

# PwC and Google for Work Alliance

## FAQs

### Q: What factors drove PwC & Google for Work to establish an alliance?

The PwC-Google for Work Alliance really gets to the heart of PwC's business strategy and purpose by enhancing trust in information and reinventing how important problems are solved for PwC clients. Together, we provide leading disruptive technologies and deep industry and process knowledge to help organizations reinvent their business. Through reinvention, businesses have a range of opportunities from how to secure valuable assets and stimulate internal innovation to how to unlock data possibilities.

### Q: What is PwC's role in this alliance?

PwC can help organizations across all continents to prepare, execute and sustain the reinvention of work with Google for Work. Our deep industry and process knowledge, together with Google for Work's technology, can help organizations drive business outcomes by improving employee experiences, enhancing collaboration, and accelerating value.

### Q: Google and PwC have very different cultures. How are you making this alliance work?

The PwC-Google for Work Alliance is about PwC member firms collaborating with Google for Work to help organizations reinvent, innovate and transform their business. Both Google for Work and PwC bring strengths to the table. From Google, companies get unprecedented innovation, technology platforms and Internet scale. From PwC, companies get deep industry experience and insights from strategy to execution.

### Q: What is the PwC-Google for Work Alliance doing to disrupt the marketplace?

We are introducing four solution pillars to help organizations reinvent their business and disrupt the marketplace:

- **Reinvent Work** — Drives business value by improving the employee experience, leveraging new work process efficiencies through enhanced collaboration and accelerating time-to-value.
- **Reinvent Security** — Provides real-time security insights, defends applications running in the cloud, and leverages hardware and software to help organizations protect their most important information assets.
- **Reinvent IT** — Easily and virtually assembles required infrastructure and applications in the cloud, in turn enabling the business to innovate and collaborate better and more quickly.
- **Reinvent Value** — Offers industry knowledge and experience, along with Google for Work's innovative tools to redefine how organizations deliver value.

## Q: What is the PwC-Google for Work Alliance doing to address the new ways in which millennials are demanding to work?

Together, PwC and Google for Work deliver innovative solutions with enterprise know-how to help drive client success, attract and retain talent, and enable agility and innovation. PwC can help your organization strategize, execute, sustain the reinvention of work investment with Google Apps for Work suite of products (i.e. Google Hangouts, Slides, Docs, etc.). Through Google Apps and tools, millennials have an opportunity to work the way they live.

## Q: Why is the PwC-Google for Work Alliance focused on security?

Consumer protection is more challenging than ever in today's connected world with cyber security threats. Businesses need the right intelligence, current methods and strong defenses to shield them from such threats. The PwC-Google for Work Alliance helps organizations protect their most important information assets by reinventing their security.

## Q: Innovative technologies are impacting real time information delivery and storage, how is the PwC-Google for Work Alliance helping clients?

Using Google's Cloud Platform and PwC's industry and process knowledge, we can help organizations reinvent their IT to embrace a fluid, iterative assemble-to-order approach that emphasizes flexibility, collaboration and innovation. Enacting the reinvention improves employee experiences, increases collaboration and saves time, making the organization more customer-driven.

## Q: What is the PwC-Google for Work Alliance doing to help clients in industries and verticals that are being disrupted?

PwC can help businesses reinvent how they deliver value by offering deep industry and process knowledge and experience, together with Google for Work's innovative tools. PwC offers sector specific knowledge in multiple industries including: healthcare, public sector, financial services, retail and consumer, manufacturing, transportation and logistics, and utilities (electric and gas).

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