

Why Business Leaders Should Switch to Office 365 Email from Gmail



Office 365 is the most widely used [cloud service](#) by user count, with over 300 million monthly active users as of Q2 2023. Driven by strong demand for [cloud-based productivity and collaboration tools](#), Office 365 saw a 15% increase in monthly active users compared to Q1 2023. Here we explore why business leaders should switch from Gmail to Office 365 Email (Microsoft 365 Outlook).

Companies that Switched to Office 365 Email

Office 365 users can access their files and collaborate with others from any device and location thanks to its cloud-based platform and mobile apps.

ITS San Francisco, a large managed services provider that helps businesses with their IT needs, switched from Gmail to Office 365 Email. According to the website, company leaders decided to migrate to Office 365 (Microsoft 365) for several reasons, including:

- **Better growth capability:** Microsoft 365 offers more connections to different services and more single sign-on integrations with third-party applications.
- **Improved top-level management:** Microsoft 365 has a [unified security service](#) that protects all the applications and data in the cloud.

- **Access to desktop programs:** Microsoft 365 has many compatible desktop applications that offer more flexibility and functionality than Google Workspace.

Because of the switch, the company enjoyed improved productivity, collaboration, security, and scalability. The migration process was done with the help of [third-party migration tools and services](#) that ensured all the data was transferred successfully.



Hendrick Automotive Group, one of the largest privately held automotive dealership groups in the U.S. also switched. According to a Microsoft case study, the company decided to migrate to Office 365 because it offered more features, security, and reliability than Gmail. They also sought better integration with other Microsoft products they use.

Some of the benefits of the switch included:

- **Improved collaboration and productivity** with tools like SharePoint Online, Teams, and OneDrive for Business.
- **Enhanced customer service and communication** with Outlook, Exchange Online, and [Skype for Business \(Microsoft Teams\)](#).
- **Reduced IT costs and complexity** with a cloud-based solution that eliminated the need for on-premises servers and maintenance.
- **Increased flexibility and scalability** with the ability to add or remove users and services as needed.

Are You Missing Out on the Benefits of Office 365 Email?

Companies still using Gmail or other email platforms for professional communication may be missing out on many Office 365 Email benefits. A cloud-based service, Office 365 Email provides users with a reliable, secure, and feature-rich email experience.

Advantages of switching from Gmail and other email platforms to Outlook, the email client of Office 365.

- **Integration across all platforms.** Microsoft provides web-based, desktop (Mac and Windows), and mobile Outlook applications that deliver consistency across all platforms. Gmail functionality is diminished when trying to use desktop clients to access email. The Outlook desktop client allows third party integrations and provides a robust and seamless integration with other desktop-based applications and functions.
- **A fast, modern, and clutter-free user interface.** Outlook sports a sleek and intuitive design that shows more email with less distraction. Users easily customize the inbox layout, choose between different themes, and use tabs to open multiple emails in one window. Use the immersive reader to block out everything else on the screen.
- **An address book that connects to social media and other services.** Sync your contacts with Facebook, Twitter, LinkedIn, and other platforms to see the latest updates, photos, and birthdays. Import contacts from Gmail and other email services, and easily manage them with categories, groups, and favorites.
- **A powerful calendar that integrates with other apps.** A built-in calendar helps track appointments, meetings, tasks, and reminders. Sync your calendar with other apps like Teams and Zoom to join online meetings with one click. Share your calendar, view multiple calendars side by side, and create polls to find the best time for a meeting.
- **A smart inbox that helps prioritize and organize emails.** Outlook uses artificial intelligence to sort emails into focused and other tabs, so you can see the most important messages first. Also use rules, folders, and labels to automatically sort emails based on criteria like sender, subject, and keywords.
- **A secure and reliable email service** that [protects your data and privacy](#). Outlook uses TLS encryption to protect emails in transit and offers advanced security like [two-factor authentication](#), anti-spam, anti-phishing, and anti-malware. Outlook's built-in tools report suspicious emails, block unwanted senders, and recover deleted items.
- **With Office 365 email, you get 50 GB of storage space per user, and a 99.9% uptime guarantee.**



Communicate, Collaborate, and Create Better

Office 365 email is more than just an email service. It's a [productivity suite](#) that helps you communicate, collaborate, and create better. Office 365 offers more than 20 applications and services, including Word, Excel, PowerPoint, Outlook, Teams, SharePoint, and OneDrive.

We've shared some compelling reasons why businesses should switch to Office 365 Email from Gmail and other email platforms. To learn more about how to migrate from Gmail to Office 365 Email (Outlook), contact the [Office 365 Email migration experts](#) at Messaging Architects.