



Google Enterprise Solutions

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Google Enterprise - Profile

Positioning:	Most important search engine in the World
Employees:	8.000 (January/08) – Engineers mostly
<i>General Search Market Share:</i>	Answers 80% of search results worldwide
Customers:	More than 7.500
Offices:	More than 20 offices around the world including Mountain View - CA, Nova York, São Paulo, Londres, Tóquio, Hamburgo, Paris e Milã
International:	109 languages and 113 international domains



Google Enterprise

Multifunctional Team dedicated to three product lines: more than 500 people

- Supported by Google research and development teams
- Bringing Google innovation to corporate world
- More than 7.500 active customers

Search



Geospatial



Google Apps



Our Corporate offerings



Google Earth
Enterprise / Pro



Google Maps
for Enterprise



SketchUp from
Google



Google Desktop
for Enterprise



Google Toolbar
for Enterprise



Google Mini



Google Search
Appliance 1001



Google Search
Appliance
5005/8008

Users Perspective

IT Perspective





Google Search Appliance



Google - Mission



Web



Vídeo



Books



News



**Corporate
Network**

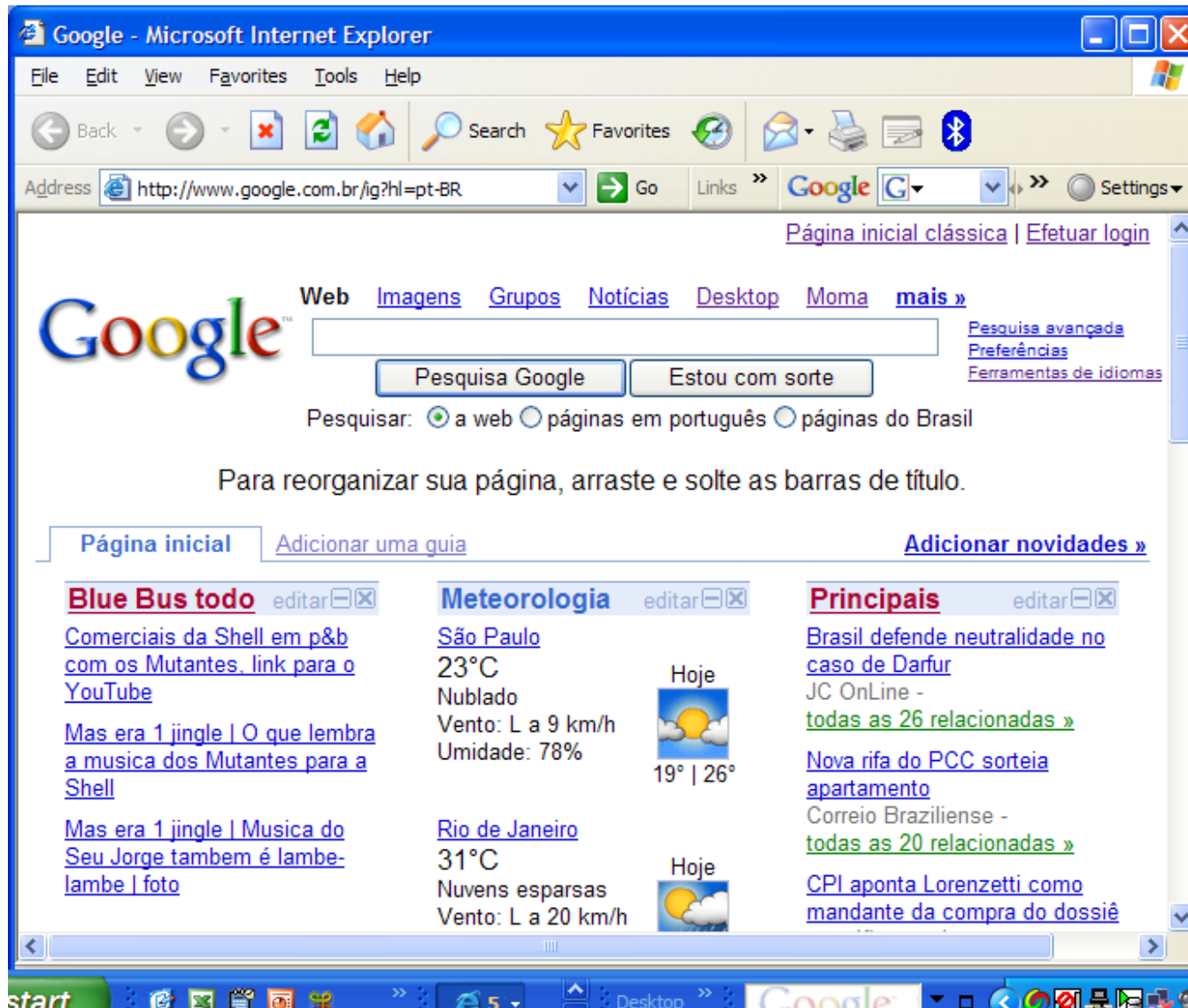
Organize world information and making accessible
and useful.



Search Challenges inside a Corporation



Integrated search - Web, Desktop, Intranet and more...



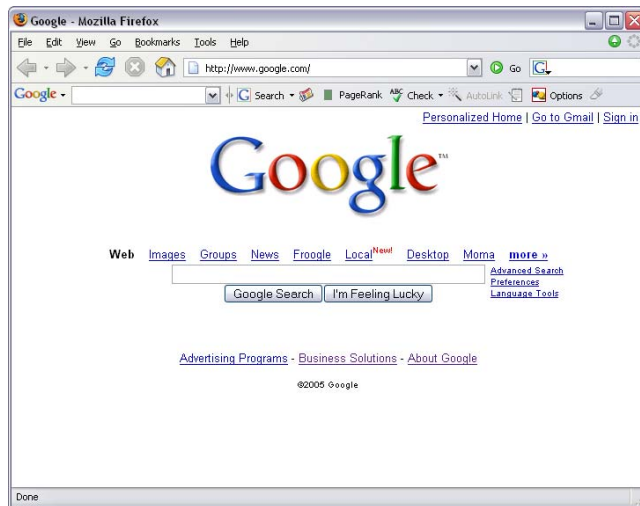
Consumer needs invaded the corporations

- Consumers and corporate employees are the same people
- Employees are tired of the difficulties to access information at work
 - No standard information sources and formats
 - Standardization and collaboration in multi-site corporations is difficult and expensive
 - Business applications require lots of experience and training
- Committed consumers and salesmen need quick and reliable answers



Our philosophy: Focus on Users

Users want to have at work the same experience they have while using Google.com



High relevance

Intuitive interface

Sub-second response time

Tested and approved by tenths of million people



Our philosophy: Simplicity for IT

We offer a complete search solution – not a toolbox to
create it

Software does the hard work

Qualified results without needing meta-tags, customizations
And rewritten algorithms

Plug-and-play appliance

Quick implementation, minimum maintenance



Automatic Content access

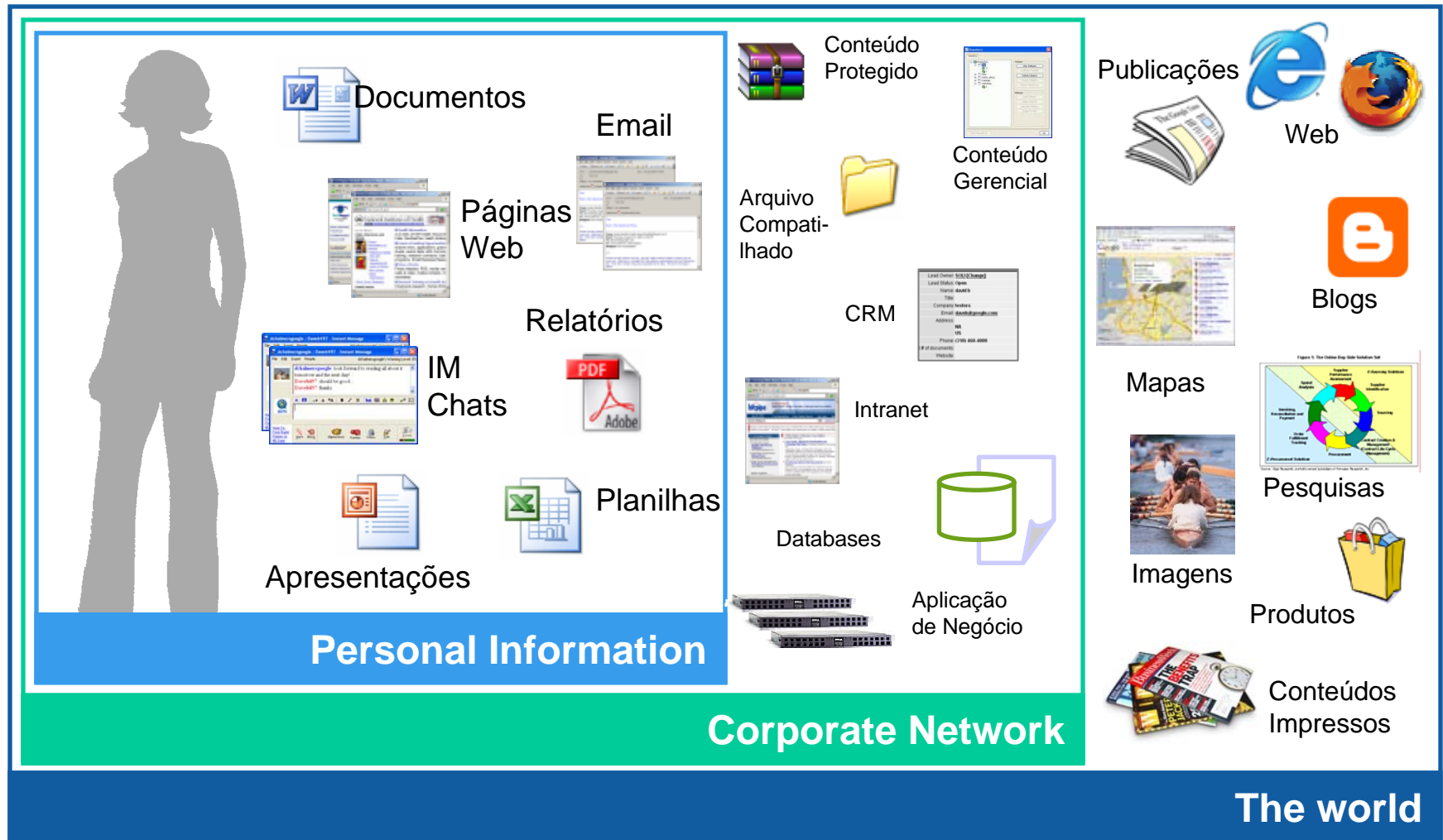
Content indexing anywhere

Adequate cost

Simple contract terms



Our philosophy: Unified search



- 84% of Raytheon employees interviewed found the correct answer among the first three search results
- “There is no doubt that Google Search Appliance is much more efficient than our previous search system.”

Brad Hochhalter, Kaiser Permanente

- More than 50% of Google users interviewed said that they use Google due to the low results relevancy of their previous search engine



Google OneBox for Enterprise

Acme [Directory](#) [Rooms](#) [Locations](#) [Desktop](#)

acmeINC intranet

east coast sales [Advanced Search](#)
[Search Tips](#) / [Search FAQ](#)

include secure content

Acme Enterprise Search Results 1 - 10 Search took 0.54 seconds.

Sort by: [Date](#) / Relevance

[Cognos 8 Report - US East Region Sales](#) - Hide - [About Cognos 8](#)

COGNOS 8

◆ 91.6% ▼ 2005 Q4 Target: 95.1% Variance: -3.4%

Christine Stilwell. East Coast Sales Dir. Bill O'Sullivan. West Coast Sales Dir.
 David Smith. ... Sales Coordinator. East Coast Sales. W
www.corp.acme.com/NSales%20ORG.ppt - 2003-05-15 -

[Bill's Q3 objectives](#)
 ... To promote this information, I will post on acme by 9/3
 Coast Sales Meeting & West Coast Sales Meeting. Ill. T
www.corp.acme.com/Old%20Objectives/2001%20Q3.htm

Secure real-time access to business informations

acmeINC intranet

contact wick [Advanced Search](#)
[Search Tips](#) / [Search FAQ](#)

include secure content

Acme Enterprise Search Results 1 - 10 Search took 0.77 seconds.

Sort by: [Date](#) / Relevance

1 result available in the Exchange phonebook

Jim P. Wick Office: (212) 555-1212 ext.2355
jpwick@acme.com Cell: (718) 555-1212

contact me at 1-800-555-1122 ext.257. ... 12/13/05, Barry Wick, rikwrybac@acme.com, 55577738, The books of Ian McLaren, Beside the Bonnie Briar Bush and The ...
www.corp.acme.com/publicdomain/ - 27k - 2006-02-14 - [Cached](#)

[AU Phone Messages](#)
 ... how do we contact you? ... Matt. Yes. 1/30/06. AccountLeads. Mr. Wang. 9747-1174 /

Tested technology with several years of use

Google OneBox Partners



variedade de informação proveniente do Oracle Financials, tais como estágios de ordem de compra ou relatórios de contas a receber.



métricas chaves de desempenho do negócios tais como crescimento de vendas, margem de lucro, produtividade da equipe.



agenda de contado do funcionário, correio de voz e conferência por telefone do Cisco Call Manager.



acesso e revisão de relatórios e informações do SAS, incluindo dados de *forecast*, relatórios de renda e mais.



lead de venda, etapa da oportunidade, contato e informação da conta e muito mais de um dos aplicativos Salesforce.



informações de RH *on-demand*, incluindo histórico do colaborador, benefícios, folha de pagamento e informações sobre capacitação.



informações ERP e CRM *on-demand* incluindo painéis sobre consumidores, produtos, finanças e negócios.



User Perspective

- High Relevancy
- *Real-time* access to business informations
- Simple and familiar results page
- Ortography corrector
- Questions suggestions
- Collections
- Search by Number/Data intervals
- Language support
- Corporate integration with Google *Desktop and Toolbar*
- Corporate search on your mobile phone



All your corporate content

Google Search Appliance Crawler

- Crawls 220 file types
- Dynamic crawler offers the most updated information

Filesystem

- Direct connection to CIFS

Database

- Direct access to databases (IBM DB2, Microsoft SQLServer, MySQL, Oracle e Sybase)
- Database results standardization

Content feeds - API

- Access to any third-party apps – CMS, portals, legacy systems etc.

Google OneBox for Enterprise

- Real-time access to business applications
- Information direct delivery from original source



Security

- Access granted only to previously authorized information
- Adaptable to existing security systems
 - NTLM
 - Basic Authentication
 - Single Sign-on Systems
 - Native LDAP Authentication
 - X.509 client certificates
 - Others
- The GSA applies no policy of its own and keeps no access control lists (ACLs).



Total Coverage of Corporate needs



Google Mini	GB-1001	GB-5005	GB-8008
Small and medium businesses	Departmental or medium size enterprises	High priority and high volume search	Global enterprises, Data Centers
All functionalities in a single box	RAID Disk Drives	Automatic Redundancy	Automatic Redundancy
Licensed Documents:	Licensed Documents:	Licensed Documents:	Licensed Documents:
50,000 documents 100,000 documents 200,000 documents 300,000 documents	500K documents 1MM documents 2MM documents 3MM documents	4MM documents 5MM documents 10MM documents	15MM documents 30MM documents Unlimited documents



Google Enterprise – partial customers list

AG Edwards	Department of Homeland Security	National Health Svc. (UK)
Altera	Centrica	Network Appliance
AmSouth Bancorporation	DuPont	Novartis
Apple Computer	eBay	ONEOK
AT&T	FedEx	Ricoh
BAE Systems	HP	Roche
Biogen	Honda	Royal Bank of Canada
Boeing	Honeywell	SAP
Canadian Broadcasting	Imerys Minerals	SAS Institute
Cisco Systems	ING	Schlumberger
City of Los Angeles	Ingersoll Rand	Shaw
City of New York	Intel	Sprint
City of Seattle	Lennar	State of Massachusetts
Conoco Phillips	Lucent	Thales
Continental Airlines	Medtronic	Toronto-Dominion Bank
Cox Communications	Mercer	TOSOH
Dassault	Merck	Walt Disney
Department of Health (UK)	Ministry of Defence (UK)	Washington Mutual
Department of Commerce	Morgan Stanley	Xilinx
Department of Justice	NASA	Yamaha
Department of Education		Zurich Financial Services
Deutsche Post		

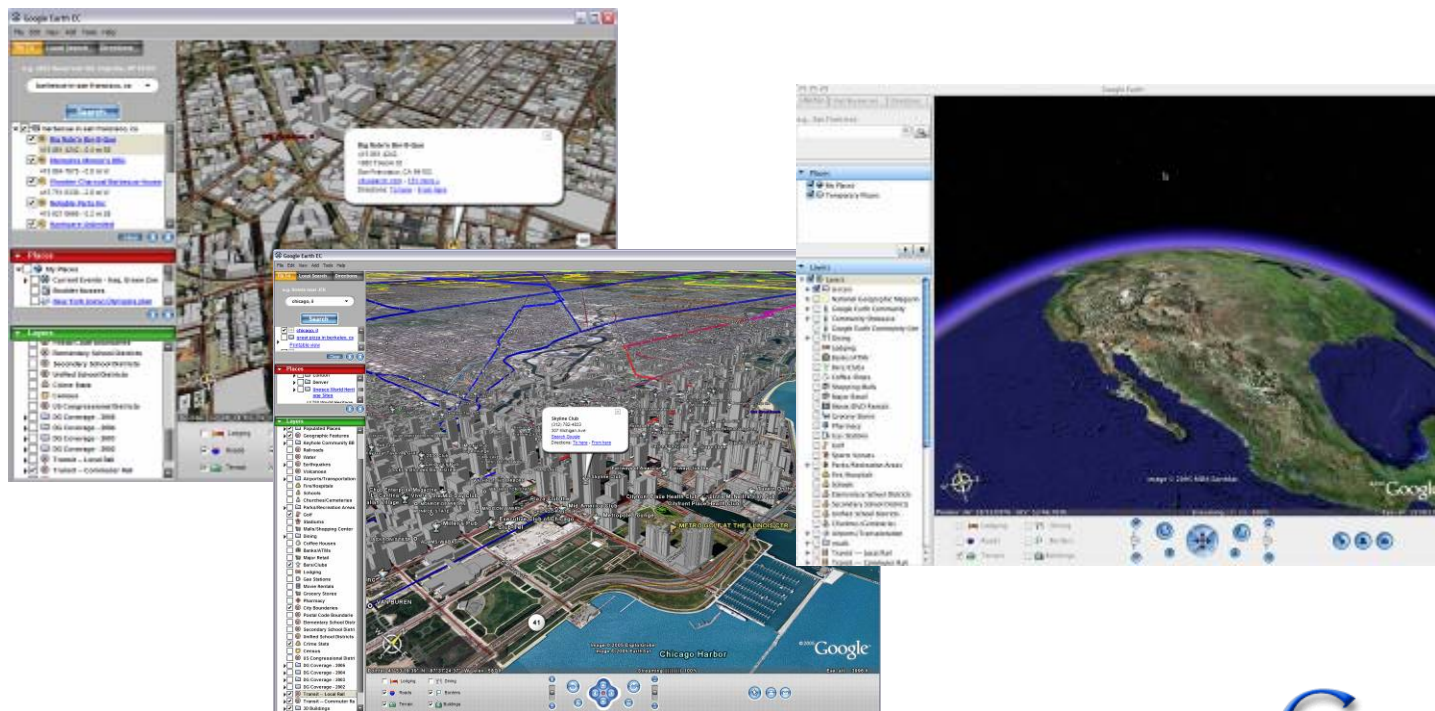




Google Earth Enterprise

The Google Earth Solution

*Google Earth Enterprise Solutions deliver **location intelligence** to all users in your organization for better, faster earth related decisions*



User Needs—The Problems We Solve

“Knowing what is between the lines on the map”

- Fast access to detailed information about locations—unlock the value of geospatial data
- Ease of use for non-expert users
- The ability to integrate data from multiple sources
- Specific requirements
 - Satellite imagery, aerial photography and terrain and mapping information
 - 3D terrain display, 3D object display, fly-through animation capability

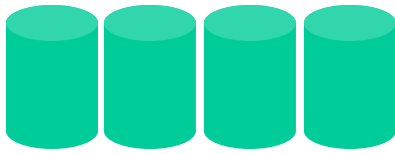


Largest Fused Earth Database Ever Created



Google Earth—The Geo Browser

Web Search



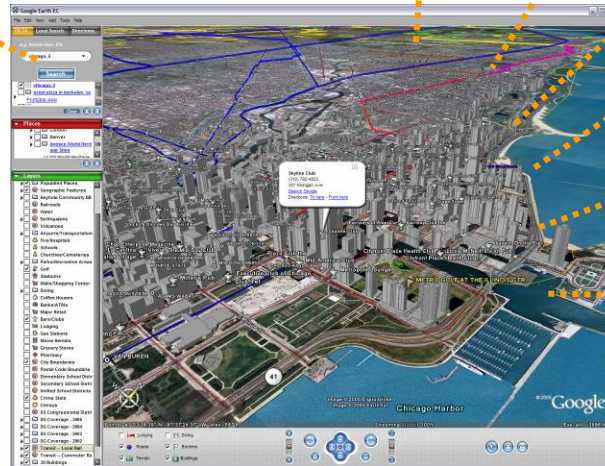
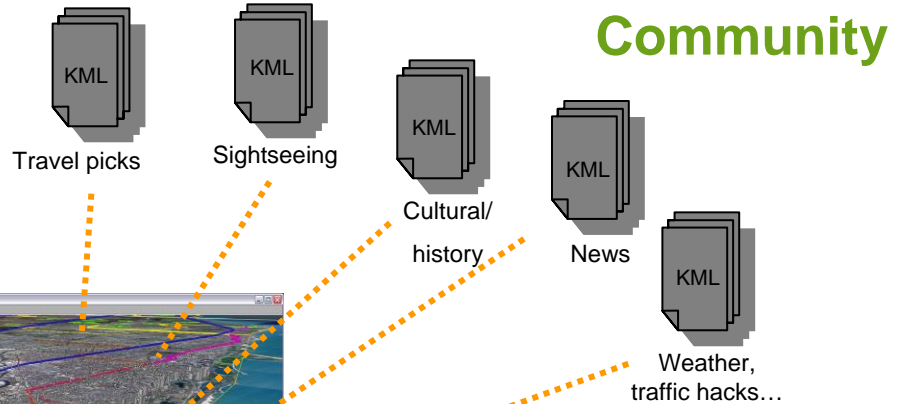
Geographically searchable web

Integrated Google Search

Seamless global navigation

3D driving directions

'My Places' for saving searches and user annotations



Weather, traffic hacks...

GPS (hiking, biking, workouts...)



Imagery



Maps, geocoding, driving directions, and business listings



3D terrain and buildings



Google Earth Product Strengths

Enables instant access to rich geospatial content for non-expert users

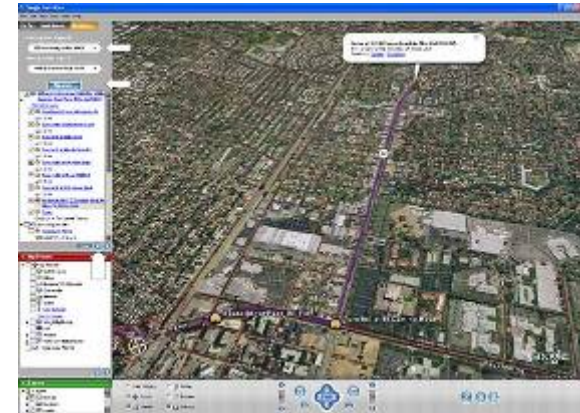
- Single interface that combines imagery, terrain, roads and POI data
- Open data interface standard for incorporating GIS and other location information

Intuitive user interface

- Short learning curve
- Seamless user adoption
- Smooth deployment and support

Proven solution that is reliable and growing

- Google Earth has supported large corporate and government customers for years
- Proven record of supporting multiple millions of users
- Rapidly expanding database growing high resolution coverage in excess of 100% per year



Google Earth Products

Google Earth Enterprise - Entry Level or Full Deployment

- Customized, secure data distribution
 - Google Earth Fusion
 - Google Earth Server
 - Google Earth HTML

Google Earth Pro - Annual Sub nad US\$ per Add-on Module

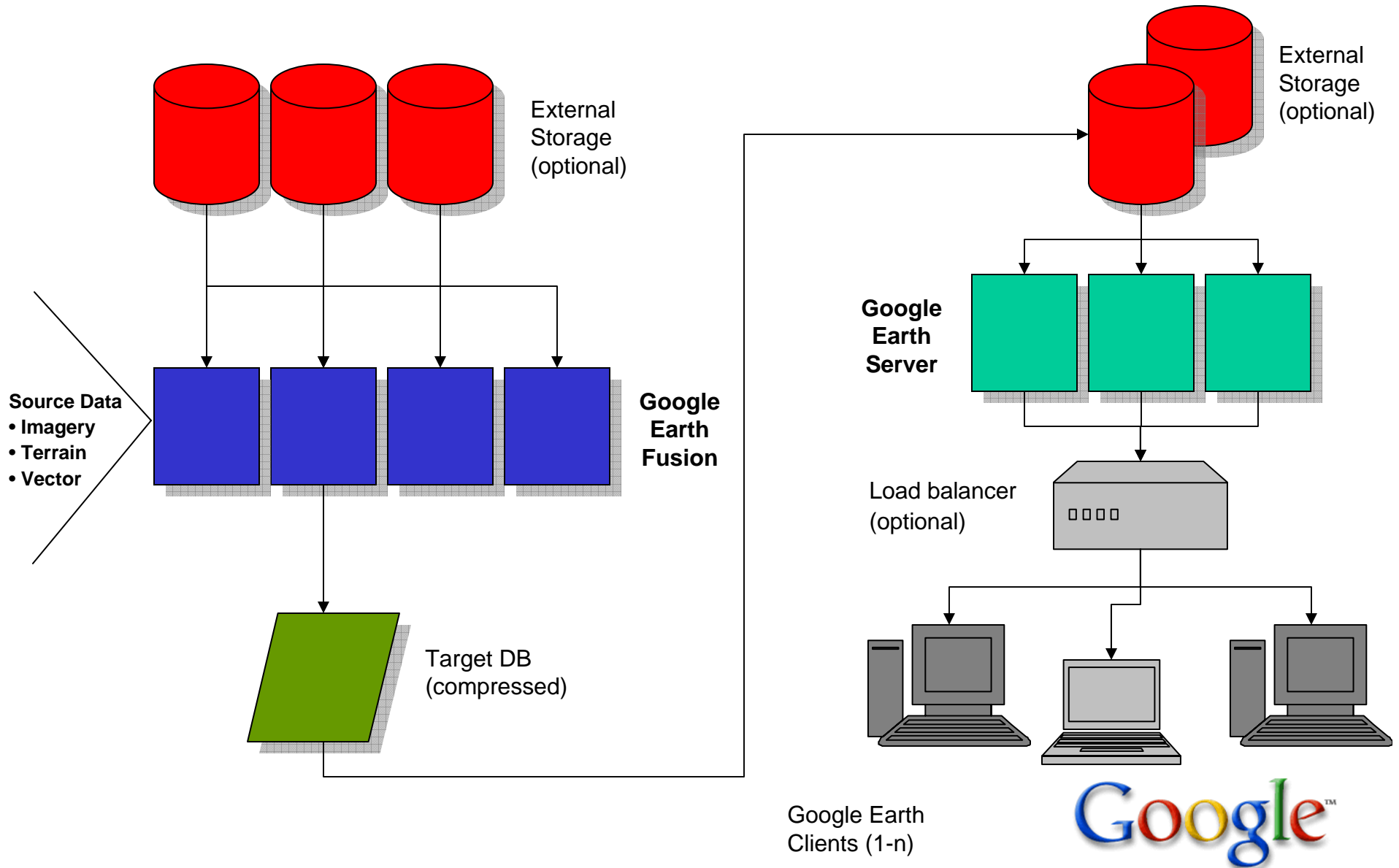
- 3D Client application with hosted data
- “Connect and go” annual subscription model

Google Earth Free / Plus

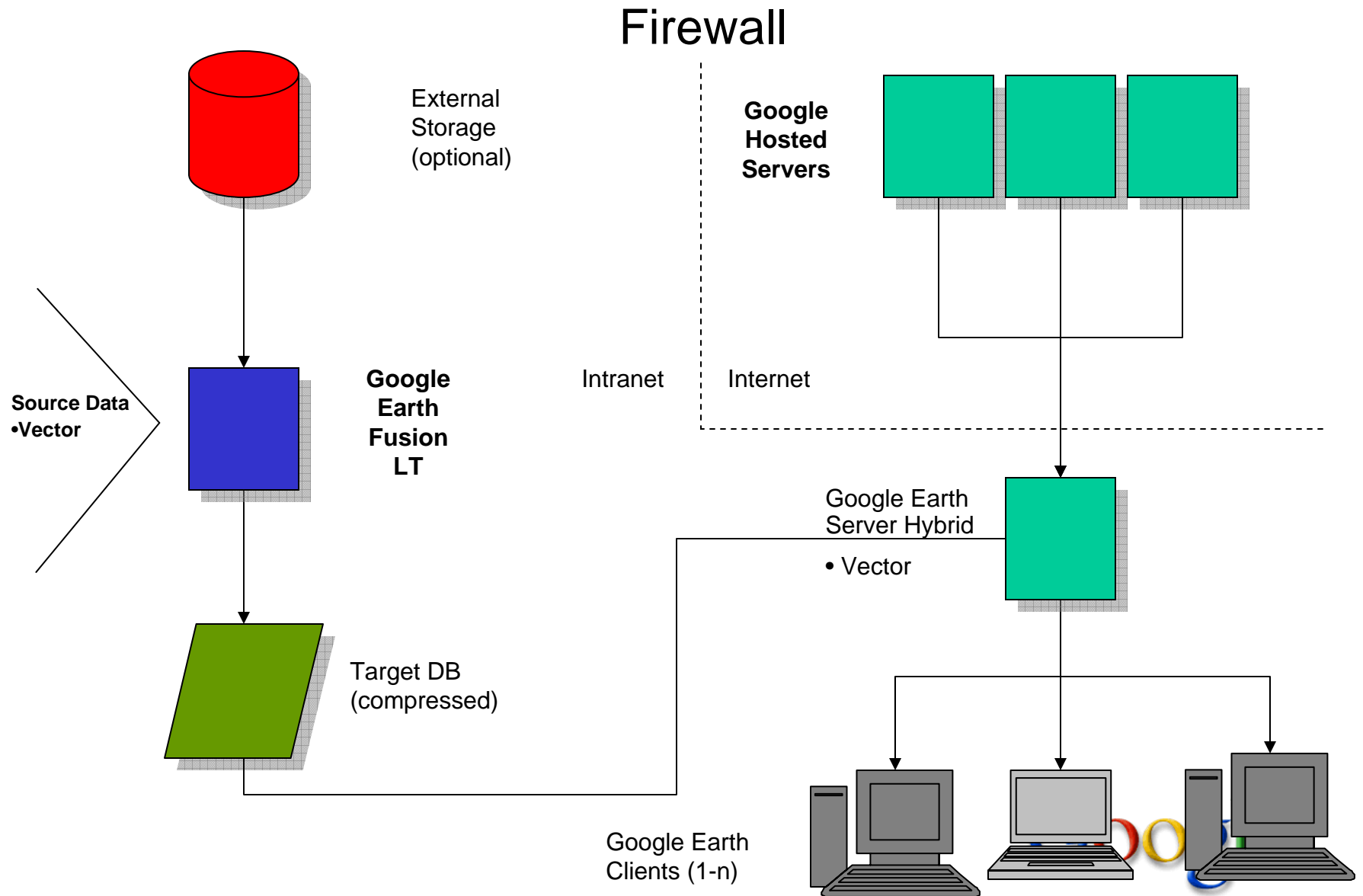
- Consumer use personal version



Google Earth Enterprise Architecture



Google Earth Enterprise Architecture—Hybrid



Common Questions

Security

- External implementation recommended
- User name / password definition file available
- X509 certificates are supported (implemented once)

Backup

- Warm backup system for Fusion
- Source data preservation
- Tape backup for Fusion machine and external storage



Google Earth Enterprise Client

- **Google Earth EC software offers a variety of features for annotating, saving, measuring and sharing data**
 - Annotate locations with Placemarks to save the name, view, associated text, and Internet or Intranet link
 - Share location information by saving and emailing Placemarks or image files
 - Measure distances, poly lines, and radiuses to understand the scale and distances of features in an area
 - Identify the latitude, longitude, and elevation of any point
 - Overlay images such as project designs into the Google Earth view
 - Access a custom database on a Google Earth Server or connect to Google Earth's hosted database to access an expanded coverage area
 - KML: Published spec for XML-based data display
- **Platform: Windows XP/2000/98, Mac**



Google Earth HTML / Google Maps

Google Earth HTML and Google Maps deliver a truly integrated database composed of high resolution imagery, high quality maps, the road network, and points of interest in a Web browser

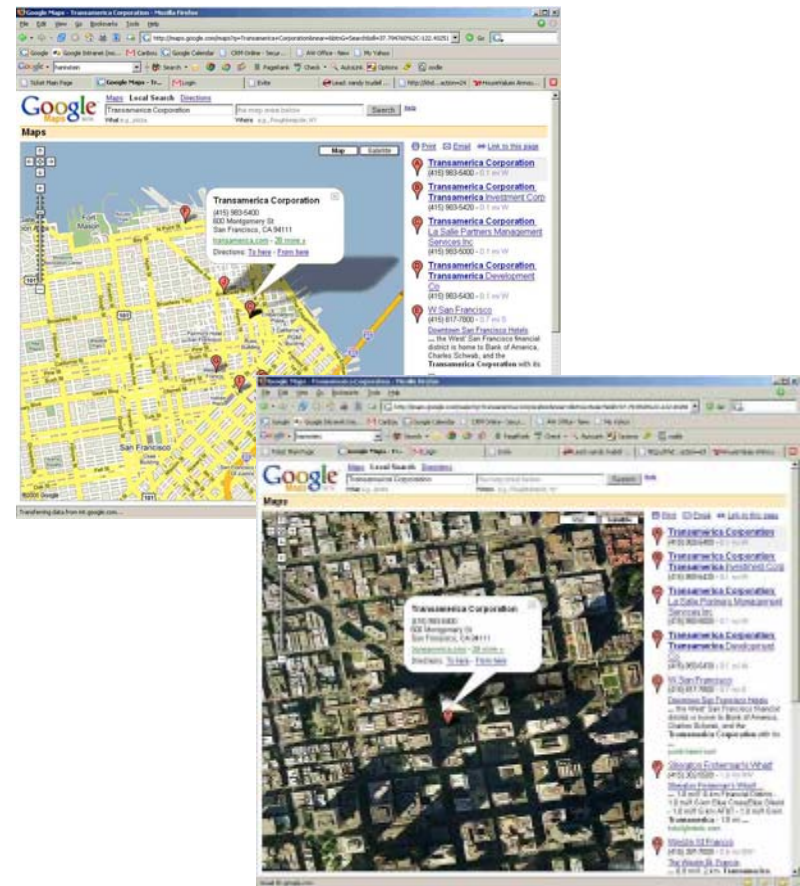
- Unbeatable performance: Images load instantly
- Imagery, road names, borders, and POI are integrated in one image

Browser based technology

- Platform independent
- No software installation
- AJAX-based solution

Integrates with Web applications

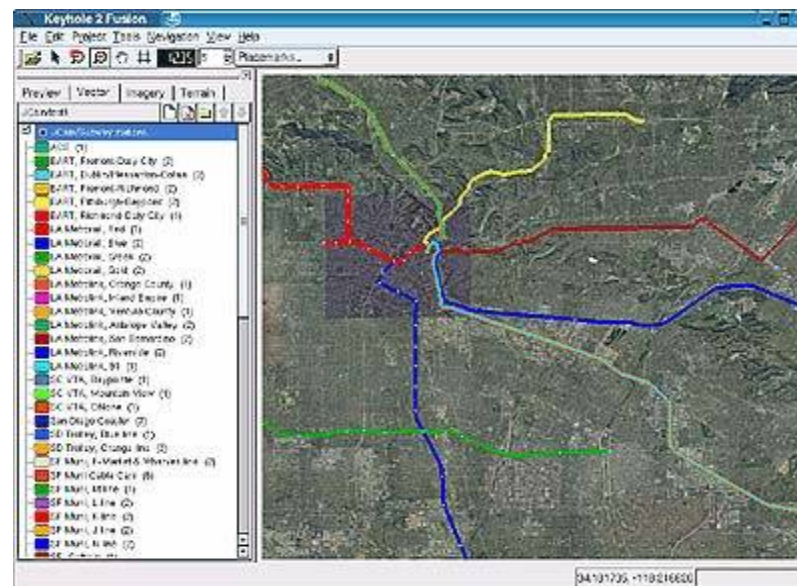
- Overlay customer data, such as property inventory
- Flexible mark-up language provides complete interface redesign capability
- Published API



Google Earth Fusion

Fuses hundreds of geospatial data types into a single dataset that is optimized for high performance and interactivity

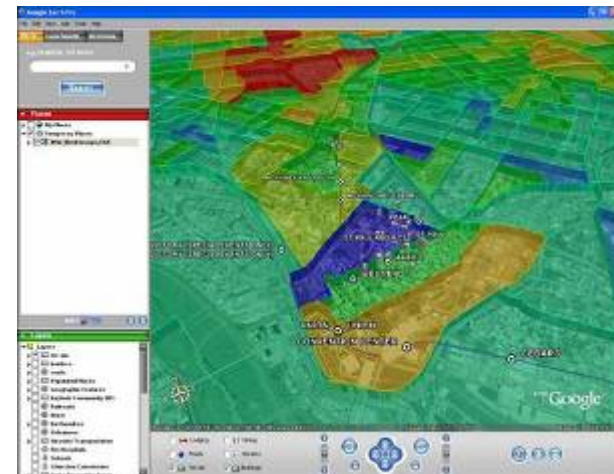
- **Integrate imagery, terrain, and geospatial data for publishing to the Google Earth Server**
 - Integrate imagery and terrain at different resolutions to compose a multi-layered 3D globe
 - Feature layers incorporate customized metadata for points of interest
 - Vector layers display more complex lines and shapes, such as roads, boundaries and 3D buildings
- **Integrate elegantly with existing GIS installations**
 - Automated updates from GIS databases in ESRI SDE, Oracle, and others
 - Support for all major GIS data types and file formats
 - Utilize a network grid for parallel processing of large datasets
- **Platform: SUSE Linux Enterprise Server 9.2, Red Hat Enterprise Server 4**



Google Earth Server

Delivers processed data over the network to Google Earth client software and Web browsers

- High performance delivery of geospatial data via secure networks or the Internet
- Geocoder translates place names and addresses into location coordinates for the Google Earth Client
- Spatial search locates businesses by key word
- Authentication for administering user access to the system
- Optional HTML module
- Support for 250 active users
- **Platform: SUSE Linux Enterprise Server 9.2, Red Hat Enterprise Server 4**



Who's using Google Earth today?

- Thousands of customers in location-dependent industries

Commercial Real Estate



Kroger JCPenney TARGET
simon info Trammell Crow Company

Engineering/Construction




CENTEX D-R-HORTON
PARSONS BRINCKERHOFF The Berger Group

Federal Government



NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY
UNITED STATES DEPARTMENT OF DEFENSE
U.S. DEPARTMENT OF HOMELAND SECURITY
Homeland Security

Municipality



COUNTY OF SAN BERNARDINO
City of ONTARIO
SHERIFF
City of Cambridge

Insurance
Safeco, Progressive, Claims Resource, AIR-Worldwide

Energy
Apache, Anadarko, Norsk Hydro, Pioneer

Telecom
Nextel, Proxim, IMC, SelecTel, Neopolitan





Google Earth

Arquivo Editar Visualizar Ferramentas Adicionar Ajuda

Pesquisar

Voar para Localizar empresas Trajeto

Voar para ex.: 37 25.818' N, 122 05.36' W

Luques Adicionar conteúdo

- Meus lugares
- Lugares temporários
- International Flights Animation
 - Chicago O'Hare
 - Los Angeles
 - Miami International
 - New York, Kennedy
 - San Francisco
 - About

Camadas

- Banco de dados principal
- Web geográfica
- ruas e rodovias
- Construções em 3D
- Vista da Rua
- Limites e Marcadores
- Clima
- Galeria
- Consciência global
- Locais de interesse
- Mais

31 Dez 2006 11:03pm

Oceano Pacífico Norte

Oceano Atlântico

Los Angeles (LAX) > Hermosillo (HMO) 01:40

Freeport 00:50

Image NASA
© 2008 Europa Technologies
© 2008 Tele Atlas
Image © 2008 TerraMetrics

Altitude do ponto de visão 7284.68 km

32°07'29.13" N 111°24'30.07" O

Globoesp... Carlos Fon... Google Ea... Google G... Google Ea... KMZ EN 17:21



Q & A
