

Why choose Microsoft over Google to modernize your endpoints?



Employees today demand productivity on the go, on any device. Supporting this freedom means organizations need to manage and enable secure access to corporate resources across mobile, desktop, and virtual endpoints.

Microsoft 365 powered devices deliver the best way to protect your employees, while giving them flexibility and freedom—whether at home, on the go, or in the office.

Four reasons to choose Microsoft to modernize your endpoints

- 1 STRENGTHEN SECURITY**
Proactively remediate threats, decrease risk of ransomware and help protect against phishing attacks.
- 2 UNLOCK CREATIVITY**
Experience the freedom to **create anywhere** with full-version software on Windows 10 devices, in the cloud, or remotely through virtual desktops.
- 3 PROVIDE CHOICE**
Give employees more flexibility to choose from a full portfolio of 1st and 3rd party **Windows devices at all price points** with single pane of glass for management and security.
- 4 OPTIMIZE INVESTMENTS**
Extend the value of on-premises and cloud assets with management that **integrates your existing endpoints** for full visibility across your connected devices.

 **Only 23%**

of employees must be physically in the office for the business to be fully operational, CIOs believe.

Source: [CIO Pandemic Business Impact Survey, 2020](#) • IDG

 **95%**

of organizations allow personal endpoints in the workspace

Source: [Guide to Seamless Secure Access: An Improved User Experience w/ Strengthened Security \(azureedge.net\)](#)

 **70M**

smartphones are lost every year adding additional IT risk

Source: [The Next Great Disruption Is Hybrid Work—Are We Ready? \(microsoft.com\)](#)

Microsoft is a Leader in Gartner's 2021 Endpoint Protection Platforms Magic Quadrant.

Four reasons to choose Microsoft over Google for Modern Endpoints

1 STRENGTHEN SECURITY

Proactively remediate threats, decrease risk of ransomware and phish-proof employee logins

- **Detect and proactively remediate threats** with Microsoft Defender; Explore and resolve cyber-attacks in less time with threat intelligence
- **Reduce the risk of ransomware** with Device Guard
- **Easily apply expert-recommended security settings** to Windows 10 using Security Baselines
- **Help protect against phishing attacks** with Windows Hello using facial recognition or fingerprint

Google

X

✓

X

X



Limited endpoint security with no proactive response to threats. Browsers are the #1 attack vector for Malware and phishing, making browser-based Chromebooks vulnerable.

2 UNLOCK CREATIVITY

Freedom to create anywhere with full-version software on Windows 10 devices, in the cloud, or remotely through virtual desktops

- **Run full version software (including legacy apps) on a Windows 10 device** or access it remotely through virtual desktop experiences

Google

X



Connectivity limitations can impact productivity.

3 PROVIDE CHOICE

Full portfolio of Windows devices with single pane of glass management and security

- Full portfolio of 1st and 3rd party **Windows devices at all price points**, to meet the needs of all workers.
- Single pane of glass to **manage and secure endpoints across platforms**, including Windows, iOS, Android, MacOS, and ruggedized devices.

Google

X

X



Limited selection of devices and form factors. Limited MDM (mobile device management) for cross-platform devices.

4 OPTIMIZE INVESTMENTS

On-premises and cloud asset management that integrates your existing endpoints for full visibility across connected devices

- **Move to the cloud on your own terms** with the ability to also manage on-premise assets from the same console.
- Manage your existing endpoints with **a seamless end-to-end management solution** that provides visibility across connected devices.
- **Extend the life of your device fleet** through Windows 10 in cloud configuration to support frontline worker needs.

Google

X

X

X



Chromebooks are cloud only. No on-premises solution for management endpoints. Limited iOS and Windows controls.

Learn more at [Endpoint Manager | Microsoft 365](#)

Note: Microsoft 365 E5 powered devices is the basis of this comparison. Benefits vary by license.