

Google launches new tool to 'woo' business users from Microsoft 365

Google launched a series of new tools such as Business Continuity and Work Transformation Set, allowing Workspace to operate in parallel or replace Microsoft 365 when service problems occur.

The two most popular online office platforms today — Google Workspace and Microsoft 365 — are still competing fiercely for the enterprise market. However, Google has just added fuel to the fire by publicly criticizing Microsoft 365 for its frequent and serious outages, and has also launched a series of new tools to make it easier for users to switch to Google Workspace in the event of a service disruption.

'Business Continuity' tool helps Google Workspace run side by side with Microsoft 365

At the heart of Google's new strategy is the 'Business Continuity plan' – a tool that allows Google Workspace to work alongside Microsoft 365, ensuring work isn't interrupted even if Microsoft services go down.

Google said:

'In the event of an incident, teams can continue to work securely with security-compliant apps like Gmail, Calendar, Meet, and the Gemini app, without the need for a data migration process.'

This feature can synchronize email, calendar, messages and more between the two systems, allowing businesses to access their resources on both platforms seamlessly, so internal operations are not interrupted even if Microsoft 365 experiences problems.

Not only launching new products, Google also takes advantage of competitors' problems as media leverage. In the announcement, Google directly linked to the official Microsoft 365 X (Twitter) account - where service disruptions are often posted - with a sarcastic comment:

'The only question is *when* and *how long* Microsoft 365 will be down again.'

This incident happened right after the incident on October 8, when a series of users were unable to access Teams and Exchange Online for many hours, causing widespread impact.

The 'Work Transformation Set' toolkit for those who want to leave Microsoft

Not stopping there, Google also launched the 'Work Transformation Set' package, aimed at businesses that want to completely switch from Microsoft 365 to Google Workspace.

This package integrates Workspace + Gemini (Google's AI), along with identity and device management tools such as Okta and JumpCloud - making data migration and system deployment faster.

Google calls it a solution 'for those willing to move away from Microsoft's security constraints and issues'.

Both Google and Microsoft are currently focusing on AI integration in their office suites, such as Gemini and Copilot. However, the repeated outages of Microsoft 365 are causing many businesses to start considering switching to Google Workspace – where Google claims 'stability and security are top priorities'.

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