

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue) inside a white cloud shape.

5 Reasons Why Enterprises Are Moving To Google

Cloud migrations are not easy.

The enterprise technology ecosystem is complex, making any kind of cloud migration – whether on-prem to cloud, or switching cloud providers – a big decision for enterprise IT and security leaders.

But enterprises are finding that the benefits of migrating to Google Workspace and Google Cloud Platform are well worth the effort, and that the long-term payoff sets them up for future success and accelerated growth.

Here are five reasons we've found that enterprise customers are moving to Google Workspace and Google Cloud Platform.

1

Increased Agility & Collaboration

Google's brand power can be summarized by its simplicity and ease of use. Google has transformed users' expectations around usability, collaboration, speed, and agility. As [Brown University's CIO, Mark Dieterich](#), puts it, Google also has a "cool-kid-on-the-block element to it."

It's also transformed the way people work together: The collaboration apps within Google Workspace – from Docs, Sheets, and Slides to Google Meet – enable teams to accelerate their collaboration by working on projects in tandem, assigning and handing off tasks to quickly and effectively get the job done. From a talent and recruitment perspective, a Google ecosystem also signals a culture of innovation and forward motion.

THE RESULT

Enterprise teams work more efficiently, with greater momentum. This frees up time and resources to accelerate business growth.

2

Stronger Security

Historically, many organizations have used on-prem servers to maximize their security. But this is no longer necessary for most companies – and, in fact, many on-prem architectures present a security liability.

The cloud is safer than it's ever been, and organizations can leverage the benefits of the cloud with strong security by encrypting data in Google's cloud solutions – both in Workspace and across Google Cloud Platform. In 2021, Google announced Client-side encryption and earned FedRAMP High authorization, and it has committed to invest \$10 billion in cybersecurity by 2026. These investments also enable global businesses to ensure data sovereignty and residency while leveraging Google's cloud solutions – meaning [security is a key Google migration enabler](#).

THE RESULT

Client-side encrypted data in the cloud, [managing your own encryption keys](#) to ensure compliance and security so that no third party – not even Google – can access your encrypted, cloud-hosted data.

3

Better ROI and Lower Total Cost of Ownership

There's no denying that there are upfront costs to a cloud migration, and that a lift-and-shift strategy actually has the potential to increase costs. However, if you use your cloud migration as an opportunity to reevaluate your approach and re-architect your tech stack, to take advantage of the cloud, you can unlock new efficiencies that ultimately reduce costs and free up your budget. Rethinking your tech stack can be a catalyst to drive your business forward, and in a competitive marketplace, this can be a true business differentiator – both in terms of customer experience and attracting top talent.

As we mentioned above, it's also important to consider that moving to the cloud can reduce the security liability associated with on-prem servers (such as the 2021 Microsoft Exchange Server attacks). With the average cost of a data breach totaling \$4.24 million, that's a significant factor to consider in terms of ROI: The cost and business impacts of a breach are far too high to ignore.

Also consider the resources you can redirect toward other areas of the business: You can retire legacy products and tools that are no longer serving your organization, reducing the amount of budget you sink into maintaining the status quo. Engineers who previously maintained an on-prem data center can leverage their skills and time in other areas of the enterprise. And, rather than dividing focus between on-prem and cloud architectures, you'll be able to dedicate the team's full attention to forward-looking solutions that will set the enterprise apart in the future.

THE RESULT

Dedicating resources to growth and innovation, rather than maintaining the status quo or sinking budget into systems, processes, and software that no longer serve the company.

4

Business Momentum and Efficiency

When considering a cloud migration, it's important to consider the holistic tech stack pre-and post migration, and the efficiencies that will be gained long-term as a result of the move.

By moving to the cloud, companies eliminate redundancies, streamline their technology stack, and increase flexibility and speed to market. Advances in business technology are often primary drivers of an organization's overall strategy and growth. In a 2020 survey conducted by Deloitte and WSJ Intelligence, [40% of surveyed CEOs said that CIOs \(or similar tech leaders\) would be the key driver of business strategy](#) in the next three to five years.

THE RESULT

A more focused and streamlined business, enabled by the modernization and consolidation of the tech stack.

5

Scalability for Sustainable Growth

Google gives enterprises the freedom to grow, and to scale up their usage. By leveraging Google for workplace productivity (Google Workspace, including Gmail and Google Drive) as well as cloud data storage and analysis (Google Cloud Platform, including Kubernetes Engine and Big Query), organizations can make the move to Google Cloud incrementally, with the ultimate objective of a unified framework for data management across the enterprise.

Google and Virtru customer NEXT Insurance is a rapidly growing company, and scalability was vital to them as they selected vendors to support Google Workspace. "One of our company values is to dare to simplify," said [Ram Avrahami, Head of Global IT and IS for NEXT Insurance](#). "We were looking for a solution that could easily scale as we grow and was also easy to use."

THE RESULT

A simplified, complete, and secure cloud architecture that extends from end-user productivity to the data flows that underpin the business.

Virtru: Your Partner for a Secure Google Migration

Whether you're considering a move to Google, or you already have a migration underway, Virtru can partner with you to ensure your data is protected every step of the way – and if you're migrating from Microsoft, our solutions can protect both Microsoft and Google ecosystems throughout the transition. [Contact Virtru today](#) to start the conversation.



At Virtru, we empower organizations to unlock the power of data while maintaining control, everywhere it's stored and shared. Our portfolio of solutions and tools—built on our open data protection platform—governs data throughout its lifecycle. More than 7,000 customers trust Virtru for data security and privacy protection.