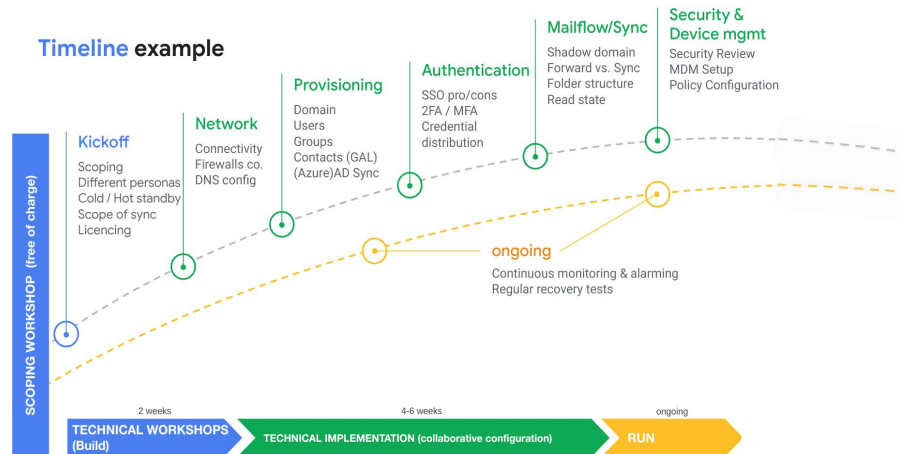
of hacking breaches involve brute force or the use of lost or stolen credentials

45% <sup>3</sup>

of malware is delivered by email containing common Microsoft Office documents



### Timeline example



Google Workspace is one brick in our leading security portfolio. **Work Safer** provides you with everything you need to enable secure collaboration.

Google Workspace

Trusted, modern collaboration and communication with **Google Workspace**



Frictionless security for your website with **reCAPTCHA Enterprise**

Google Pixel

Phones with multiple layers of security to protect your data with **Pixel**

Chronicle

Security analytics built on the power of Google infrastructure with **Chronicle**



Simple access to apps and resources to **BeyondCorp Enterprise**



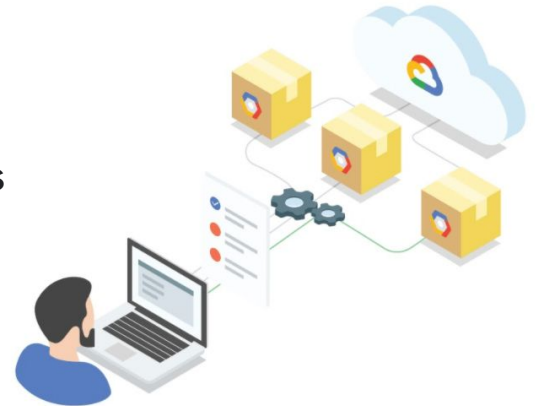
Enhanced user and account protection with **Titan Security Keys**

chrome enterprise

Secure, cloud-first devices and browsing with **Chrome Enterprise**

**Business continuity & security**

**Make use of Google Workspace as a business continuity solution in addition to your existent collaboration suite.**



### Seamless Failover and Business Continuity in the event of Cyber Attacks

In the event that your current collaboration suite is subject to a Cyber/Ransomware attack, Google Workspace is an excellent failover solution to enable your workforce to continue their operations.



### Enterprise Grade Security

Gmail has 0 vulnerabilities in US National Vulnerability Database between May 2011-2021, and 99.9+% accuracy in blocking spam and business email compromise scams.



### Cloud Native

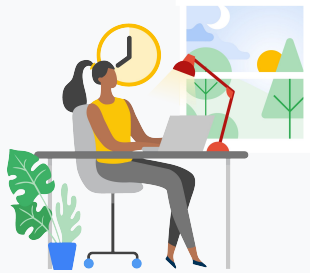
Google Workspace was born in the cloud. No legacy code to manage and migrate makes it easier to manage.



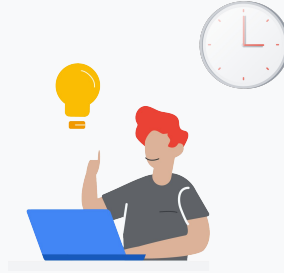
### Employee Experience

82% of users state that Google Workspace has made them more innovative.

## Collaboration



**Flexible** solutions make work from anywhere a reality



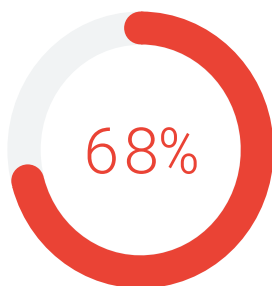
**Helpful** tools let people maximise their time



**Simple**, human-centered design deepens connection and improves engagement



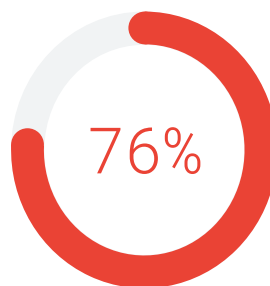
Companies with engaged employees have **higher retention**<sup>1</sup>



of Workspace users at companies say they **enjoy work more** since adopting Workspace



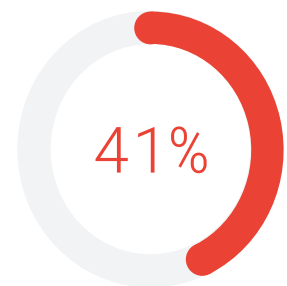
Innovative companies have stronger **profit growth**<sup>1</sup>



of Workspace users at companies say their company has **become more innovative** since adopting Workspace



The **workforce of tomorrow** uses Google Workspace



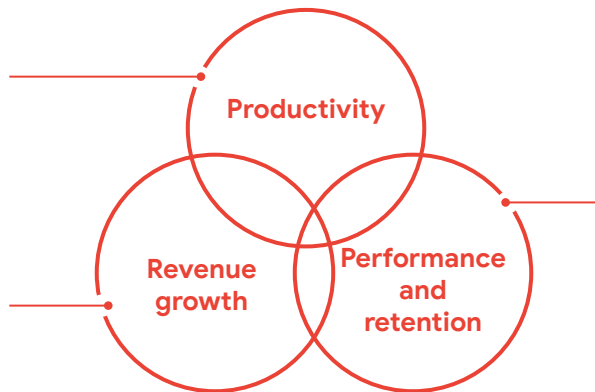
of Workspace users say Workspace has had a **significantly positive impact** on the way they work

## Collaboration

### Why does employee engagement matter?

Globally, businesses lose productivity worth at least **\$300 billion** annually due to disengaged workers

Organizations with highly engaged employees experienced a **3-year revenue growth rate 2.3x greater** than average (20.1% growth vs. 8.9% growth)



Organizations with engaged workers may have employees who are **57% more effective**

and

**87% less likely** to leave than organisations with low engagement

- 6M+ businesses - **the workforce of today** - use Google Workspace
- 170M+ students and educators - **the workforce of tomorrow** - use Google Workspace
- 3B users - **1/3 of the world's population** - use Google Workspace
- Google Workspace is a **pure cloud native solution** that just works



*First, we created Google Workspace accounts for more than 1,000 users from the participating businesses. Many people were **already familiar** with Google Workspace, and the rest were able to catch up quickly because **the tools are incredibly easy to use.***

**Madeleine Cusinberche**

General Secretary, Savoir Faire Ensemble



Supports the French textile industry by compiling 6,500+ orders for 1,400+ businesses with Google Sheets



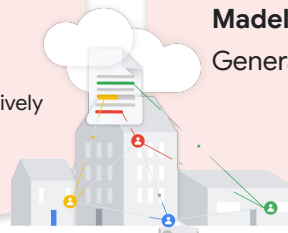
Provides customers with high-quality, government-vetted products by building the country's largest collaborative effort for protective clothing



Strengthens remote teamwork with easy-to-use collaboration tools, including Google Drive, Gmail, Google Meet, and Google Calendar



Enables an operational team of only four people to effectively manage and connect 1,000+ customers and suppliers



**SAVOIR  
FAIRE  
ENSEMBLE**

## Relevant cases

### Client challenge

After Lafarge and Holcim merged in 2015 to form LafargeHolcim, the newly established building material manufacturer set out to clarify processes, consolidate infrastructure, and transform their culture to ensure a unified, modern, and collaborative experience.



### Google solution

The organization first turned to Google Workspace to connect its large and widespread workforce, allowing them to share images, documents, and information across locations. Teams can now use Google Workspace to schedule meetings in Google Calendar, collaborate on Google Meet, and get managerial approval for work on the fly.

### Impact

- United 70,000 workers across more than 70 countries
- Empowers employees working outside an office setting to participate in knowledge sharing and decision-making from wherever they are
- Builds a high-performing culture driven by agility, empowerment and accountability



*Our teams now use Google Workspace to do things they weren't able to do before without support from IT. This set of tools is continuously improving and helping them do their job"*

Paul Young  
Head of Communication & Collaboration  
Digital Solutions, LafargeHolcim



*Roche's history is one of innovation and progress and we believe that aligns well with the capabilities provided by Workspace"*

Dr. Alan Hippe,  
CFO & CIO, Roche Group/Alfa



### Impact

- Deploys and manages Workspace features and usage with ease
- Works "better together from anywhere"
- Propels culture of innovation



## KÄRCHER

*With Google Workspace, Kärcher has transformed its global collaboration, allowing for faster business decisions during the COVID-19 crisis"*

Dr. Daniel Heubach  
Chief Information Officer, Kärcher



*Airbus has spent the past year thinking about what it actually means to return to work and we're looking to support greater flexibility with Google Workspace in a leading role. In 2020, we held 5.6M Google Meet sessions and we now have more than 70,000 shared Drives where people collaborate. Google Workspace has changed the way people work at Airbus and that will continue as the solution empowers the hybrid work reality"*

Andrew Plunkett  
Airbus Vice President, Digital Workplace

## AIRBUS

### Client challenge

Collaboration rather than cost is the reason Airbus has given Microsoft's old-world Office app bundle the heave ho and is migrating 130,000 staff – the entire workforce – to Google's G Suite [Google Workspace].

### Impact

*"G Suite [Google Workspace] is a disruptive platform that radically breaks with past ways of working, rather than Office 365" – Luc Hennekens, CIO, Airbus*

Millions of  
businesses have  
chosen **Google  
Workspace**



To learn more, contact your Google account team or visit [workspace.google.com](https://workspace.google.com)





## Business areas

## Addressing EnBW business areas

We appreciate that EnBW is a large and complex business with a wide range of divisions, where the various roles of the employees require different tools and systems to support them in their day-to-day work.

Your traders expect real-time data, high availability, and a high level of security. Your office workers require stable video conferencing facilities, the ability to collaborate on documents, slides, and spreadsheets, and the capability to work either at the office or at home with a seamless experience.

Google Workspace also provides an excellent employee experience (see example below) for your frontline workers such as the engineers, maintenance workers, inspectors and field service personnel, who work at your windparks, solar fields, power plants, and network connection stations

### Google Workspace + Google Glass help your frontline workers work more effectively

Value  
Opportunity



Machine  
maintenance  
accuracy with  
remote  
assistance



Asset uptime  
with remote  
diagnostics



Production  
efficiency with  
Increase in field  
work  
productivity



Travel costs due  
to remote  
connectivity  
with experts



CO2 footprint  
due to less  
travel

## Business areas

# A day in the life of a field technician

The Service ticketing system is integrated into Gmail. **Christian** can see pertinent details about each ticket within the Gmail window

**Christian** starts his day by checking his email and reviews his assigned service tickets for the day. His schedule is automatically populated in Google Calendar and it includes driving directions to each appointment in Google Maps



9:00AM



11:00 AM

**Christian** receives repair emails/ calls. He schedules priority cases for the day

**Christian**, a **Field Service Technician**, visits customer sites to resolve technical issues. He carries out tasks such as installing new equipment and fixing broken gear.



He needs seamless integration across all the platforms and as he is constantly on the move. He needs instant access to critical sources of customer information and repair documentation. He is measured based upon successful completion of service tickets and customer feedback.



12:30PM

**Christian** fields a couple of chat queries for basic setup issues and guides the customers through the steps in the guide using Google Meet screen sharing



5:30PM

While updating ticket status, **Christian** comes back to office to prepare his daily activity report and shares it with his manager



4:00 PM

**Christian** is called to a high-priority ticket, a broken transformer. Google Maps guides him to the work site. He is unfamiliar with this model, so he uses Google Glass and Meet to get a direct connection to an experienced colleague, who sees what he sees, and who shares some technical data sets directly into Christian's Glass view



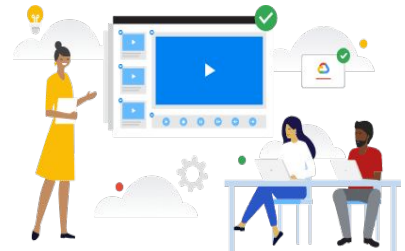
2:30 PM

**Christian** spends his afternoon visiting new customers to set up connection. He pulls up the service order form in Google Drive and asks the customer to sign for completion on his Android phone. A Google Form survey is automatically sent to the customer

# Interested in...

## a scoping workshop?

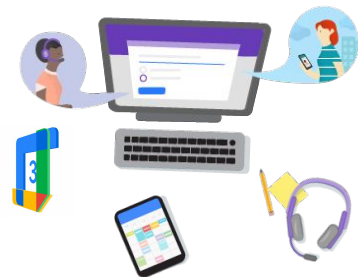
A free workshop. Scoping of different personas, a look into cold / hot standby and the scope of sync & licencing



## visiting Cloud Space Munich?



## a direct executive call?



**Philipp Behr**  
Executive Key Accounts  
[pbehr@google.com](mailto:pbehr@google.com)



**David Deacon**  
Enterprise Sales Specialist Google Workspace  
[daviddeacon@google.com](mailto:daviddeacon@google.com)



Ready to start your journey?

Contact **Philipp Behr** [pbehr@google.com](mailto:pbehr@google.com) or 0171 1979208