SoftWatch has signed a global agreement with Google

Google will offer SoftWatch solutions to prospective and existing customers, enabling them to effectively move to Google Apps for Work

Tel Aviv, Israel, October 20, 2015 – SoftWatch, a leader in Application Usage Analytics, announced today that it has signed a global agreement with Google to market its Application Analytics SaaS solutions. Under the agreement, Google will encourage its sales force and global network of Google Apps re-sellers to work with SoftWatch and offer the service to customers across the globe.

SoftWatch unique solutions are based on patent-pending technology that analyzes to what extent employees are actually using applications and cloud services, and provides user segmentation to light and heavy users for both on premise and web-based applications.

SoftWatch analyses allow enterprises to assess their actual usage of MS Office applications, Google Apps, cloud storage and online conferencing services. By using SoftWatch, enterprises can implement a three-step structured method of transitioning to Google Apps for Work. The first step is making an informed decision whether to move to Google Apps based on applications usage analysis; In the second step, a usage-based transition plan is built based on detailed user segmentation; finally, the transition plan is executed whereas SoftWatch service serves as a monitoring and management vehicle to ensure adoption of Google Apps and optimize MS Office license spending.

"We are very excited to work with Google and provide insightful usage information to decision makers who are planning and executing an adoption of cloud based productivity suites" said Uri Arad and Moshe Kozlovski, co-CEOs of SoftWatch. "This agreement will allow us to bring the message of using Application Usage Analytics as a key enabler for making informed decisions, optimizing resources, planning and executing a transition to cloud based productivity suites".

"SoftWatch analyses clearly show that for the vast majority of employees in businesses today, an Office license is overkill," said Sebastien Marotte, vice president, Google Apps for Work. "SoftWatch can bring substantial value to our

customers by providing insight into their workers' real versus perceived needs, empowering them to embrace Google Apps for Work, save money and work the way they choose."

The recent agreement was reached following a year of collaboration between SoftWatch and Google Apps re-sellers where customers' feedback was extremely appreciative.

Recently, SoftWatch also released an updated benchmark of 146 companies with 400,000 employees. The main findings of the benchmark were:

- the average employee used MS Office applications (excluding Outlook) for only 15 minutes a day for editing activities
- the percentage of heavy users in PowerPoint, Word and Excel was 2%, 9%, and 23% respectively.
- 65% of the employees were segmented as Light Users on all three applications, representing a rather low dependency on MS Office.
- the number of employees who heavily used two MS Office applications was less than 2% and the number of employees who were using all three applications heavily was virtually zero.

The study conclusion is that the magnitude of change when moving to cloud-based productivity suites is less than perceived: typically, 80% of MS office users do not use advanced features and can move rather easily to alternative cloud based solutions. This should encourage decision makers to seriously evaluate alternatives to MS Office and realize up to 90% savings on their MS Office licenses spending.

About SoftWatch

SoftWatch is a leader in Application Usage analytics. With its SaaS solution, it enables enterprises to effectively manage the transition of business applications to the cloud, optimize their hybrid cloud environment and reduce software spending. The Israel-based company has patents pending for its software usage and user segmentation solutions. For more information, visit www.softwatch.com .

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