



Google Apps Premier Edition
Reference Guide for Administrators
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Dear Google Apps Administrators,

Welcome to Google Apps and the Premier Edition Free Trial! The mission of Google Apps is to design and deliver a progression of remarkable online applications that improve your organization's operational efficiency with communication and collaboration.

To ease your organization's analysis of Google's hosted applications, we'd like to offer you a reference guide with information on several important topics that are commonly researched by new administrators. Please indulge us by referring to this guide often and sharing it with others.

You might question why we're giving you an offline reference guide. Many customers have requested 'something to hold' during the initial transition to Google Apps. We've created this guide with Google Docs and downloaded it as a PDF. Plus, you can find the same information online in the [Google Apps Help Center](#).

Our intent is to equip you with a handy and useful set of up-to-date resources so that you can find information and assistance that's meaningful to you. We developed these materials in conjunction with comments and suggestions from current administrators who've already performed a successful transition to Google Apps.

This reference guide includes a list of links to valuable online content, a basic overview of key objectives for your pilot, how to request assistance, and tips for deploying Google Apps for your organization.

We're very excited that you're on the Premier Edition Free Trial, and we hope you enjoy Google Apps! We invite you to share your thoughts and experiences in the [Google Apps Discussion Group](#).

Sincerely,
The Google Apps Team

Online Resources



Help Centers

[Help Center for Administrators](#)

[Help Centers for Users](#)



Discussion Groups

[Discussion Group for Administrators](#)

[Discussion Groups for Users](#)



Videos & Guides

[2-minute Video](#)

[Introductory eLearning Course](#)

[How to Manage a Successful Deployment](#)

[More Videos, Guides & Training](#)



Documentation

[Contacting Support Policy](#)

[Glossary](#)

[Official Update Feed Blog](#)

[Security & Privacy FAQ](#)



3rd Party Solutions

[Solutions Marketplace](#)

[Success Stories Blog](#)



Billing

[Premier Edition Free Trial](#)

[Purchases & Renewals](#)

OVERVIEW

Google Apps gives everyone at your organization a custom email address, tools for word processing, spreadsheets, and presentations, a shared calendaring system, and access to a flexible intranet system.



Gmail

Email with lots of storage, search tools, and integrated chat.



Google Docs

Create, share, and collaborate on documents in real-time.



Google Calendar

Coordinate meetings and company events with sharable calendars.



Google Sites

One-stop sharing for team information.



Google Talk

Free text and voice calling around the world.



Security and compliance

Set email policies and recover deleted messages.

TIMELINE

Launching Google Apps is not difficult, but getting the most out of the product requires some planning. The following sections will help with your planning, and will assist in providing a great Google Apps experience for you and your users.

The planning process is broken down into four sections:



Setup



Pilot



Deployment



Maintenance

Each of these sections will have descriptions of various aspects of successfully launching Google Apps, as well as links to useful articles. Please refer back to the Online Resources section above for a comprehensive list of links.

1 SETUP

With your administrator account, you can access the Google Apps control panel and verify domain name ownership to activate Google services. If you haven't already signed up for Google Apps and created an administrator account, visit www.google.com/a to get started with an edition of Google Apps that fits your needs.

How do I access the Google Apps control panel?

The person who signed up your domain for Google Apps is the initial administrator. You can grant administrator privileges to additional user accounts. Any administrator can manage user accounts and access domain and service settings. The URL for the administrative control panel is unique for each domain. Visit https://www.google.com/a/your_domain.com. Be sure to replace 'your_domain.com' with your actual domain name, and enter a valid administrator username and password to access the control panel.

Why do I need to verify domain ownership? What are the verification steps?

To prevent abuse, Google requires verification of domain ownership for all new accounts. This process doesn't disrupt any existing services at your domain, and allows Google to ensure that services are managed by the rightful owner. We recommend verifying ownership right away so that you can move to the Pilot stage. There are two verification options detailed in the control panel: upload an HTML file or create a CNAME record. Both options require changes to account settings with your domain host.

Which services are turned on after successful verification?

Upon successful verification, the following services are auto-enabled for your domain: Docs, Calendar, Start Page, Sites, Web Pages, and Chat. You can sign in to these services to start communicating and collaborating online. Email delivery requires MX records and is not activated by domain verification.

What else should I do during setup?

Now that services are active, you can create user accounts for your trial. Plus, have fun with the appearance of your domain's services - upload a custom logo for your domain's pages, choose an appropriate sign-in box color, customize the start page for your users, and create simple, fun web pages.

For more information, [Six Quick Steps to get you started with Google Apps](#) contains setup instructions and much more.

2 PILOT

Transitioning to Google Apps can be challenging for users who are unfamiliar with Google applications. To familiarize your users with Google applications without disrupting day-to-day business, we suggest running a Pilot.

What is a Pilot?

A Pilot is a test of Google Apps that is run in parallel with your existing email, calendar, and document systems. A Pilot will not interfere with your current set-up and will allow you and your users to test out the functionality of Google applications. It's important to assess whether Google Apps works for your organization, allows your users to improve productivity, and enables your organization to focus on core tasks. You can also hire a partner in the Google Solutions Marketplace to assist you with a Pilot.

How long should the Pilot be?

Typical Pilots run from two weeks to a month, but the truth is that Pilots can last as long as you feel is necessary for your Pilot group to get familiar with Google Apps.

How do I run a Pilot?

A successful Pilot takes a little bit of planning to ensure that the users in your Pilot group are getting the complete Google Apps experience.

- **Enable services you want to test with the look-and-feel you desire.** Preparing the Google Apps environment helps your Pilot group dive in right away. Set up a couple of test accounts and test out the features yourself.
- **Select a Pilot group that works together on a regular basis.** Be it scheduling meetings or working on documents together, make sure your group interacts with each other frequently and wants to be included in testing out Google Apps. This will make for a happier (and more productive) Pilot.
- **Make sure your Pilot users have access to Google Apps Help Pages.** Ask your Pilot users to look for answers to commonly asked questions about the different applications in the Google Help Centers. Create a Google Spreadsheet/Doc so that the users can collaboratively work on a customized FAQ for your organization.
- **Have fun!** The power of Google Apps is in collaboration and allowing people to be creative in completing tasks. Generate a newsletter (or find a volunteer) that highlights the cool things you can do in Google Apps that would be harder to do on your old email, calendar, and document systems.

Once you've enabled services and created user accounts, ask your Pilot group to visit [Get help with Google Apps services](#) for feature descriptions and tutorials.

3 DEPLOYMENT

After running the trial, you will have a much better understanding of what Google Apps can do for your organization. The next step in the process is to deploy the services and start using Google Apps as your Enterprise Solution.

What are some key points I should look into for deployment?

- **Email Delivery Options:** Google Apps has multiple methods of delivering mail (MX records, gateways, routing, etc) that require different configurations.
- **Enabling Services:** Administrators can choose to enable or disable each individual service in Google Apps.
- **Data Migration:** Google Apps allows administrators to migrate email accounts from their legacy mail solutions to Google Apps.
- **Single Sign On:** Single Sign On allows your users to sign in to your organization's portal and access Google Apps services seamlessly.

Is there a service that I can hire to help me deploy Google Apps?

There are many experienced companies offering setup services for your domain. You can find listings and user-recommended services in the Google Solutions Marketplace. Partners can assist you with setup, migration, and implementation needs, as well as comfort in having someone who's been through a Google Apps deployment before.

I want to deploy Google Apps myself. Do you have any tips?

Refer to the Deployment Guide for sample messaging, typical time lines, and training for your users. Making sure that your users understand and are prepared for the transition to Google Apps is an important part of a successful deployment.

For more information, the [Deployment Guide](#) contains best practices and much more.

4 MAINTENANCE

Congratulations on deploying Google Apps! Now that your users are communicating and collaborating with Google Apps, you still have some work to do.

What is Maintenance?

Maintenance, with regards to Google Apps, is the task of ensuring a positive experience for your users. As the administrator, you will also be responsible for managing user accounts and promoting the usage of Google Applications throughout your organization. For latest updates, subscribe to the official update feed (<http://googleappsupdates.blogspot.com>) from the Google Apps team.

What else can I do to help users take advantage of features in Google Apps?

In addition to providing access to the User Help Center, setting up training sessions on how to use Google Apps will help alleviate product usage questions. Some training options outside of the traditional classroom setting are:

- **Send out the link to the online Demos and Guides.** The online training session will walk the user through a basic training course on how to use Google Apps. If the user has additional questions, he or she can go to the Online Help Center to search for answers.
- **Organize user-led training sessions and office hours.** Identify "power users" to help lead training sessions and office hours. These users are a great resource in identifying ways to improve on-the-job tasks. Having these users interact with each other will help with knowledge transfer and a more focused training session.
- **Assign Google Apps buddies.** Having a buddy help you get started on Google Apps is a fun way to get everyone involved.

For more information, please visit the [User Help Center](#) and [Demos and Guides](#).

WRAP UP

Thank you for choosing Google Apps as your Enterprise Solution! Whether you're in Setup, Pilot, Deployment, or Maintenance, here are some quick links to the information emphasized in this Reference Guide for Admins.

Google Apps Home

www.google.com/a

Admin Help Center

www.google.com/support/a

User Help Center

www.google.com/support/a/users

Solutions Marketplace

www.google.com/enterprise/marketplace

Enjoy your Google Apps experience! Please complete our [usefulness survey](#) to provide feedback on this reference guide.