



WHITEPAPER

# Making the Switch: Google Workspace to Microsoft 365

---

## Why Maturing SMBs Transition to Microsoft 365

[www.mirazon.com](http://www.mirazon.com)  
(502) 240-0404  
[info@mirazon.com](mailto:info@mirazon.com)



## The Smarter Workspace for Growing Businesses

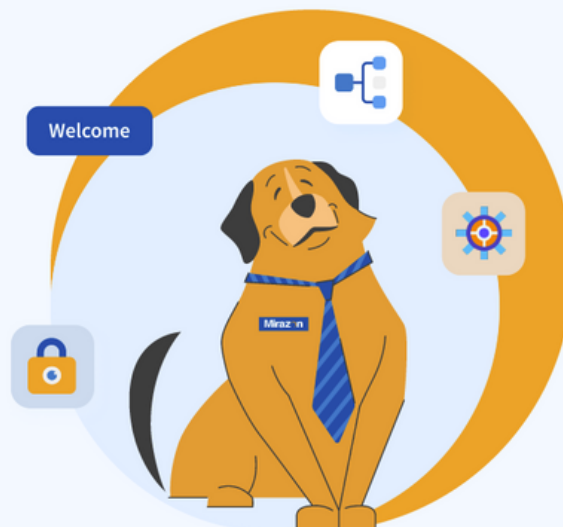
Google Workspace is a common initial choice for small businesses to enable their organization to use email, file-sharing, and other online collaboration tools. Not only is it a very easy-to-configure initial option, but Google Workspace was initially a more affordable option than the comparative suite from Microsoft; however, over the last several years, Google has continued to increase pricing without adding additional value.

*Microsoft's SMB licensing for Microsoft 365 provides significantly more value across the board than Google's Workspace subscriptions, and it is the best choice for organizations that already use Microsoft Windows and Office products.*

If you find yourself struggling to break away from Google, this guide is for you.

**Is it time for you to make the switch?**

Google Workspace → Microsoft 365



## The Power of a “Single Ecosystem”

One major hidden cost in IT is **fragmentation**. When your team uses Google for email, Zoom for calls, Dropbox for heavy files, and a separate antivirus, you are paying for four different subscriptions and managing four different passwords. This is not just a financial burden; it also adds significantly to the complexity while bringing few benefits. If you’re already paying for Microsoft Office licensing but still using Google, you’re missing out!

### The Microsoft Difference

The Microsoft Difference is about making day-to-day work easier. Fewer logins to remember. Fewer tools that don’t quite talk to each other. And fewer moments of “*why isn’t this working the way it should?*” If your team already lives in Windows and uses Office every day, Microsoft 365 just feels natural—it works the way people expect it to. Here’s where that difference shows up most:



#### One Login

Your PC login is your email login and is your file access.



#### Windows Integration

If your staff uses Windows 10 or 11, Microsoft 365 is “baked in.” No connector plugins or sync issues. Teams and OneDrive run natively.



#### Native Compatibility

90% of the business world runs on Word, Excel, and PowerPoint. Using Microsoft 365 eliminates the formatting errors that happen when converting Google Docs to Word.

### Google Workspace’s Shortcomings

Google Workspace’s shortcomings usually don’t show up on day one—they creep in as your business grows. What once felt simple and flexible can start to feel limiting, especially when teams need more power, better security, or tighter control. Many organizations don’t realize these gaps until they’re already paying for extra tools to fill them. Here’s where Google Workspace tends to fall short:

- **No Desktop Apps, Less Functionality:** Microsoft has matched the collaboration features of Google Workspace while allowing for the use of robust desktop apps.
- **Basic MDM and no EDR:** Google has no EDR (Endpoint Detection and Response) of its own, and their MDM (Mobile Device Management) enrollment is very light and seldom used. Are you paying for a 3<sup>rd</sup> party AV/EDR?
- **Email Hygiene:** Advanced email filtering through Google requires use of a 3<sup>rd</sup> party, and security settings across the board are very light compared to Microsoft’s offering.

## The Security Gap: Why Google Isn't Enough

Many SMBs look at the sticker price and assume Google is the more affordable option. But when you dig a little deeper, that lower cost often comes with tradeoffs. Google Workspace lacks several critical security components needed for modern compliance and real-world threat protection—leaving businesses to rely on add-on tools or third-party solutions just to fill the gaps. Over time, those workarounds can add complexity, cost, and risk.

### Missing: Endpoint Detection & Response (EDR)

Google has no native EDR offering, and its built-in Mobile Device Management (MDM) capabilities are very limited for organizations with more advanced security needs. The same is true if you're looking for robust MDM beyond Google's basic controls.

- **The Google Reality:** You must purchase and manage a 3rd party Antivirus/EDR solution to secure your systems.
- **The Microsoft Solution:** Microsoft 365 Business Premium includes Defender for Business, an enterprise-grade Antivirus and Ransomware protection suite.

### Missing: Advanced Email Hygiene

Google provides basic scanning, but serious organizations almost always require a third-party email filter (like Proofpoint or Barracuda) to stop sophisticated phishing attacks. While advanced email security is still recommended—even in Microsoft environments—Google Workspace relies far more heavily on these add-ons to achieve an acceptable level of protection, rather than offering strong native controls out of the box.

- **The Google Reality:** Google's built-in email security is fine for basic spam, but it's rarely enough on its own. To protect against modern phishing, impersonation, and malicious attachments, most organizations end up paying for—and managing—a separate third-party email security platform.
- **The Microsoft Solution:** Microsoft uses "Safe Links" and "Safe Attachments" to detonate malicious files in a virtual sandbox before they reach your inbox.

### Missing: Identity Protection & Conditional Access

Google's identity and access controls are limited in how consistently they can be enforced across users, devices, and locations.

- **The Google Reality:** MFA and access rules exist, but advanced, risk-based conditional access is harder to implement and less responsive to real-time threats like suspicious logins or impossible travel scenarios.
- **The Microsoft Solution:** Microsoft Entra ID (Azure AD) provides Conditional Access and Identity Protection that automatically reacts to risky sign-ins, enforces MFA when needed, and blocks access from unmanaged or compromised devices.



## Missing: Data Loss Prevention (DLP) & Information Protection

Protecting sensitive data requires more than just controlling who can log in.

- **The Google Reality:** Google's DLP and data classification capabilities are basic and often require higher licensing tiers, with limited control over how data is shared, downloaded, or forwarded.
- **The Microsoft Solution:** Microsoft 365 includes built-in DLP, sensitivity labels, and encryption that follow the data across email, Teams, SharePoint, and OneDrive—helping prevent accidental or intentional data leaks.

## Missing: Centralized Audit Logs & Security Visibility

You can't respond to what you can't see.

- **The Google Reality:** Security logging and alerting is limited unless additional licenses are purchased, and even then visibility is fragmented across services.
- **The Microsoft Solution:** Microsoft provides centralized audit logs and security alerts across identity, email, endpoints, and file access—making investigations, compliance, and incident response far more straightforward.

Closing the security gaps isn't just about adding tools—it's about having an ecosystem that works together from the start. While Google Workspace can cover the basics, businesses quickly find themselves layering on multiple third-party solutions just to keep pace with modern threats.

Microsoft 365 takes a different approach with a **layered security strategy** that combines identity protection, device management, email safeguards, and data loss prevention—all working together natively. This integrated approach not only strengthens security but also gives your team more time to focus on running the business instead of chasing vulnerabilities.

[Check Out Our Layered Security Strategy](#)

[Check Out Our Layered Data Protection Strategy](#)



## The Financial Argument: The "Full Stack" Comparison

On paper, Google Workspace might look like the cheaper choice, but once you factor in the “hidden” extras needed to make it secure, fully functional, and compliant, the math changes drastically. Add in third-party antivirus, EDR, advanced email filters, device management tools, and data protection solutions, and the costs—and the complexity—can quickly outweigh the initial savings.

This comparison looks at the full stack of tools required for a complete, secure, and productive environment.

### Option A: The "Google Stack" (Fragmented)

To get a secure, business-ready environment on Google, you are paying for multiple vendors. Estimated monthly costs typically look something like this:

- Google Workspace Business Plus: ~\$18.00
- 3rd Party Antivirus/EDR: ~\$4.00
- 3rd Party Email Filtering: ~\$4.00
- **Total Cost: ~\$26.00 / user / month**

User Experience: Disjointed apps, multiple logins, higher management overhead.

### Option B: The "Microsoft Stack" (Unified)

Microsoft includes all security and productivity layers in a single license:

- Microsoft 365 Business Premium: ~\$22.00
- **Total Cost: ~\$22.00 / user / month**

User Experience: Everything included. One account per user, one seamless environment.

**The Result:** Moving to Microsoft 365 Business Premium doesn't just simplify your tech—it can deliver immediate cost savings by reducing the need for multiple third-party tools. At the same time, it upgrades your organization's security with built-in, enterprise-grade protections across email, devices, and data. In short, you get a more secure, more efficient environment—without adding complexity or extra expenses.

But what if you only need the basic web apps and email? We'll take a look at that next...



## The Financial Argument: The "Basics" Comparison

Even if your business only needs basic web apps and email, Microsoft 365 delivers significantly more storage value and a richer set of administrative features. That means easier management, better collaboration, and more room for growth—all without adding complexity or hidden costs. In many cases, the “basics” with Microsoft go further than most businesses realize.

### Option A: Google Workspace Business Starter (~\$7.00/month)

- **Storage:** A 30GB pool shared between all files and emails.
- **Limitations:** No meeting recordings allowed.

### Option B: Microsoft 365 Business Basic (~\$6.00/month)

- **File Storage:** 1TB per user.
- **Email Storage:** 50GB Mailbox + 50GB Archive per user.

**Verdict:** Microsoft clearly delivers far more value. For a lower monthly price, you get vastly more storage for both files and email, plus features that make collaboration and administration easier. When you compare the “starter” plans side by side, the difference isn’t just in numbers—it’s in what your team can actually do without running into limits or workarounds.

For a closer look at the full capabilities, be sure to **check out the comparison chart of the two premium plans on the last page**. It breaks down even more elements side by side so you can see exactly what each plan offers and which best fits your organization’s needs.

Of course, moving to Microsoft 365 is more than just picking a plan—it’s a change in how your team collaborates, communicates, and protects data. Many businesses wonder what the switch will really mean for their workflow, security, and IT management.

The next section addresses some of the most common questions and concerns organizations have when considering the move, helping you see how simple and beneficial the transition can be.

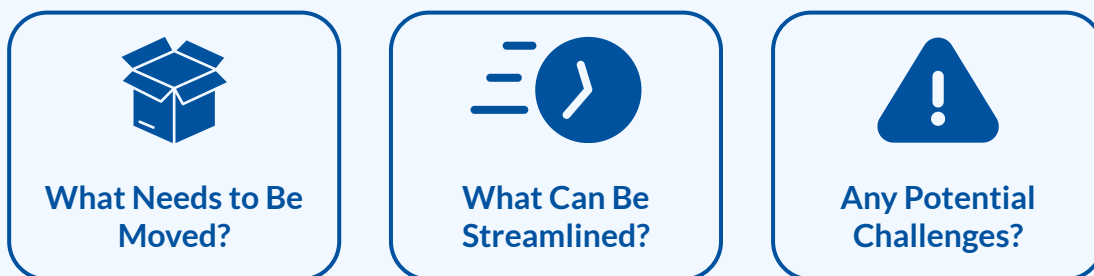


## Making the Move from Google Workspace to Microsoft 365

Making the switch from Google Workspace to Microsoft 365 can feel daunting, but it doesn't have to be. At Mirazon, we guide you through the entire process, so your team stays productive and your data stays secure. Think of it as a carefully planned move—everything has a place, nothing gets left behind, and we handle the heavy lifting. Here's how we do it:

### Step 1: Assessment & Planning

Before moving anything, we take a close look at your current Google Workspace setup—emails, files, calendars, and user accounts. We identify what needs to move, what can be streamlined, and any potential challenges so the migration goes smoothly from the start.



### Step 2: Designing Your Microsoft 365 Environment

Next, we create a tailored Microsoft 365 setup for your organization. That can include Teams, SharePoint, OneDrive, and Exchange—depending on the Microsoft 365 plan you've chosen. We make sure your permissions, storage, and collaboration tools are organized in a way that works for your team's workflow.



### Step 3: Migration of Data & Accounts

With a plan in place, we securely transfer emails, calendars, contacts, and files to Microsoft 365. Our process minimizes downtime and avoids the common headaches that can slow teams down during a move. We also handle user account setup and ensure permissions and shared drives are properly configured, so everyone has access to exactly what they need from day one. Throughout the migration, we monitor progress closely to catch any issues early and keep your team working smoothly.

With all of the data migrated, we cut over mail delivery to Microsoft at your convenience, and work with you and your users to make sure everyone is using their new accounts.

## Step 4: Security & Compliance Setup

Migration is also the perfect time to strengthen security. We implement Microsoft 365's built-in protections—such as Defender and Conditional Access (Entra ID)—to help secure identities, devices, and data from day one.

Our focus is on putting the right baseline protections in place quickly and correctly. While Microsoft offers more advanced data governance tools, like Purview, most organizations choose to revisit those capabilities later once the migration is complete and day-to-day operations have settled.

Beyond simply turning features on, we tailor security settings to fit your organization's needs, ensuring policies are applied consistently. This gives you enterprise-grade protection without adding unnecessary complexity—or cost—during an already busy transition.



## Step 5: User Training & Adoption

Tools are only useful if people know how to use them. We guide your team through Microsoft 365, helping them understand how to collaborate in Teams, share files securely, and take full advantage of features like OneDrive and SharePoint. Our goal is to make the transition feel natural, so users gain confidence quickly and productivity interruptions are kept to a minimum.

## Step 6: Ongoing Support & Optimization

After the migration, our work doesn't stop. Mirazon provides ongoing support to keep your Microsoft 365 environment secure, optimized, and aligned with your business needs. From troubleshooting and performance tuning to workflow improvements, we make sure your team can focus on running the business—not managing technology.

With our **Managed Services**, you also gain a trusted partner who proactively monitors your environment, handles updates, and addresses potential issues before they become problems.

[Learn More About Our Managed Services](#)

[Check Out Our Managed Services Packages](#)

## Common Concerns About Making the Switch to Microsoft 365

Switching platforms can feel overwhelming at best, but many of the concerns we hear from businesses are easier to address than expected. Here are some of the most common questions—and how we help our clients overcome them:

### “Will it disrupt our team’s workflow?”

No. With careful planning, Mirazon ensures data, emails, and files move smoothly. We also provide user training so your team can start using Microsoft 365 immediately with minimal downtime.

### “Is it too complicated to manage?”

Microsoft 365 may seem more robust, but it’s designed to integrate seamlessly with Windows and Office products. Plus, with Mirazon’s [Managed Services](#), we handle updates, security, and ongoing optimization, so you can focus on your business.

### “What about security and compliance?”

Microsoft 365 comes with built-in, enterprise-grade protections. We tailor security settings to your organization, add identity protection, device management, and data loss prevention, and ensure compliance requirements are met from day one.

### “Will it be more expensive than Google Workspace?”

Not necessarily. When you consider the hidden costs of third-party security tools, extra storage, and add-on services required with Google Workspace, Microsoft 365 often provides more value at a similar—or even lower—total cost.

### “Will our data stay safe during the migration?”

Absolutely. Mirazon uses secure, tested migration processes to move emails, files, and accounts safely. We monitor each step to ensure nothing is lost or exposed.

No matter what questions or concerns you might have, our team of experts at Mirazon is here to help. From evaluating your current environment to guiding you through the migration and beyond, we provide the experience, tools, and support to make the switch to Microsoft 365 smooth, secure, and stress-free. You don’t have to figure it out alone—we’ll be with you every step of the way.



## Ready to Make the Switch?

Moving from Google Workspace to Microsoft 365 doesn't have to be complicated—or stressful. With the right planning, migration, and support, your team can start taking advantage of better collaboration, stronger security, and more value almost immediately.

At Mirazon, we guide you every step of the way, from assessment and migration to training and ongoing Managed Services, so you can focus on running your business—not managing technology.

**Ready to see how a smooth, secure migration can work for your organization? Contact us today to schedule a Discovery call and start your journey to Microsoft 365.**

[Contact Us](#)

**Mirazon**<sup>®</sup>

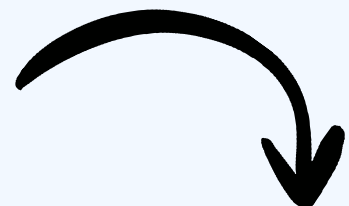
[www.mirazon.com](http://www.mirazon.com)

(502) 240-0404

[info@mirazon.com](mailto:info@mirazon.com)

1640 Lyndon Farm Ct., Suite 102  
Louisville, KY 40223

Check out the Google Workspace (Business Plus) and Microsoft 365 (Business Premium) comparison chart on the next page!



# Comparing Google Workspace (Business Plus) & Microsoft 365 (Business Premium)

Here's how the two plans stack up against one another:

Feature	Google Workspace (Business Plus)	Microsoft 365 (Business Premium)	The SMB Impact
<b>Productivity Apps</b>	Web-only (Docs, Sheets, Slides)	Desktop + Web (Word, Excel, PowerPoint)	Your staff can work offline and use full-power features (macros, heavy data) that browsers can't handle.
<b>Meetings &amp; Chat</b>	Google Meet	Microsoft Teams	Teams is a "Work Hub," not just a video/chat tool. It integrates files, chat, and planning in one app—helping SMBs streamline collaboration and get more done with less overhead.
<b>Device Security</b>	Basic Endpoint Management	Microsoft Intune	Remotely wipe lost laptops, encrypt hard drives, and push configurations automatically—giving SMBs peace of mind and simpler device management.
<b>Identity &amp; Access</b>	Context-Aware Access (Location/IP)	Conditional Access + Device Compliance	Microsoft checks for compliance and trust before allowing a login, while Google mostly checks location—helping SMBs reduce risk without adding IT complexity.
<b>Cybersecurity</b>	Basic Scanning of Emails and Files	Defender for Business	Enterprise-grade Antivirus and Ransomware protection included. Google only does lite scanning of files uploaded to Drive or shared via Email.
<b>Email Hygiene</b>	Common Email Protections	Defender for Office 365	"Safe Links" and "Safe Attachments" detonate viruses in a virtual sandbox before they reach your inbox. Orgs with Google Workspace always use a 3 <sup>rd</sup> Party Email Filter if they are serious about security.