



Reimagining the world of work

# TELUS & Google Workspace





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# Work is no longer a place.

Forward-thinking experts in the tech world expected this idea to gain acceptance slowly over time. No one predicted a revolutionary adoption practically overnight. So what happens next? A good place to start is to ask, “What’s important?” This experience has taught some profound lessons.



**Human connection is key:** About a third of workers feel disconnected from their colleagues and company’s culture, according to [Gartner](#). Without coffee breaks and informal gatherings to maintain morale, companies need to adapt.



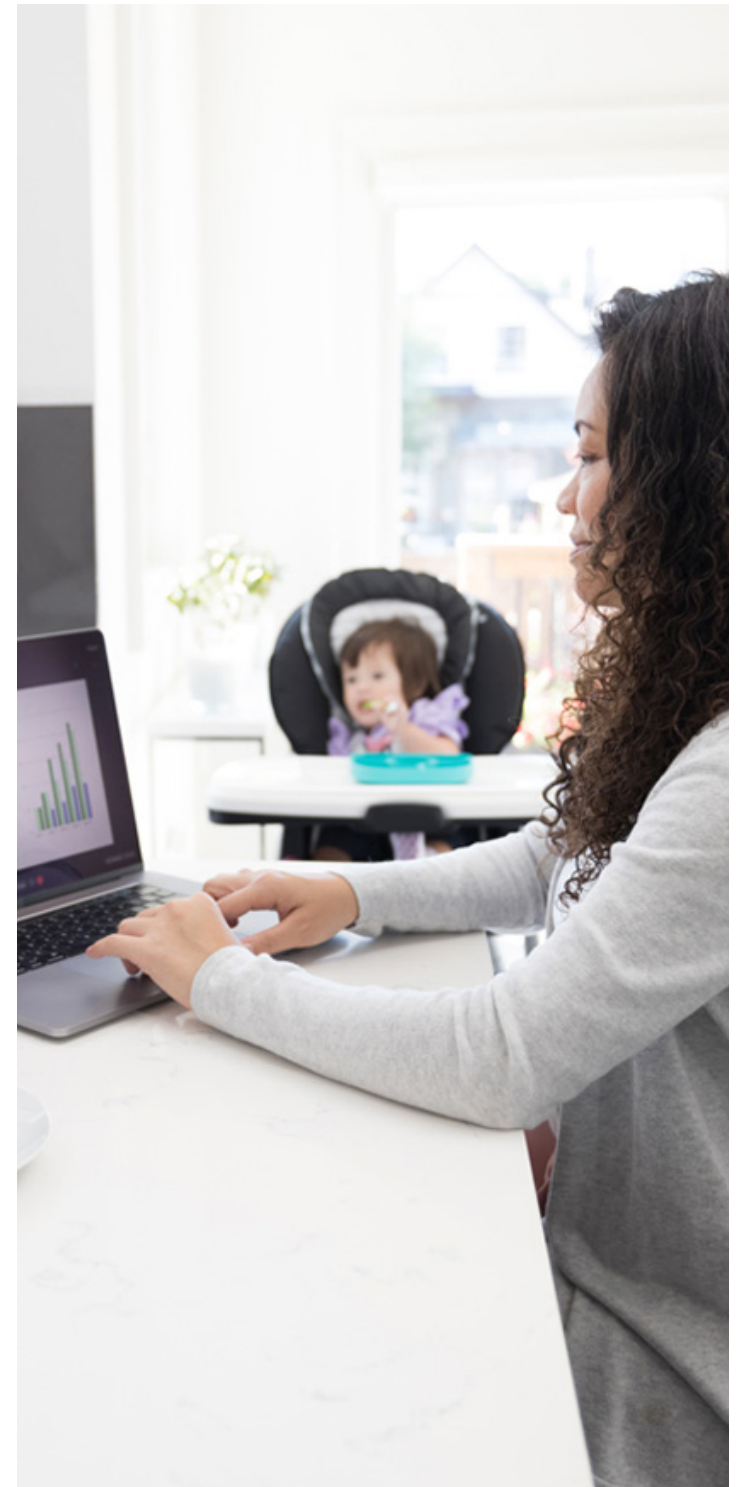
**Time is precious:** [1 in 4 working parents](#) are also a primary caregiver right now. A 45-minute commute adds up to 7.5 hours by the end of the week, practically an entire workday. The freedom to spend more time at home will always be a good thing.



**Work without place is working:** You’ve likely experienced it yourself. It’s why [Gartner](#) expects 48% of employees to remain working remotely at least some of the time post-COVID. It’s safe to assume a future where hybrid, flexible work is the norm.

## Finding an integrated solution for the long term

Many companies were understandably caught off-guard by the sudden need to work from home, spurring a rush to adopt new solutions in order to survive. Now that there’s been some time to adjust, businesses have begun the process of reevaluating their solutions to optimize for the future. If work is no longer a place, time is precious and human connection is key, the question then becomes: **How do you seamlessly integrate all your remote work, communication and collaboration needs for the long term?**





# Google Workspace: flexible, helpful, simple

The Google Workspace suite truly reflects the changing nature of productivity. An enterprise version of their popular productivity applications, Google Workspace aims to bring all your collaboration and productivity needs into one, easy-to-use product.



**It's flexible:** Enabling remote work from anywhere with an internet connection, while making communication seamlessly distributed.

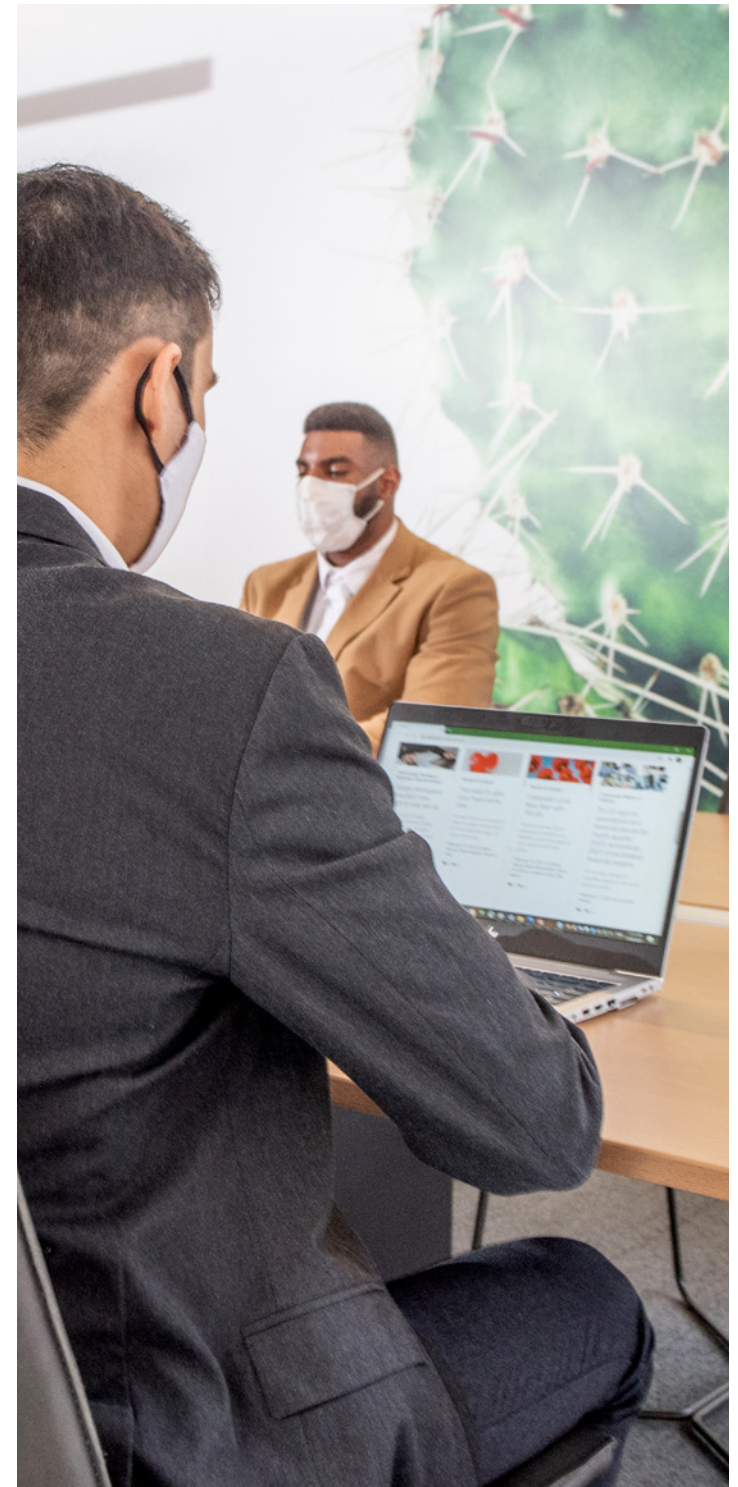


**It's helpful:** Boosting productivity with familiar interfaces and AI powered suggestions.



**It's simple:** Connecting everything together into one cloud-based platform that's already trusted by billions of people.

Google Workspace is a must-consider option for any organization looking to move forward with flexible work models.

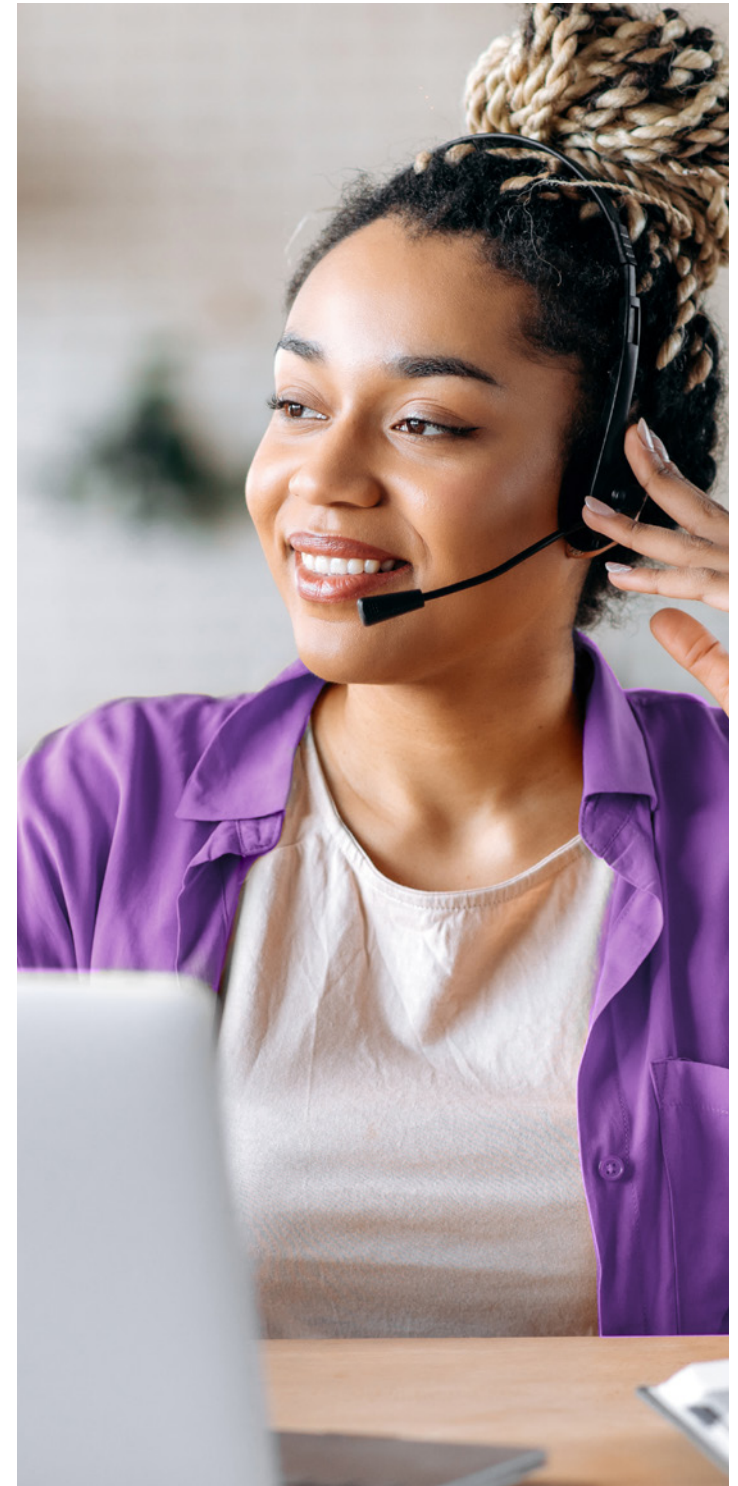


## Why TELUS uses Google Workspace

There's a multiplier effect when using Google Workspace. TELUS deployed Google Workspace a number of years ago. It's flexibility was crucial in allowing us to quickly switch our roughly 60,000+ person workforce to remote work practically overnight. Our agility – enabled in large part by Google Workspace – made it possible to deliver remote work solutions for our customers dealing with the pandemic transition, allowing more Canadian businesses to implement working from home faster.

We can say definitively that Google Workspace has greatly contributed to the TELUS culture of flexible work and has generated enormous employee satisfaction and engagement. Many of us here look forward to our virtual team happy hours over Google Meet to stay connected with our colleagues. We're not the only ones who feel this way. 68% of Google Workspace users in large companies say they enjoy their work more since adopting it, according to [Gallup](#).

Because the story of TELUS' flexible work styles includes Google Workspace, we can draw on our experience and share how Google Workspace can create a long-term, productivity and collaboration solution for any organization.



# Benefits of Google Workspace

The benefits that Google Workspace provides are more than the sum of its cloud-based application tools. Having experienced a long-term deployment of Google Workspace within our own company, we've identified four main organization-wide positive effects.

**Note: if you're looking for an overview of the applications included in Google Workspace, check out the last page.**



## Quality collaboration

Say goodbye to clogged inboxes and lost attachments. With Google Workspace, everything works together. Sharing documents, hosting meetings and making changes to documents becomes a whole lot smoother. The fact that Google Workspace is a single collaborative solution also means less time juggling other platforms, lowering the risk of information and context loss when switching between applications.



## Attracting growing talent

For digital natives like Millennials and upcoming Gen Zs entering the workforce, Google's products are standard. Over [140 million students](#) and teachers already use Google Workspace. This isn't even counting the millions more who use the consumer versions of Google's productivity applications. Without a remote work strategy, [companies risk cutting themselves off from accessing younger top talent](#), since they're attracted to workplaces that support their preferred ways to communicate and collaborate.



## Lower IT load

Because all updates to the system are performed by Google on their servers, you always have the latest version of their applications. Gone are the days of having downtime on your end, while your IT team upgrades your servers, laptops, desktops, phones... With that comes secure storage off-site. All back ups are performed automatically. No more on-site servers if you don't need them. Every application works seamlessly together, so no worries about compatibility and you get Google's legendary security and encryption. And as an added bonus, Google's One Sign-In makes password reset requests a thing of the past.



## Location agnostic work

Being able to work from anywhere at any time is no longer just a nice-to-have, it's a necessity. With all work stored in the cloud and the ability to edit documents with multiple authors in real time from any device, it's the gold standard in remote work.

# Collaborative tools, collaborative rollout

Based on TELUS' own experience bringing Google Workspace into our organization, here are some learnings and suggestions for organizations looking for a new productivity and collaboration solution. In general, adopting Google Workplace was much more of a business transition, as opposed to a technological transition. Ideally, you want to hit the ground running. You do this through collaboration.

## 1 Consider a partner on the IT side for a smoother deployment

While the IT demands of switching over to Google Workspace are not substantial, it will go faster working with a partner company to assist in the transfer. With TELUS as your partner, we take care of email migration and you can leverage our future-friendly platform that lets you manage all your business apps as your business needs evolve. Plus, you get access to our 24/7 support.

## 2 Start the change from the top down

With any change, there's bound to be some friction. But as TELUS' EVP of People and Culture and Chief HR Officer, Sandy McIntosh told [The Globe and Mail](#), the key to a successful work process shift is "executive buy-in." The business of change management requires senior staff and managers to be 100% on board with the shift in work process. It's crucial they [lead by example](#) and become empathetic champions who keep the big picture in mind. This is not an IT-led transition, it's a business-led transition. Process, not technology, is the dominant variable behind the success of your transition.

## 3 Provide training and stick with it

People accustomed to other software will need to start thinking in Google. Training will give your workforce a full idea of what Google Workspace is capable of. While some of the applications appear similar to Office stalwarts, it's crucial to highlight the differences.

For example, sharing a document in Docs doesn't require downloading it and sending it in an email. You just click the Share button and type your colleague's email address. Or you can create a link and share in a chat. There are lots of options and it's important everyone knows about them so you can set new norms right off the bat, and these new habits become second nature quickly.





**4 Roll out Google Workspace organization-wide.**

The impulse to try a beta test within a team to see how things go with Google Workspace before a wider launch is understandable; however, we don't recommend this approach. Doing so risks creating two tiers: haves and have-nots, creating friction and hampering the transition process. It's wiser to give everyone equal access at the same time, if possible.

**5 Identify early adopters and make them maven**

Encouraging team members to serve as champions will help speed up the culture shift as people get used to the new workflows and familiarize themselves with the features. It's hard not to be impressed with things like the superior search function in Google Drive, which makes it astonishingly easy to find any document you're looking for. Set up virtual explainer meetings on Google Meet to answer questions for small groups and adoption typically follows. Even with other tools available to them, TELUS team members overwhelmingly prefer Google Meet as the virtual meeting platform of choice, with 81% using it monthly across the company. It doesn't take long for it to seamlessly integrate into workflows.

**6 Communicate small wins and create buzz**

This last one is pretty simple. As the process moves along, update colleagues on the little things. After recording your first meeting, think about sending out a simple email with the message, "We were easily able to record our last call on Google Meet. Here's the link if you want to check it out. Google Workspace for the win!" This positive message continues to showcase the increased ease the increase ease in collaborating between teams.



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# Getting the most from Google Workspace

Google Workspace helps people get more done at work with its connected communication and collaboration tools, but it works even better when you implement these tips.



## **Check to see if your network could benefit from upgrading**

Google Workspace is fully in the cloud. There are no on-premises servers, if you don't need them. But what you do need is a reliable internet connection with enough bandwidth for your needs. If you commit to Google Workspace, check to see if your current network can accommodate the new traffic and connectivity needs. While you're at it, we suggest making sure remote workers have reliable, secure connections available at home or wherever they work. Ensure every corner of your office has a good connection. And finally, prioritize Google Workspace traffic within your network if you can. This will reduce the possibility of lag on Google Meets calls.



## **Headsets for Google Meet calls are a sound investment**

By now, you've probably spent a lot of time on video meetings. We recommend everyone use a pair of headphones with a good microphone for calls. Going straight off laptops or phone mics can result in disruptions, due to background noise or feedback. In the long run, this can save time and money by avoiding misunderstanding or stressful noisy calls.



## **Keep legacy solutions as a back-up**

While there is good integration between Microsoft and Google at this point, there's always a possibility some of your customers or clients would benefit from keeping your Microsoft products around. If you own the licences to these products, having them in case there's a need for them later doesn't hurt. However, if you don't own the licence, it's unlikely worth continuing to pay for these legacy applications month to month.

# Enter into your Google Workspace

One thing is certain, the way we work has changed and all signs point to a new way of working going forward. As organizations chart their long-term strategies for improving communication and collaboration, adopting Google Workspace company-wide makes it easy to work securely from anywhere. Although we embrace technology as a significant driver in molding the future of work, we can't lose sight of the cultural complexities that are created with working from anywhere. Google Workspace provides a platform to foster a unifying employee experience, keeping people connected and ultimately accelerating organizational preparedness for tomorrow's challenges.

To learn more, visit [telus.com/RemoteWork](https://telus.com/RemoteWork)





# Appendix

## Google Workspace Overview

Collaboration is at the heart of Google Workspace. It's a place for shared interests, projects, planning and group work, with simplicity, ease of use and helpful features like seamless sharing, intelligent permissions and real-time editing built in. And it's quite intuitive, especially since many of the applications are intentionally reminiscent of standard business productivity stalwarts, Microsoft Word, Excel and PowerPoint. But crucially, they are far from identical. This section outlines the basics of the Google Workspace applications.

### Connect: Gmail, Google Calendar, Google Meet, Google Chat



**Gmail:** Email with Google is easy to organize and search, with everything backed up in the cloud. Your Gmail account is your core user identity. However, that doesn't mean everyone in your company will be forced to change all their email addresses to end in @gmail.com. Google Workspace allows you to use your company's domain name through Gmail.



**Google Calendar:** Calendar is an intuitive appointment-making hub that gives you the ability to create events with contacts, geo-tag meeting places that send you directly to Google Maps if needed, and easily link to Google Meet for online calls, video chats and video meetings.



**Google Meet:** Google Meet is Google's remote meetings application with the ability to share screens, chat, record calls and host anywhere from 100 to 250 participants per meeting, depending on the plan.



**Google Chat:** The primary instant messaging platform at TELUS, Chat is an upgraded, next-generation messaging tool that will provide teams with an improved experience and new features to communicate with both internal and external contacts, enabling them to create private meeting rooms and instant sharing and transfer of files, documents, presentations, images and videos.

## Create: Google Docs, Google Sheets, Google Slides

You can't use these apps without immediately noticing how similar they are to Microsoft Word, Excel and PowerPoint. That was intentional on Google's part. But there are some crucial differences.



**Google Docs:** Docs is Google's word-processing application. What stands out is its ability to share and edit with multiple users in real time. Highlight specific sentences, tag the author and add comments in the sidebar. The author can either accept or decline. And of course, everything is saved as edits are made, with the ability to restore previous versions if needed. Gone are the days of habitually having to press CTRL+S or otherwise risk losing hours of work because you forgot to save.



**Google Sheets:** Sheets is Google's spreadsheet application. Collaboration here is exactly the same as in Docs. You can leave comments, edit in real time with multiple users and you never have to press the save button. There isn't one. When Sheets launched, it was fairly basic. But with ever-expanding capabilities, and the efficiency of sharing, it's a definite boost to productivity once people get used to it.



**Google Slides:** Slides is Google's deck and presentation creator. With loads of templates, easy type tools and embedded images from Google image search, Google slides helps you create polished presentations to share and edit with your entire team.

## Control: Google Drive, Google Vault, Admin Console

These are Google Workspace specific applications, not available at the consumer level. Their main purpose is to give organizations control and transparency over the digital goings-on within the company.



**Google Drive:** Drive is where everything lives. Think of it like a cloud hard drive to store and share all your files and folders. You can decide who has access to certain files, with permissions like "view only" and "editor". You can share documents via an email or create a unique link. This feature is especially helpful for sending large files that would otherwise be too big to fit in an email attachment. Drive offers up to unlimited storage, so you never have to worry about running out of space.



**Google Vault:** Vault is a cloud-based eDiscovery tool that backs up every user's data, so it can be easily searchable later. This tool is imperative for governance, security and transparency. Using Google's unparalleled search capability, organizations can quickly comb through backed-up data within the user base to lower risk of a breach and maintain a high standard of compliance.



**Admin Console:** Admin allows you to administer users to your company's Google Workspace. Add users. Subtract users. Edit access permissions. All the stuff vital for keeping up to date with your team's ability to work. It's also where you contact support if there's ever an issue, something you'd never be able to do at the consumer level.