



 | Google Workspace

Measuring the business impact of Gemini for Google Workspace users

A September 2024 survey of how Gemini is delivering business value for Workspace users across industries

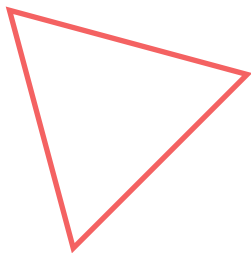




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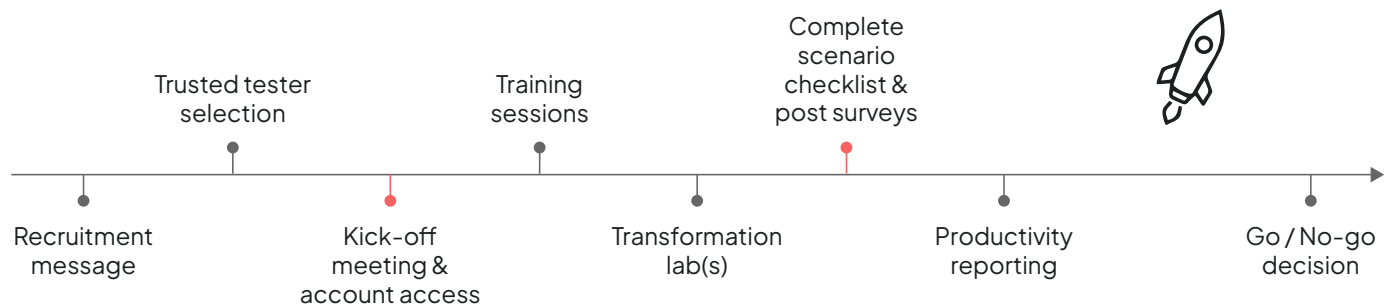
Survey methodology

Trusted tester program

Additional activities include:

- Kick-off meeting: 30 mins
- Gemini training: 3hrs
- Gemini transformation lab: 2hrs
- Surveys: 30mins - 1hr

Estimated effort per Trusted Tester
6-8 hours total



Conducted in September 2024, the survey covered a total of 621 trusted testers from industries, including:

- Commercial real estate property
- Foods and beverages
- Health agencies
- Retail
- Energy & Utilities
- Information technology (IT)
- Social media marketing
- Home appliance manufacturing

The Google Workspace tools included in the survey were:

- Gmail
- Google Docs
- Google Sheets
- Google Slides
- Google Meet

How the trusted testers were chosen for this survey:

Individual criteria	Program criteria
<ul style="list-style-type: none"> • Excellent communication skills • Business leadership skills • Respected by peers • Well-versed in web technology • Credible 	<ul style="list-style-type: none"> • Targeting 5% of all users • Testers spread across multiple locations • Representing different user groups – Sales, HR • Available for 6-8 hours of effort

Executive summary



Our industry survey highlights how Gemini for Google Workspace delivers the benefits of Generative AI to Google Workspace users across industries. Through proper selection of Gemini testers, companies are achieving time efficiency, cost savings, and faster ROI. This eBook provides quantitative measures of productivity gains in the modern digital workplace.

Key insights



Gemini improves email productivity by saving valuable time.



Before Gemini for Google Workspace, over 69% of Workspace users spent 5 hours drafting emails weekly in Gmail. This mainly involved writing personalized email responses to customers, answering customer reviews, and responding to FAQs. After installing Gemini, 66% of Gmail users are saving at least 1 hour (or more) each week.

Gemini saves productive time in drafting document content.

Before Gemini for Google Workspace, 69% of Workspace users consumed 4 (or more) hours each week in drafting content on Google Docs. This mainly involved writing document content and product descriptions. Post Gemini installation, 71% of Docs users save at least 1 hour (or more) each week.

Gemini elevates data analysis in Google Sheets.

Before Gemini for Google Workspace, 62% of Workspace users consumed 2–3 hours each week in Google Sheets. Most of this time was spent on performing data analysis, preparing financial forecasts, and analyzing customer feedback. After installing Gemini, 39% of users save at least 1 hour (or more) each week working in Google Sheets.

Gemini builds informative, engaging presentations in a shorter time.



Before Gemini for Google Workspace, 85% of Workspace users consumed up to 3 hours each week in Google Slides. They spent the most time building presentations (from scratch) and generating appropriate images. After installing Gemini, 38% of users save at least 1 hour (or more) each week working on Google Slides.

Overall, over 50% of respondents have saved over 1 hour each week while working on Google Docs and Gmail. 50% have saved up to 1 hour each week while working on Google Sheets and Slides.

Here's what our customers have to say about Gemini for Google Workspace:

- *"I wrote an article on a subject. Prior to publishing it, I was able to use Gemini to parse it and ask it questions. It validated the points I was trying to convey in the article."*
- *"I used Gemini to create a formula on Google Sheets. It gave close enough information that I was able to take it and modify it and achieve the final result."*
- *"I am writing a technical blog and Gemini helped me to quickly summarize the technical benefits of various Google products."*
- *"I used Gemini to locate emails which included information about how to resolve an issue that came up in the past."*

Business impact of Gemini for Google Workspace

This industry survey report highlights the business impact of Gemini for Google Workspace suite of productivity tools. Within Google Workspace, Gemini delivers higher productivity across the following 3 parameters:

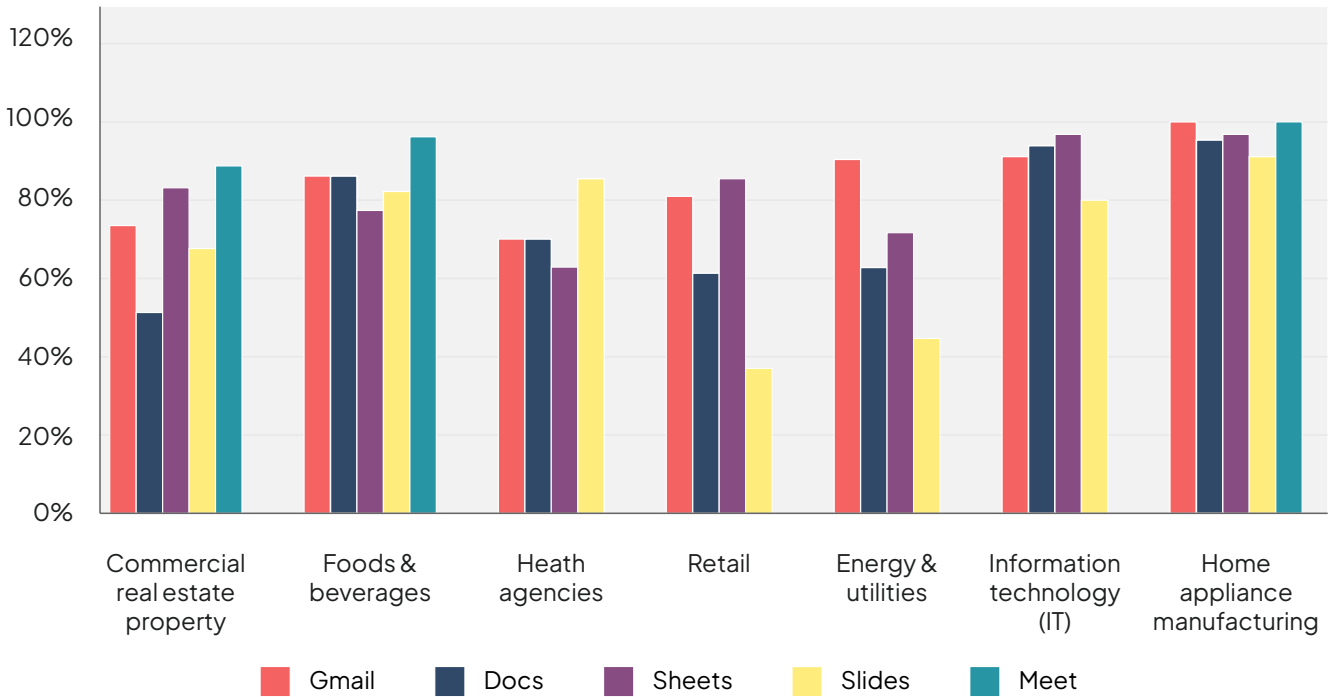
- Time savings
- Cost savings
- ROI

Time savings

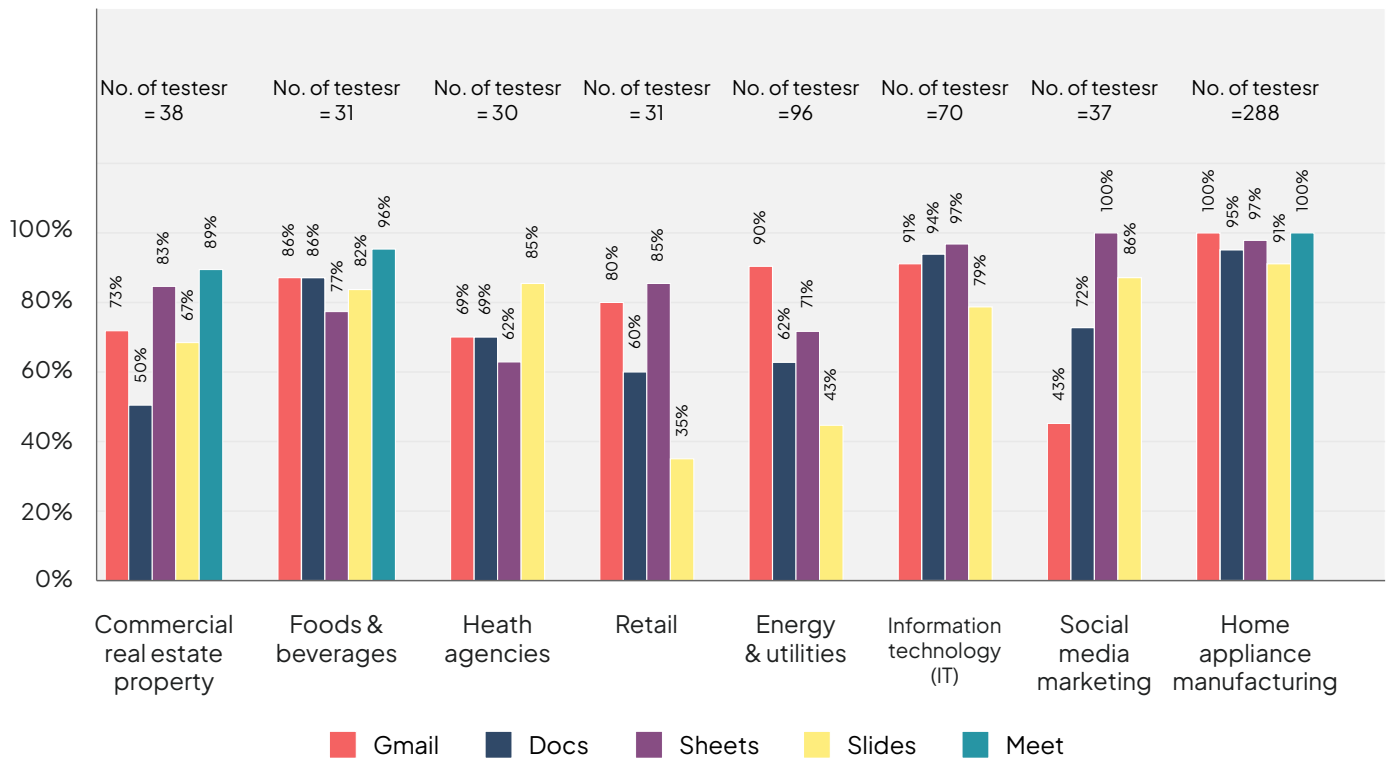
Our survey assessed the benefit of Gemini for Google Workspace in terms of the amount of time that employees across industries spent using various Workspace tools.

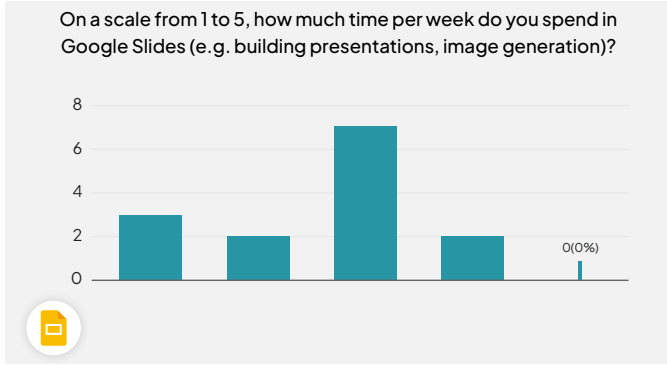
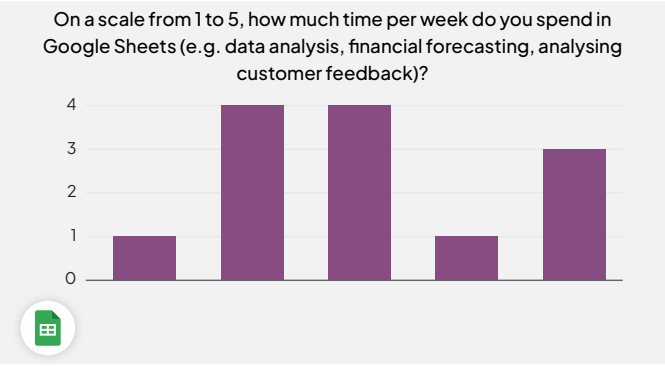
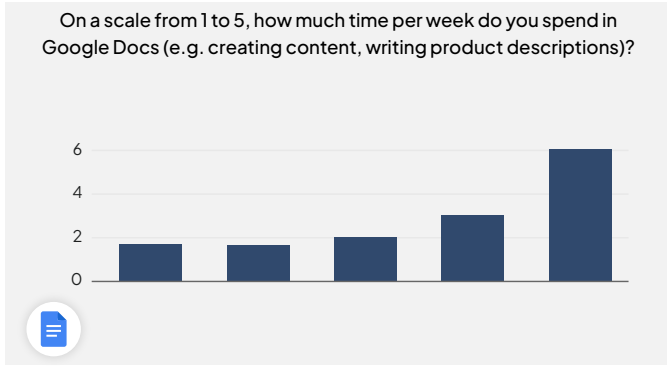
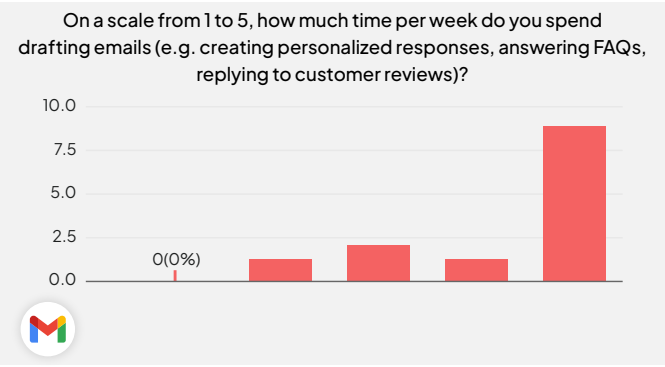
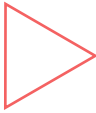
Before Gemini	After Gemini
Workspace tools with the highest % of employees spending 3 (or more hours): <ul style="list-style-type: none">• Google Meet (95%)• Gmail (84%)• Google Sheets (82%)	Workspace tools with the highest % of employees saving 1 (or more hours): <ul style="list-style-type: none">• Google Meet (71%)• Google Docs (71%)• Gmail (66%)



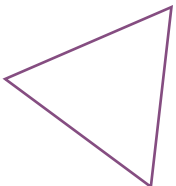
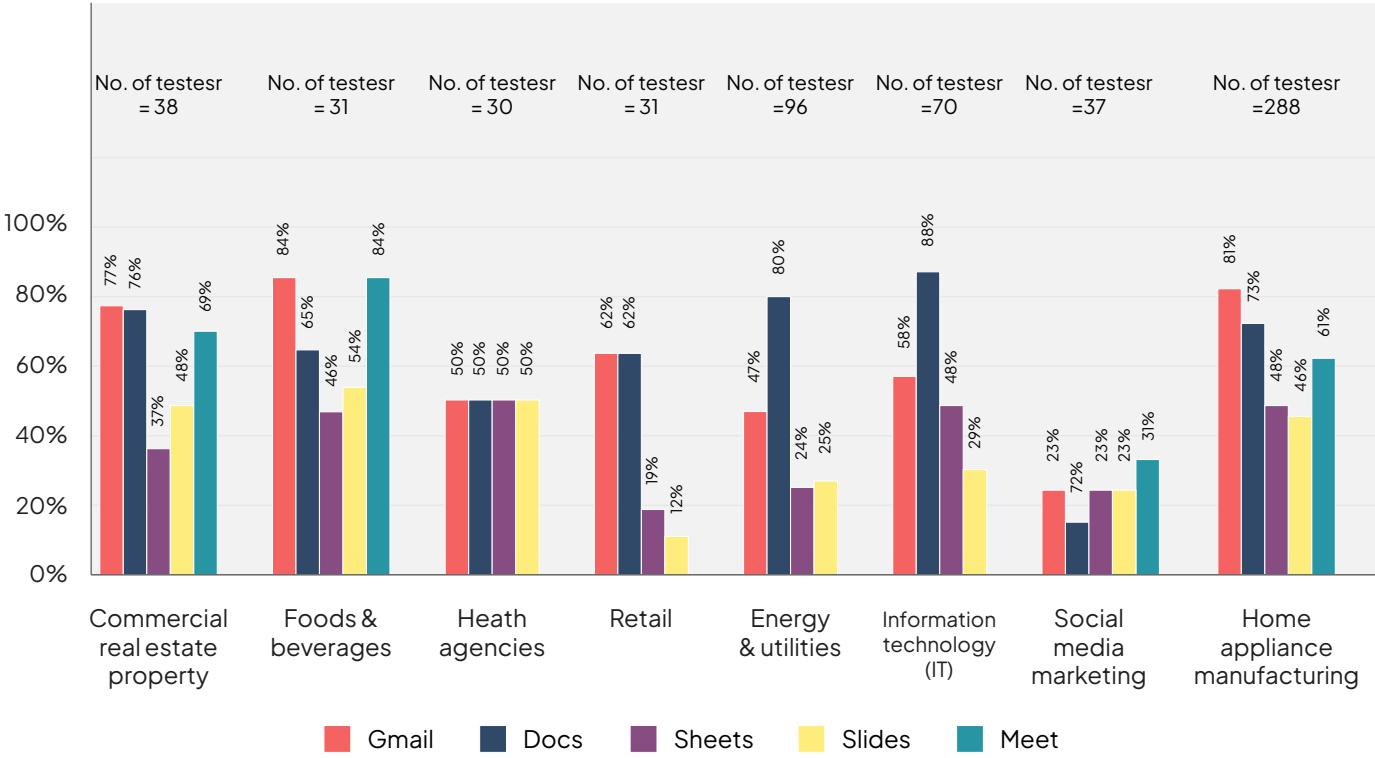


The following chart details the percentage of users (spending at least 3 hours each week) on each Workspace tool – without using Gemini.



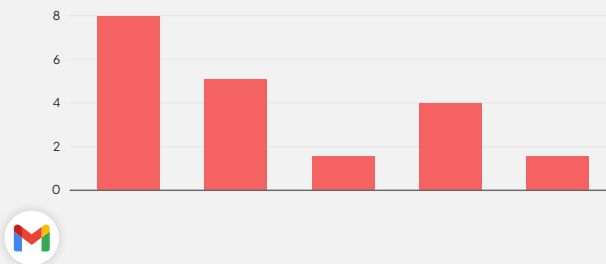


The following chart details the percentage of users (saving at least 1 hour every week) on each Workspace tool – by using Gemini.

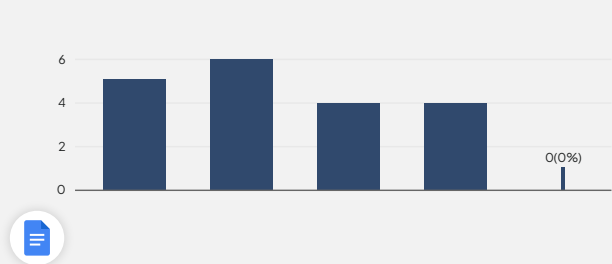




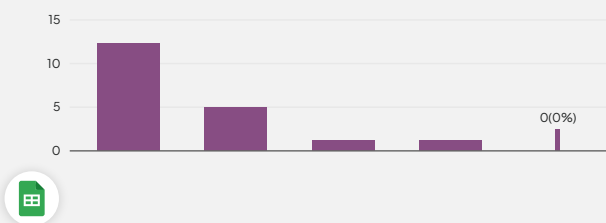
On a scale from 1 to 5, how much time per week do you spend drafting emails (e.g. creating personalized responses, answering FAQs, replying to customer reviews) by using Gemini features?



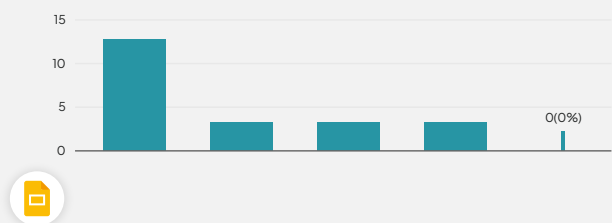
On a scale from 1 to 5, how much time per week do you spend in Google Docs (e.g. creating content, writing product descriptions) by using Gemini features?



On a scale from 1 to 5, how much time per week do you spend in Google Sheets (e.g. data analysis, financial forecasting, analysing customer feedback) by using Gemini features?



On a scale from 1 to 5, how much time per week do you spend in Google Slides (e.g. building presentations, image generation) by using Gemini features?



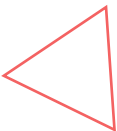
Cost savings

Our survey assessed the cost-benefit of Gemini for Google Workspace based on the following factors:

- Employee's hourly cost
- License cost of Gemini for Google Workspace and the number of licenses
- Number of hours saved each month

The following tables present the cost saved by enterprises for each hour saved by using Gemini for Google Workspace:

	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 1,000	• \$35,000 for 1 hour	• \$5,000 for 1 hour
Employee hourly cost: \$35	• \$70,000 for 2 hours	• \$40,000 for 2 hours
Gemini license cost: \$30	• \$105,000 for 3 hours	• \$75,000 for 3 hours
Number of licenses: 1,000	• \$140,000 for 4 hours	• \$110,000 for 4 hours
	• \$175,000 for 5 hours	• \$145,000 for 5 hours
	• \$210,000 for 6 hours	• \$180,000 for 6 hours



	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 5,000 Employee hourly cost: \$15 Gemini license cost: \$30 Number of licenses: 5,000	<ul style="list-style-type: none"> • \$75,000 for 1 hour • \$150,000 for 2 hours • \$225,000 for 3 hours • \$300,000 for 4 hours • \$375,000 for 5 hours • \$450,000 for 6 hours 	<ul style="list-style-type: none"> • -\$75,000 for 1 hour • \$0 for 2 hours • \$75,000 for 3 hours • \$150,000 for 4 hours • \$225,000 for 5 hours • \$300,000 for 6 hours

	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 10,000 Employee hourly cost: \$37 Gemini license cost: \$30 Number of licenses: 10,000	<ul style="list-style-type: none"> • \$370,000 for 1 hour • \$740,000 for 2 hours • \$11,10,000 for 3 hours • \$14,80,000 for 4 hours • \$18,50,000 for 5 hours • \$22,20,000 for 6 hours 	<ul style="list-style-type: none"> • \$70,000 for 1 hour • \$440,000 for 2 hours • \$810,000 for 3 hours • \$11,80,000 for 4 hours • \$15,50,000 for 5 hours • \$19,20,000 for 6 hours





	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 2,000 Employee hourly cost: \$52 Gemini license cost: \$30 Number of licenses: 2,000	<ul style="list-style-type: none"> \$103,840 for 1 hour \$207,680 for 2 hours \$311,520 for 3 hours \$415,360 for 4 hours \$519,200 for 5 hours \$623,040 for 6 hours 	<ul style="list-style-type: none"> \$43,840 for 1 hour \$147,680 for 2 hours \$251,520 for 3 hours \$355,360 for 4 hours \$459,200 for 5 hours \$563,040 for 6 hours

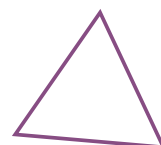


	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 6,000 Employee hourly cost: \$52 Gemini license cost: \$30 Number of licenses: 6,000	<ul style="list-style-type: none"> \$312,000 for 1 hour \$624,000 for 2 hours \$936,000 for 3 hours \$12,48,000 for 4 hours \$15,60,000 for 5 hours \$18,72,000 for 6 hours 	<ul style="list-style-type: none"> \$132,000 for 1 hour \$444,000 for 2 hours \$756,000 for 3 hours \$10,68,000 for 4 hours \$13,80,000 for 5 hours \$16,92,000 for 6 hours

	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 11,000 Employee hourly cost: \$52 Gemini license cost: \$30 Number of licenses: 11,000	<ul style="list-style-type: none"> \$572,000 for 1 hour \$11,44,000 for 2 hours \$17,16,000 for 3 hours \$22,88,000 for 4 hours \$28,60,000 for 5 hours \$34,32,000 for 6 hours 	<ul style="list-style-type: none"> \$242,000 for 1 hour \$814,000 for 2 hours \$13,86,000 for 3 hours \$19,58,000 for 4 hours \$25,30,000 for 5 hours \$31,02,000 for 6 hours

The tables below display the cost-benefit of Gemini for Google Workspace based on the following criteria:

- 50% of users are positively using the tool.
- 25% of users are not using the tool.
- 25% are undecided on whether to use the tool or not.





	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 1,000 Employee hourly cost: \$35 Gemini license cost: \$30 Number of licenses: 1,000	<ul style="list-style-type: none"> \$17,500 for 1 hour \$35,000 for 2 hours \$52,500 for 3 hours \$70,000 for 4 hours \$87,500 for 6 hours \$122,500 for 7 hours 	<ul style="list-style-type: none"> -\$12,500 for 1 hour \$5,000 for 2 hours \$22,500 for 3 hours \$40,000 for 4 hours \$57,500 for 6 hours \$92,500 for 7 hours



	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 53,000 Employee hourly cost: \$15 Gemini license cost: \$30 Number of licenses: 25,000	<ul style="list-style-type: none"> \$397,500 for 1 hour \$795,000 for 2 hours \$11,92,500 for 3 hours \$15,90,000 for 4 hours \$19,87,500 for 6 hours \$27,82,500 for 7 hours 	<ul style="list-style-type: none"> -\$352,500 for 1 hour \$45,000 for 2 hours \$442,500 for 3 hours \$840,000 for 4 hours \$12,37,500 for 6 hours \$20,32,500 for 7 hours





	Overall costs saved per month	Monthly saved costs – after deducting Gemini investment costs
Total number of users: 3,000 Employee hourly cost: \$37 Gemini license cost: \$30 Number of licenses: 1,500	<ul style="list-style-type: none"> \$55,500 for 1 hour \$111,000 for 2 hours \$166,500 for 3 hours \$222,000 for 4 hours \$277,500 for 6 hours \$388,500 for 7 hours 	<ul style="list-style-type: none"> \$10,500 for 1 hour \$66,000 for 2 hours \$121,500 for 3 hours \$177,000 for 4 hours \$232,500 for 6 hours \$343,500 for 7 hours

ROI

Based on these numbers, here’s the ROI of Gemini for Google Workspace – based on the following factors:

- Number of employees
- Employee’s hourly cost
- License cost of Gemini for Google Workspace and the number of licenses

The following tables present the ROI on Gemini for Google Workspace:

	Number of hours saved each month	ROI
Total number of users: 1,000 Employee hourly cost: \$37 Gemini license cost: \$30 Number of licenses: 1,000	<ul style="list-style-type: none"> 1 hour 2 hours 3 hours 4 hours 5 hours 6 hours 	<ul style="list-style-type: none"> 117% 233% 350% 467% 583% 700%

	Number of hours saved each month	ROI
Total number of users: 5,000 Employee hourly cost: \$15 Gemini license cost: \$30 Number of licenses: 5,000	<ul style="list-style-type: none"> 1 hour 2 hours 3 hours 4 hours 5 hours 6 hours 	<ul style="list-style-type: none"> 50% 100% 150% 200% 250% 300%



	Number of hours saved each month	ROI
Total number of users: 10,000	• 1 hour	• 123%
Employee hourly cost: \$37	• 2 hours	• 247%
Gemini license cost: \$30	• 3 hours	• 370%
Number of licenses: 10,000	• 4 hours	• 493%
	• 5 hours	• 617%
	• 6 hours	• 740%



	Number of hours saved each month	ROI
Total number of users: 2,000	• 1 hour	• 173%
Employee hourly cost: \$52	• 2 hours	• 346%
Gemini license cost: \$30	• 3 hours	• 519%
Number of licenses: 2,000	• 4 hours	• 692%
	• 5 hours	• 865%
	• 6 hours	• 1038%



	Number of hours saved each month	ROI
Total number of users: 6,000	• 1 hour	• 173%
Employee hourly cost: \$52	• 2 hours	• 347%
Gemini license cost: \$30	• 3 hours	• 520%
Number of licenses: 6,000	• 4 hours	• 693%
	• 5 hours	• 867%
	• 6 hours	• 1040%



	Number of hours saved each month	ROI
Total number of users: 11,000	• 1 hour	• 173%
Employee hourly cost: \$52	• 2 hours	• 347%
Gemini license cost: \$30	• 3 hours	• 520%
Number of licenses: 11,000	• 4 hours	• 693%
	• 5 hours	• 867%
	• 6 hours	• 1040%



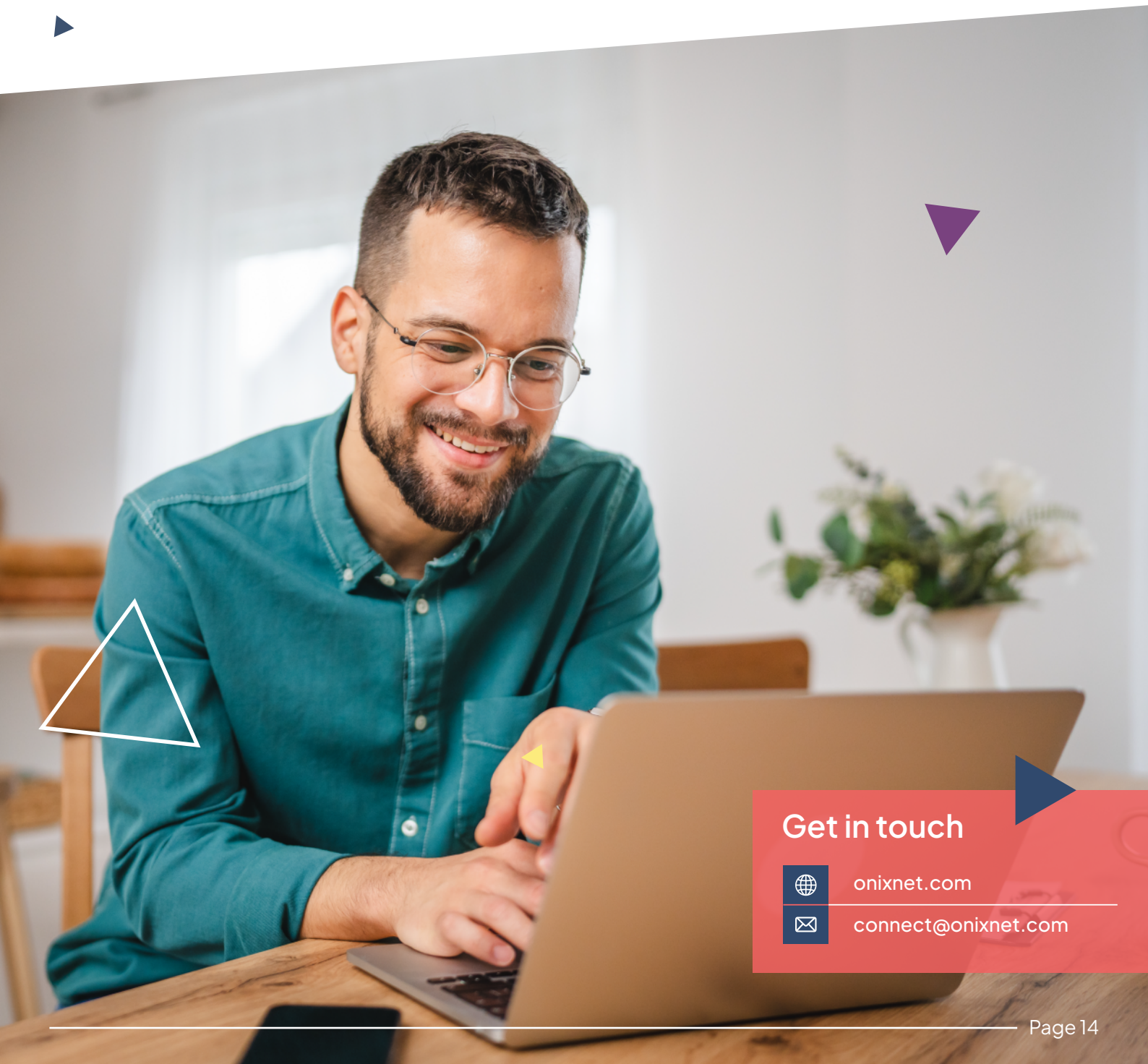


Key takeaways

A collaborative workspace is truly what drives the potential of Generative AI tools like **Gemini for Google Workspace**. As a Google Cloud solution partner, Onix is truly impressed by the speed at which our customers are adopting Gemini for Google Workspace in their workspace productivity tools.

Going forward, we will continue to work closely with our customers in maximizing the potential of Gemini and delivering business value – in the form of higher productivity, sales, and improved customer service.

Interested in knowing how Onix can help you maximize your workplace productivity using Gemini for Google Workspace? Get in touch with our experts at sales@onixnet.com – or **request** a customized workshop for your team.



Get in touch



onixnet.com



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