

# 12 Reasons Why Users Prefer Outlook over Gmail at work



Office 365

# 1. Hub to get work done, consistently

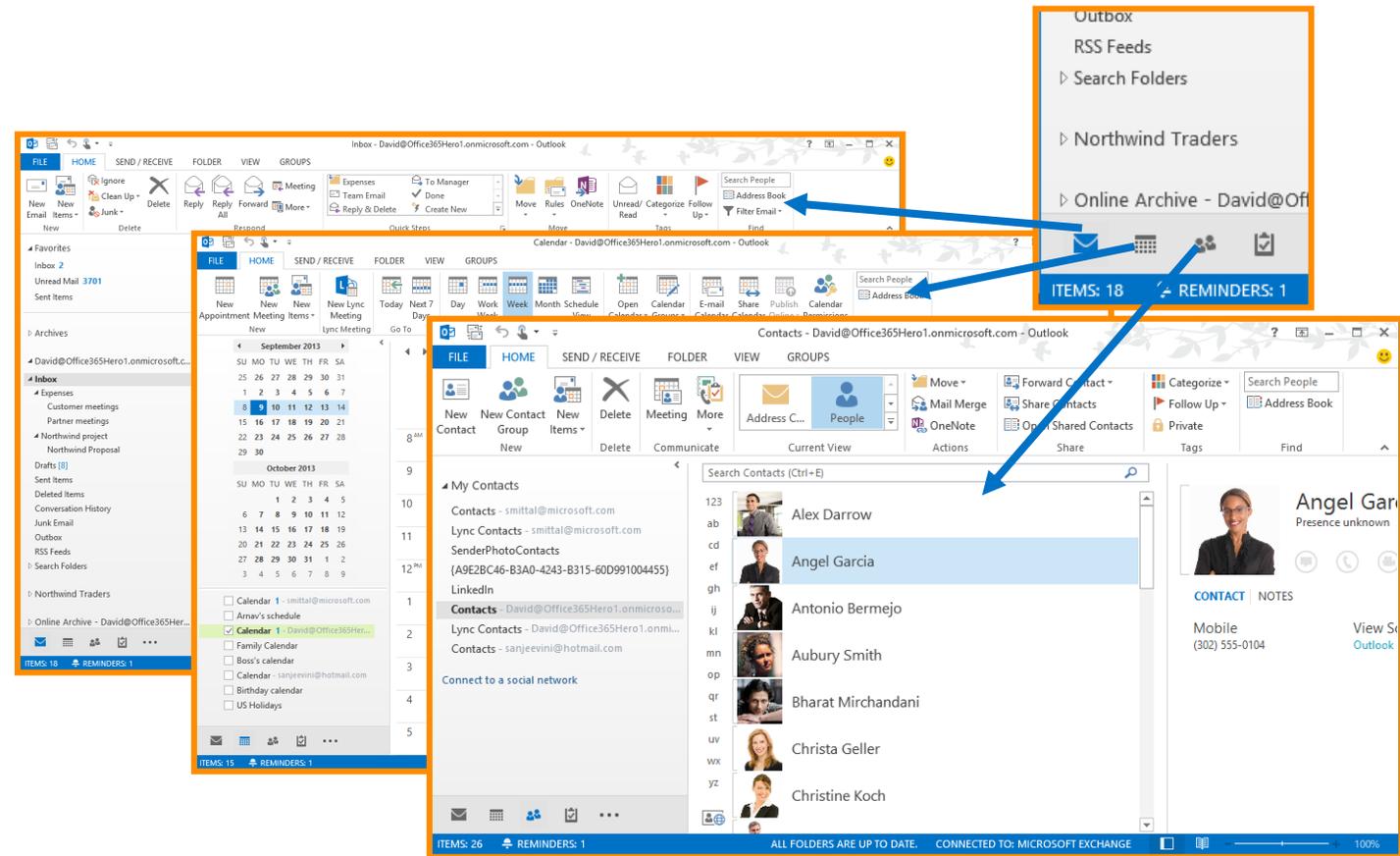
Users tell us how they love the consistent experience of **Outlook** since it gets them going on their task without much thinking.



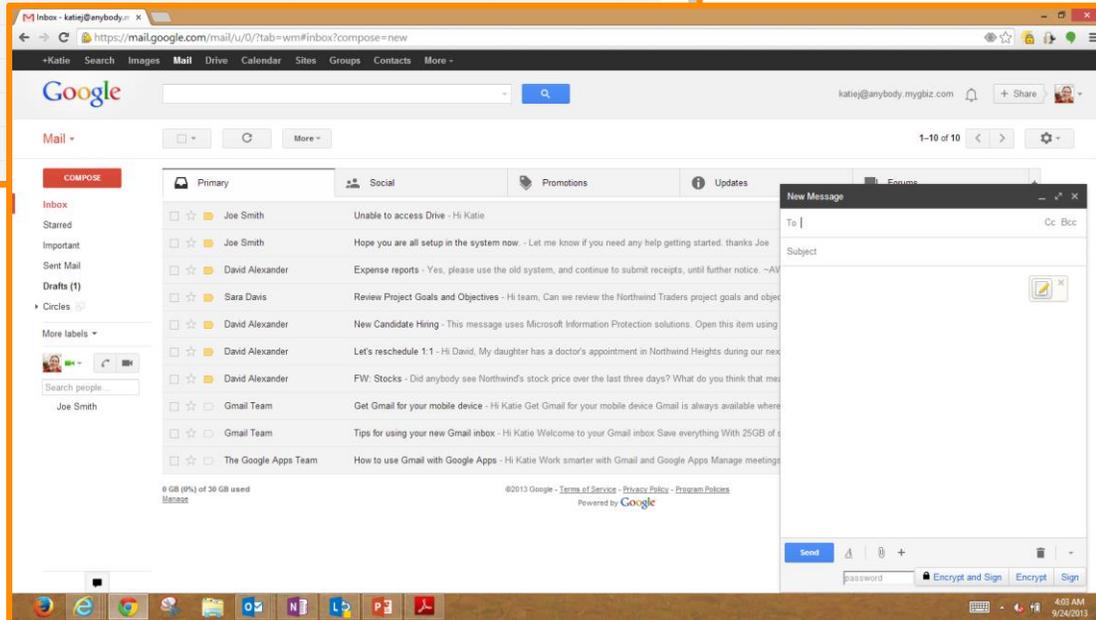
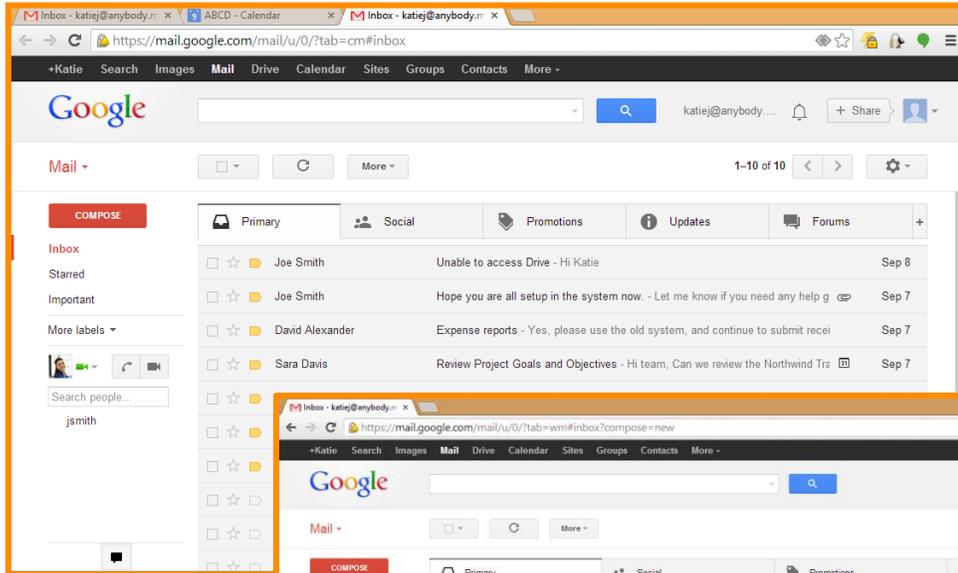
**Gmail** frequently tries a new experience, requiring users to learn new interface.

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## 2. Offline access to all of your email

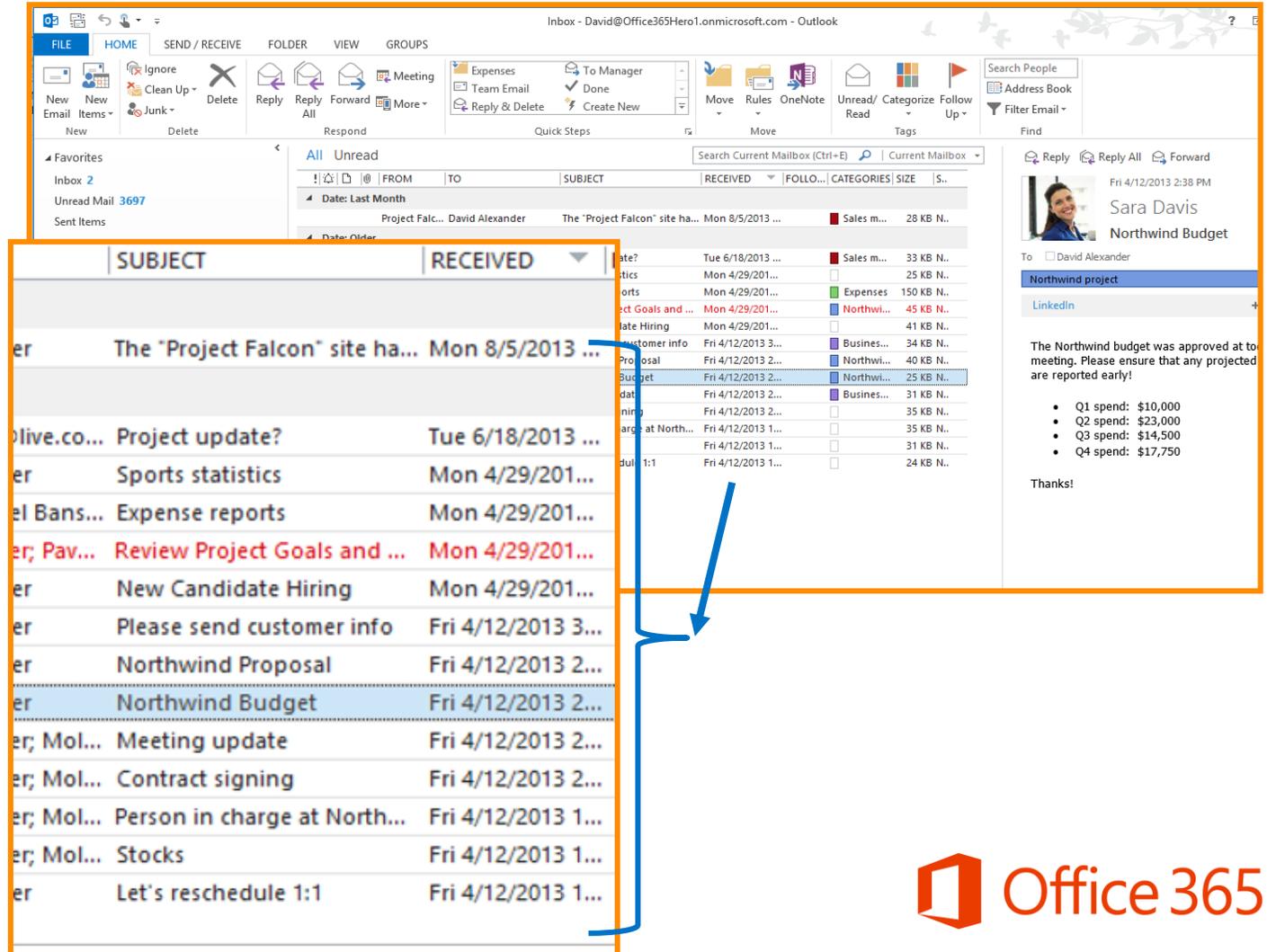
With **Outlook**, all of their email is available when the user is not connected to the internet



**Gmail** Offline only runs in some browsers and only past month's email is available when you're offline

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With **Outlook**, all of their email is available when the user is not connected to the internet

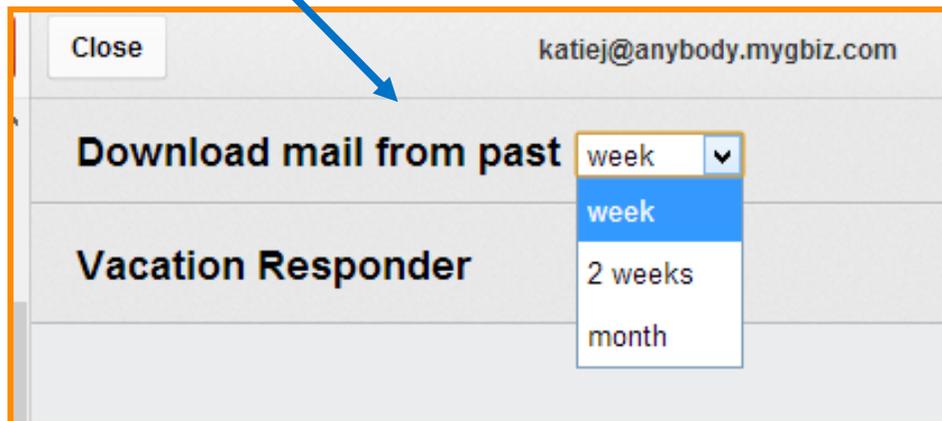
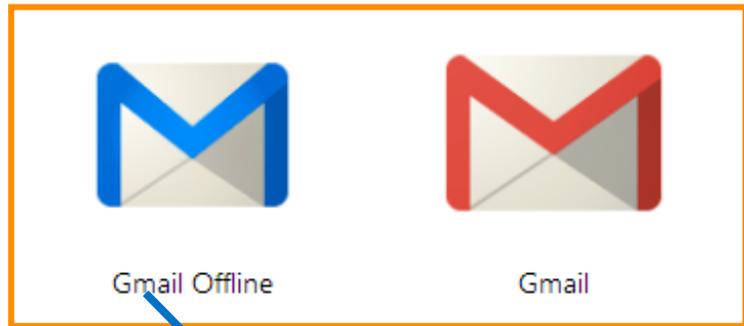


The screenshot shows the Microsoft Outlook interface. The top ribbon includes tabs for FILE, HOME, SEND / RECEIVE, FOLDER, VIEW, and GROUPS. The main area displays a list of emails in a table format. A blue arrow points from the text on the left to the 'Northwind Budget' email in the list. Another blue arrow points from the 'Northwind Budget' email to the right-hand pane, which shows the details of that email, including the sender's name (Sara Davis) and the subject (Northwind Budget). The email content in the right pane reads: "The Northwind budget was approved at to meeting. Please ensure that any projected are reported early!" followed by a list of quarterly spend amounts: Q1 spend: \$10,000, Q2 spend: \$23,000, Q3 spend: \$14,500, and Q4 spend: \$17,750. The interface also shows a search bar, a navigation pane on the left, and a status bar at the bottom.

SUBJECT	RECEIVED	DATE	SIZE
The "Project Falcon" site ha...	Mon 8/5/2013 ...	Mon 8/5/2013 ...	28 KB N...
Project update?	Tue 6/18/2013 ...	Tue 6/18/2013 ...	33 KB N...
Sports statistics	Mon 4/29/201...	Mon 4/29/201...	25 KB N...
Expense reports	Mon 4/29/201...	Mon 4/29/201...	150 KB N...
Review Project Goals and ...	Mon 4/29/201...	Mon 4/29/201...	45 KB N...
New Candidate Hiring	Mon 4/29/201...	Mon 4/29/201...	41 KB N...
Please send customer info	Fri 4/12/2013 3...	Fri 4/12/2013 3...	34 KB N...
Northwind Proposal	Fri 4/12/2013 2...	Fri 4/12/2013 2...	40 KB N...
Northwind Budget	Fri 4/12/2013 2...	Fri 4/12/2013 2...	25 KB N...
Meeting update	Fri 4/12/2013 2...	Fri 4/12/2013 2...	31 KB N...
Contract signing	Fri 4/12/2013 2...	Fri 4/12/2013 2...	35 KB N...
Person in charge at North...	Fri 4/12/2013 1...	Fri 4/12/2013 1...	31 KB N...
Stocks	Fri 4/12/2013 1...	Fri 4/12/2013 1...	24 KB N...
Let's reschedule 1:1	Fri 4/12/2013 1...	Fri 4/12/2013 1...	24 KB N...

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## 2. Offline access to all of your email



**Gmail** Offline only runs in some browsers and only past month's email is available when you're offline

# 3. Organize email in multiple ways

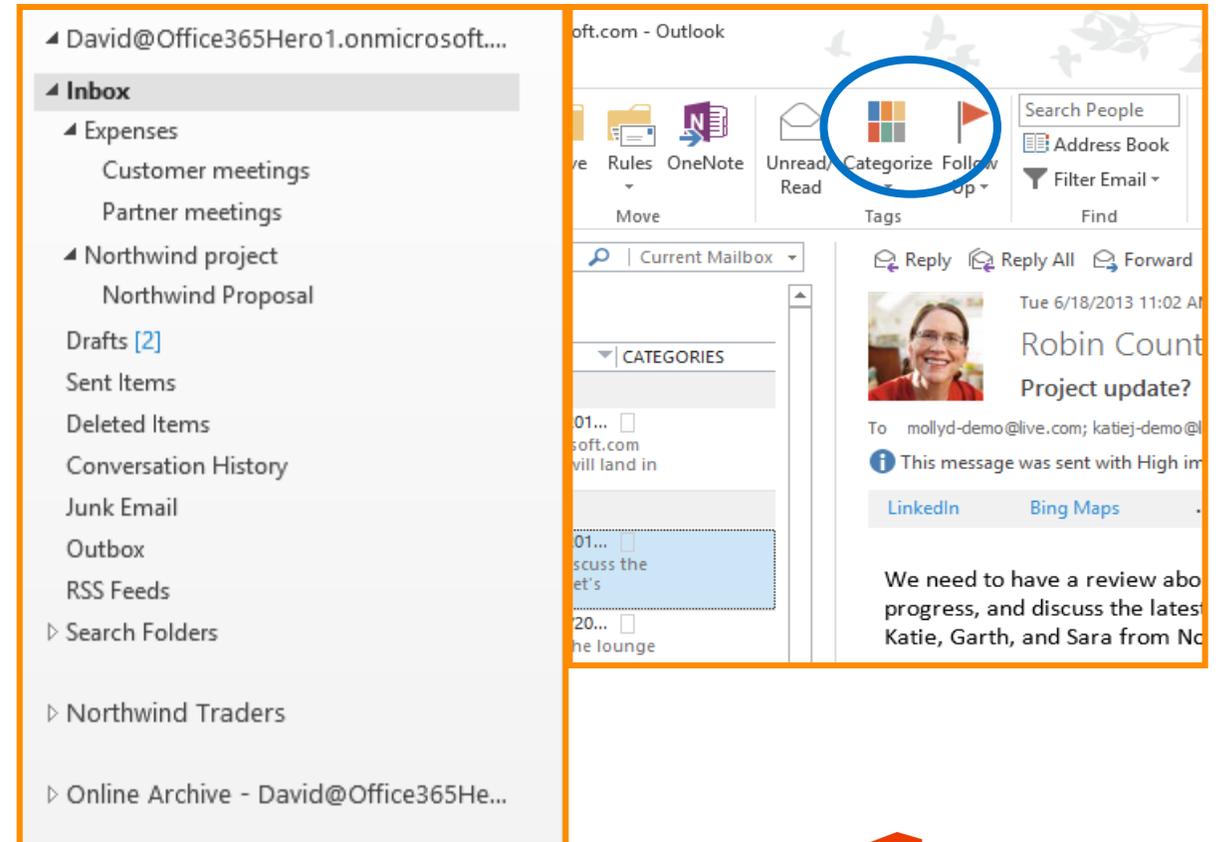
**Outlook** allows users to organize email in several ways - folders, arrange folders however they wish, categories



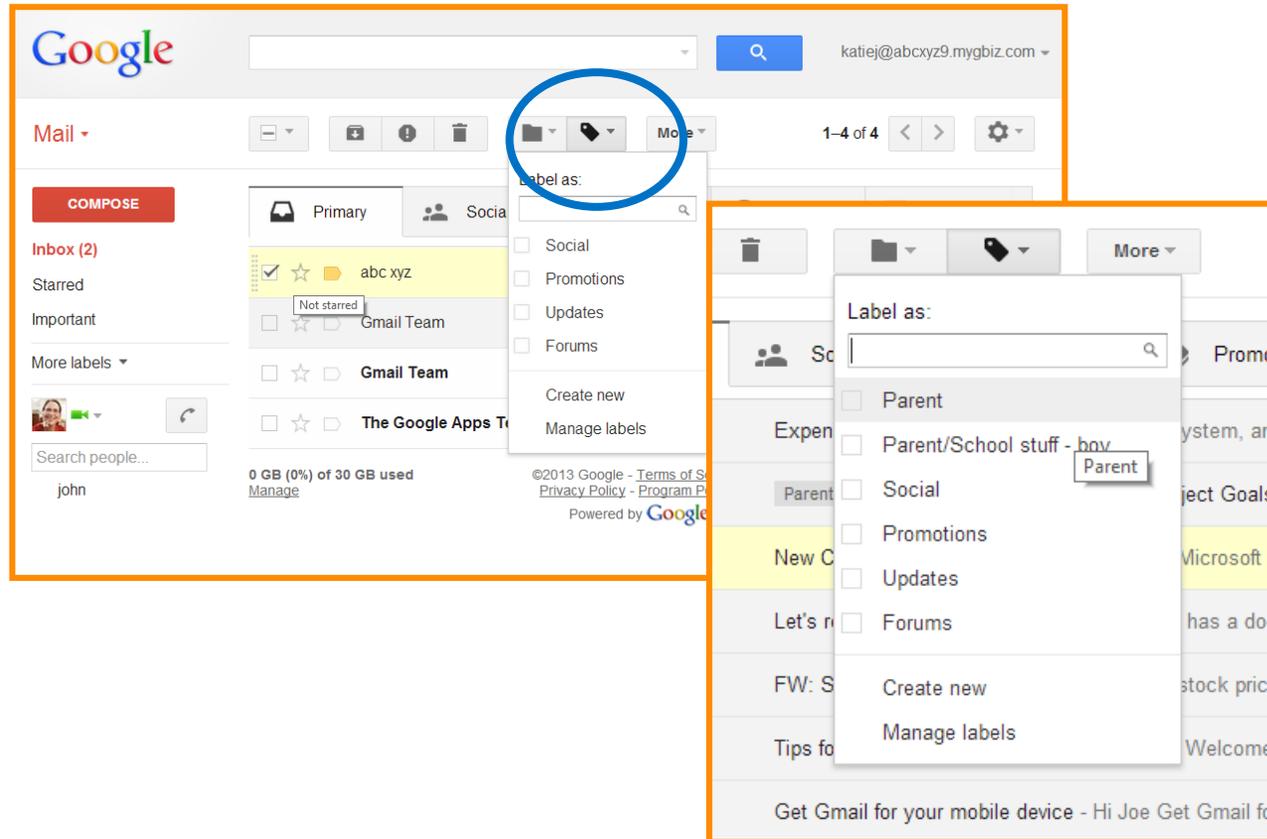
With **Gmail** users can only organize email using labels

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# 4. Categorize different items to stay organized

Users have the ability to assign categories and color code emails, tasks and events in **Outlook**



With **Gmail**, users are only able to categorize their email or color code the events

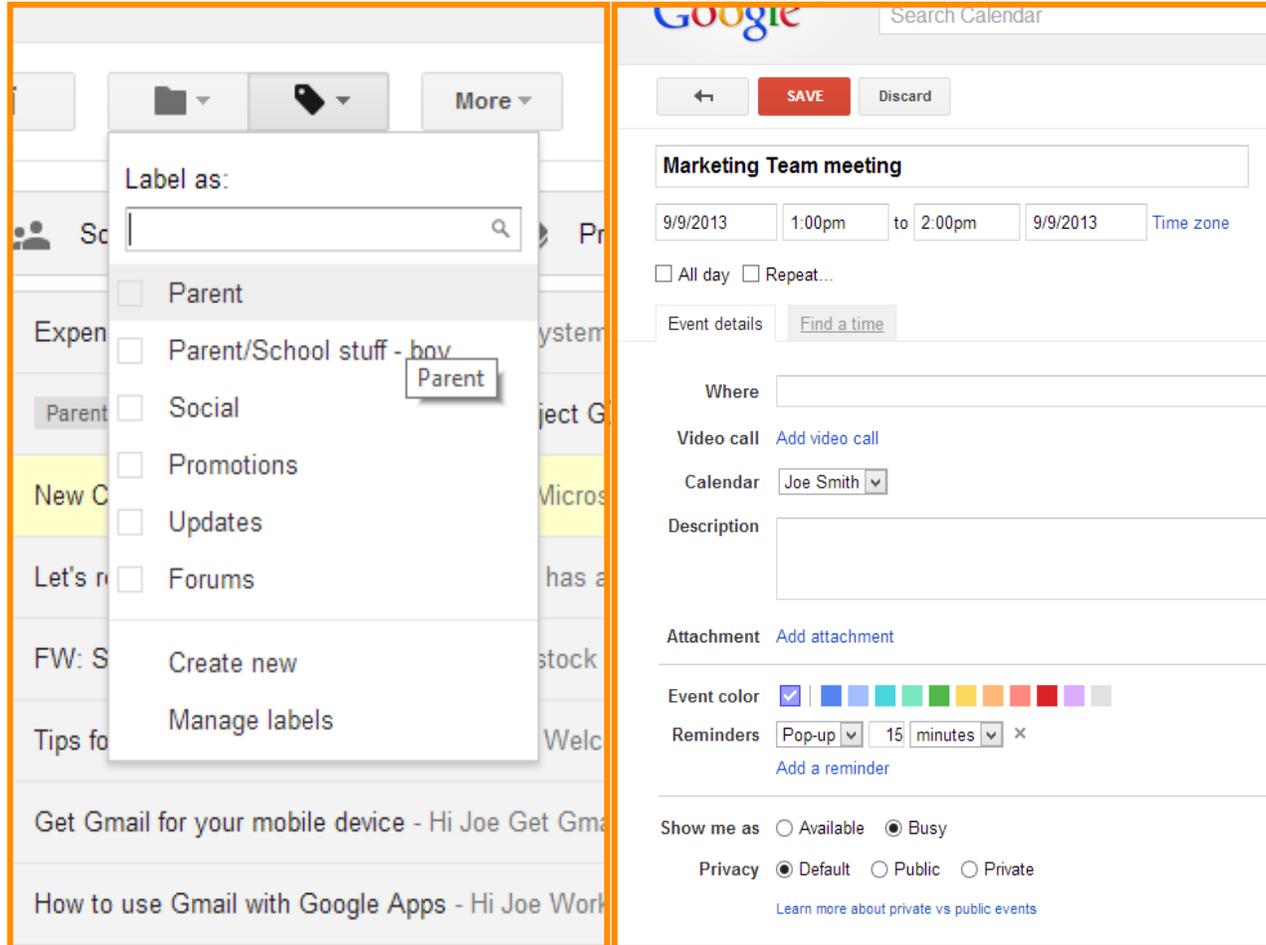
# 4. Categorize different items to stay organized

Users have the ability to assign categories and color code emails, tasks and events in **Outlook**

The image displays three screenshots of Microsoft Outlook illustrating categorization features:

- Top Screenshot:** Shows the Outlook inbox with messages categorized into groups like "Sales meetings", "Northwind project", and "Expenses". The interface includes the ribbon (SEND / RECEIVE, FOLDER, VIEW, GROUPS) and a search bar.
- Middle Screenshot:** Shows the "My Tasks" view with a list of tasks color-coded by category. The task list includes columns for SUBJECT, STATUS, DUE DATE, MODIFIED, DATE COMPLETED, IN FOLDER, and CATEGORIES.
- Bottom Screenshot:** Shows a calendar view with events color-coded by category, such as "Sales Team Meeting", "Company Meeting", "Project Team Meeting", "Weekly call with...", "Weekly check-in with Engineering Lab", "FW: Tailspin To...", "Project Tailspin Conference Room", "Weekly Market", "FW: Lunch?; TBI", "David/Garth 1:1", "Project Tailspin Conference Room", and "FW: Friday Unw...".

# 4. Categorize different items to stay organized



With **Gmail**, users are only able to categorize their email or color code the events

# 5. Find email in more ways

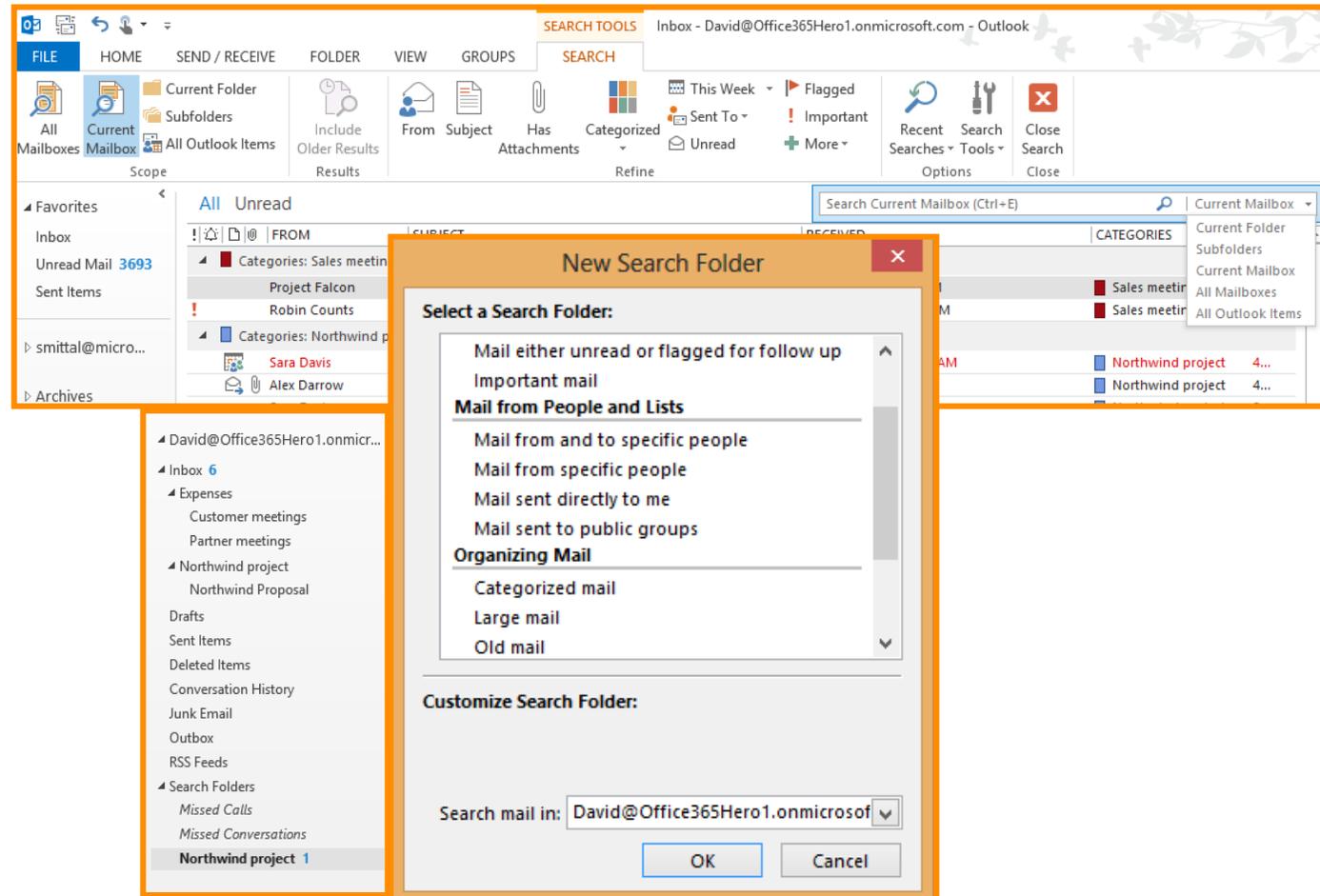
**Outlook** allows you to find emails in multiple ways – look in Folders, Sort By different columns, Search, Search folders



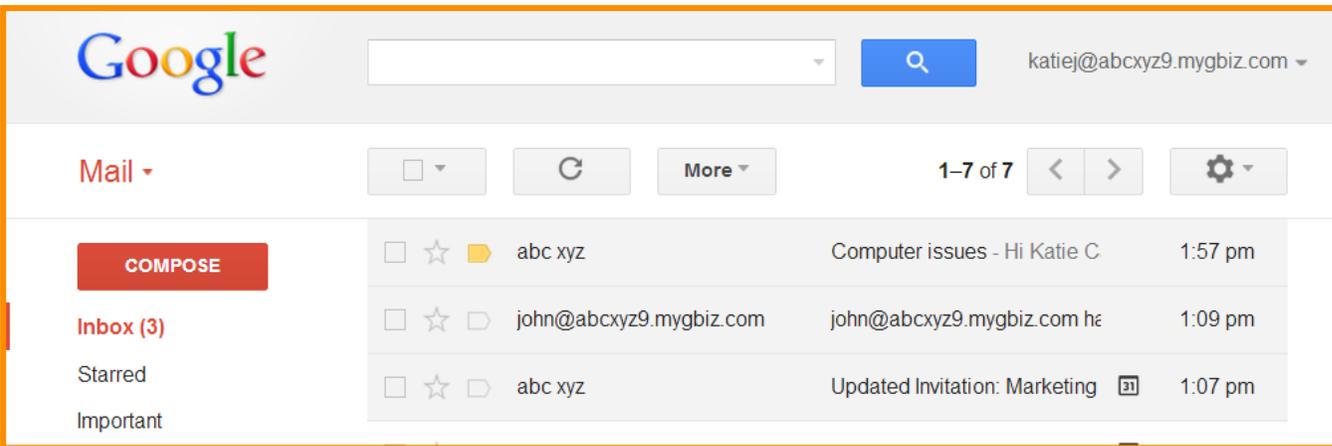
**Gmail** only allows you to search, so you need to know what you are looking for.

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**Gmail** only allows you to search, so you need to know what you are looking for.

# 6. Flag important emails for follow up

**Outlook** allows you to flag an email as important when sending and add reminders for follow up



In **Gmail**, you cannot mark emails important before sending or flag for follow up with reminders

# 6. Flag important emails for follow up

Outlook allows you to flag an email as important when sending and add reminders for follow up

The screenshot illustrates the Outlook interface for flagging an email. The 'Follow Up' menu is open, showing options for 'High Importance' and 'Low Importance'. A tooltip for 'High Importance' states: 'Set this item as high priority.' The 'Follow Up' menu also includes options for 'Today', 'Tomorrow', 'This Week', 'Next Week', 'No Date', 'Custom...', 'Add Reminder...', 'Mark Complete', 'Clear Flag', and 'Set Quick Click...'. The 'Custom' dialog box is open, showing settings for 'Flag for Me' and 'Flag for Recipients'. Both sections are configured with 'Follow up' as the flag type, 'Sunday, September 8, 2013' as the start and due dates, and a reminder at 4:00 PM for the user and 3:00 PM for recipients. The 'OK' and 'Cancel' buttons are visible at the bottom of the dialog.

# 7. Rules – Stay organized and up to date

Users use rules in **Outlook** to move items to various folders, assign categories and setup notifications to stay organized and up-to-date



**Gmail** has Filters, but the actions you can take after you filter these emails is limited

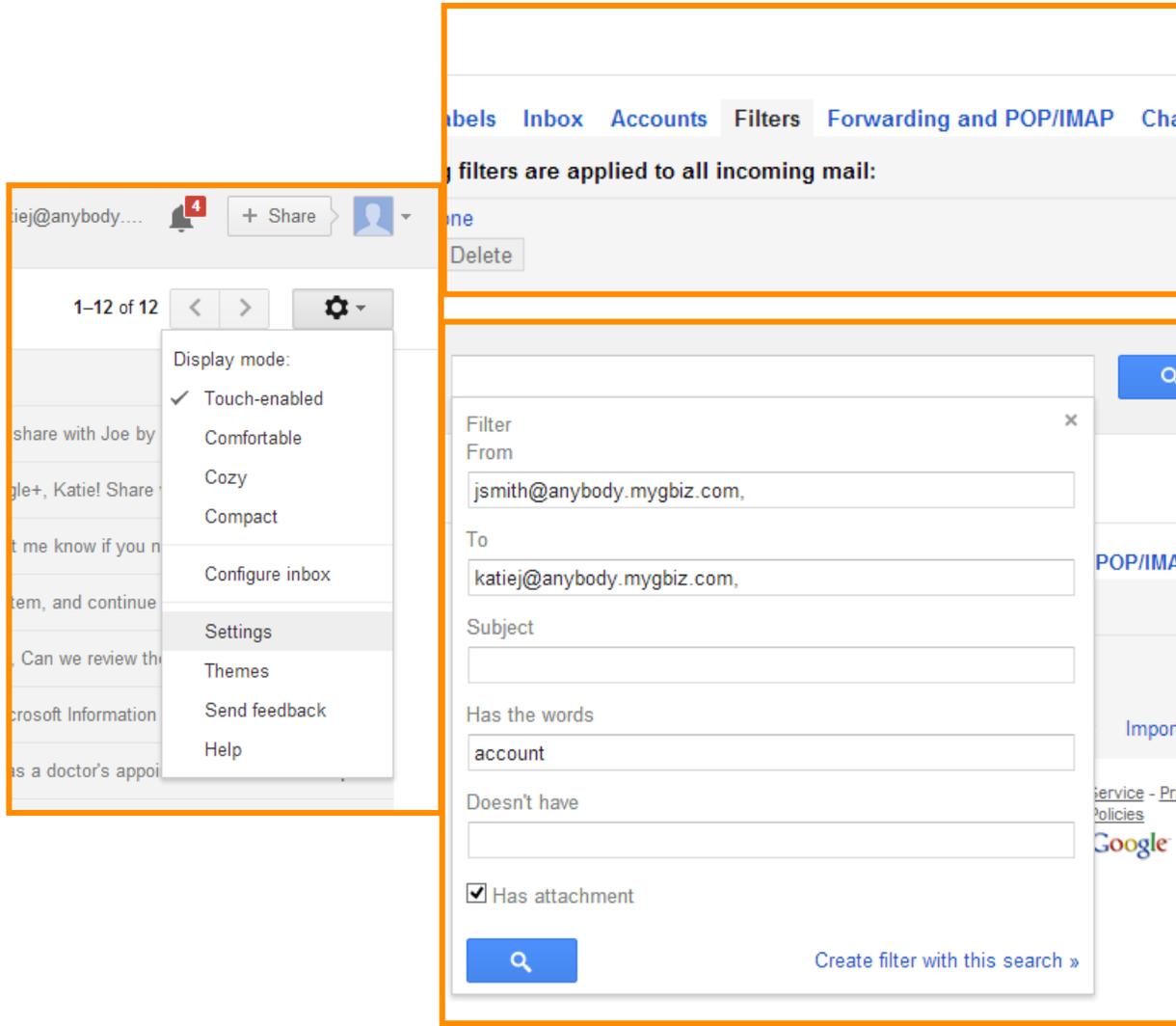
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The image displays three screenshots from Microsoft Outlook illustrating the process of creating and managing rules:

- Top Screenshot:** Shows the 'Rules' menu in the Outlook ribbon. The 'Always Move Messages From: Alex Darrow' rule is selected, and the 'Create Rule...' option is highlighted.
- Bottom-Left Screenshot:** Shows the 'Rules Wizard' dialog box. It is on 'Step 1: Select a template'. Under the 'Stay Organized' section, the template 'Move messages from someone to a folder' is selected. Below, 'Step 2: Edit the rule description' shows a preview of the rule: 'Apply this rule after the message arrives from people or public group move it to the specified folder and stop processing more rules'. An example is provided: 'Example: Move mail from my manager to my High Importance folder'.
- Bottom-Right Screenshot:** Shows the 'Rules and Alerts' dialog box. It is on the 'Manage Alerts' tab. The 'Apply changes to this folder' is set to 'Inbox [david@office365hero1.onmicrosoft.com]'. A table lists the rules, with 'Garret Vargas (client-only)' checked. The 'Rule description' field shows: 'Apply this rule after the message arrives from Garret Vargas and sent to David Alexander flag message for Follow up Today'. There are 'OK', 'Cancel', and 'Apply' buttons at the bottom.

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# 8. Rich contact information

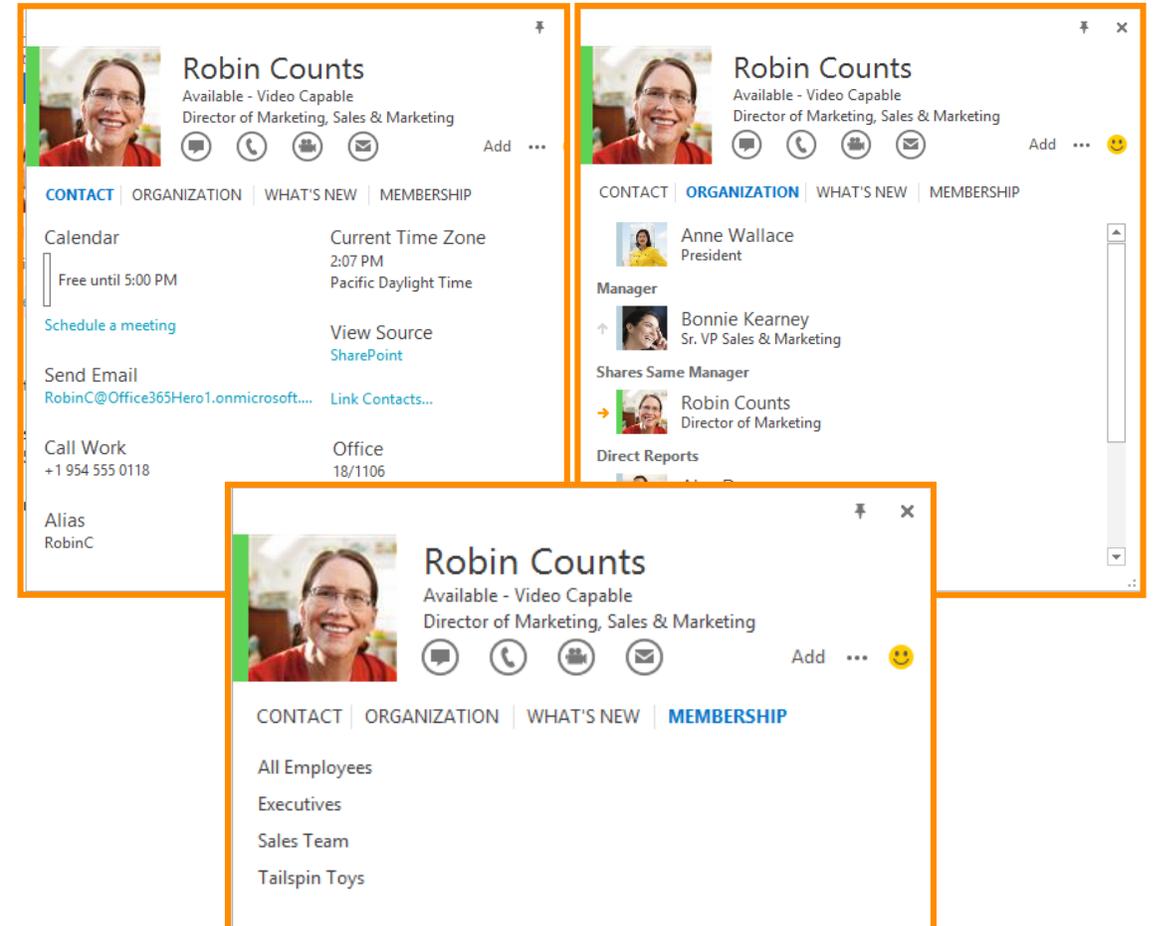
**Outlook** lets users view job titles, departments, hierarchy in the organization, photos, online status, schedules and more



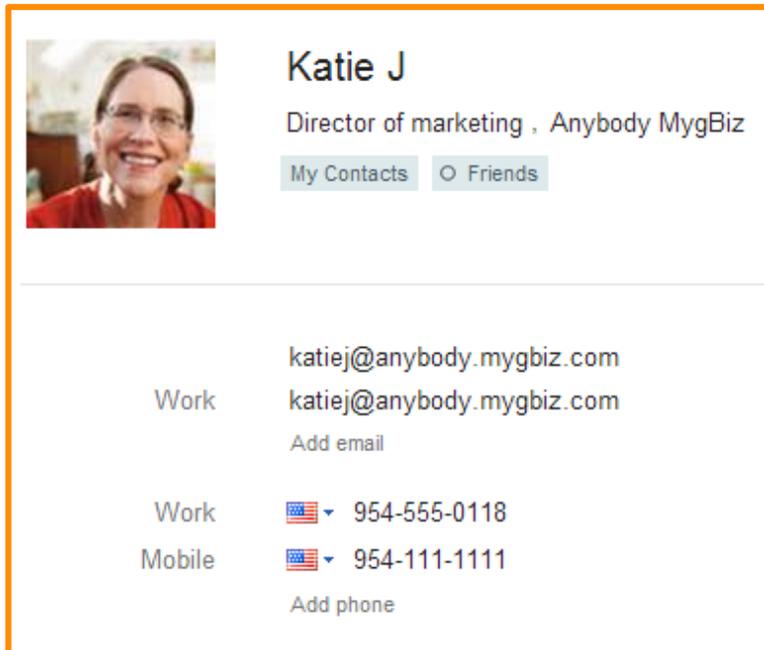
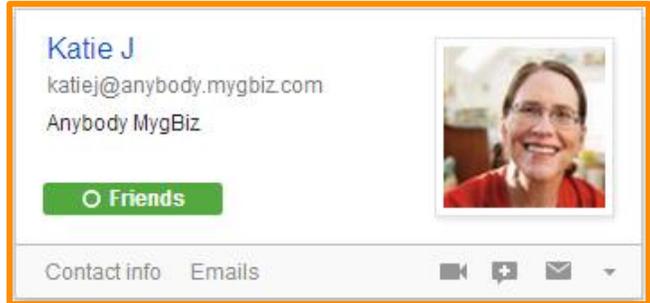
**Gmail** only gives users' basic contact information

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# 9. Schedule meeting resources

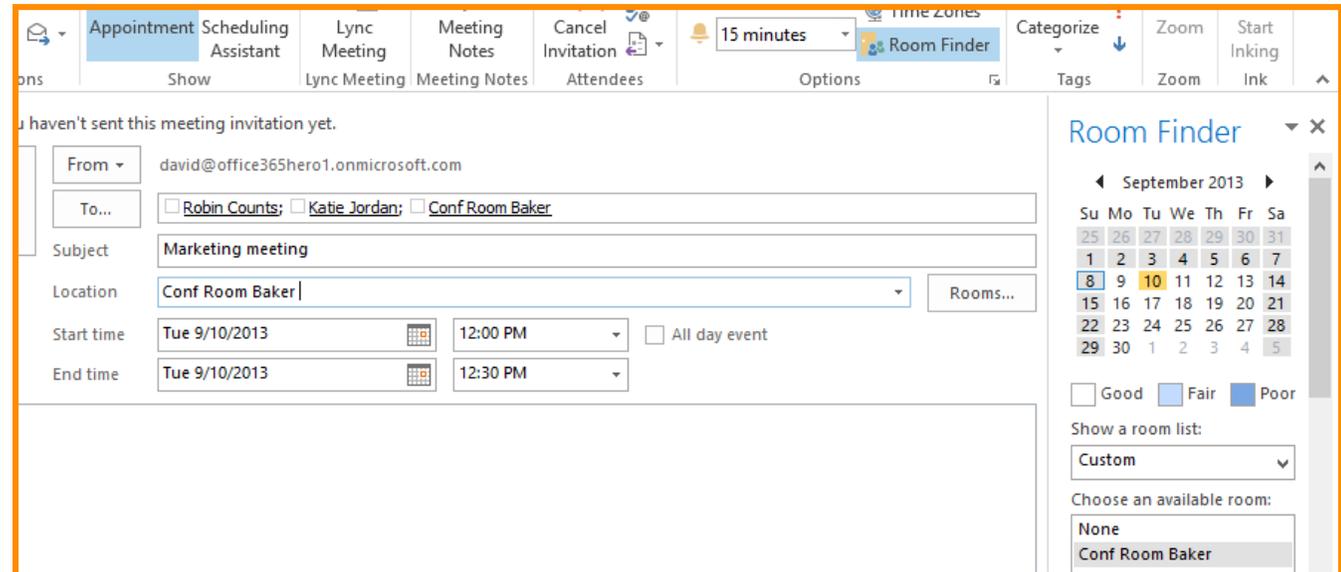
**Outlook** allows you to see availability for and schedule, meeting rooms and projectors



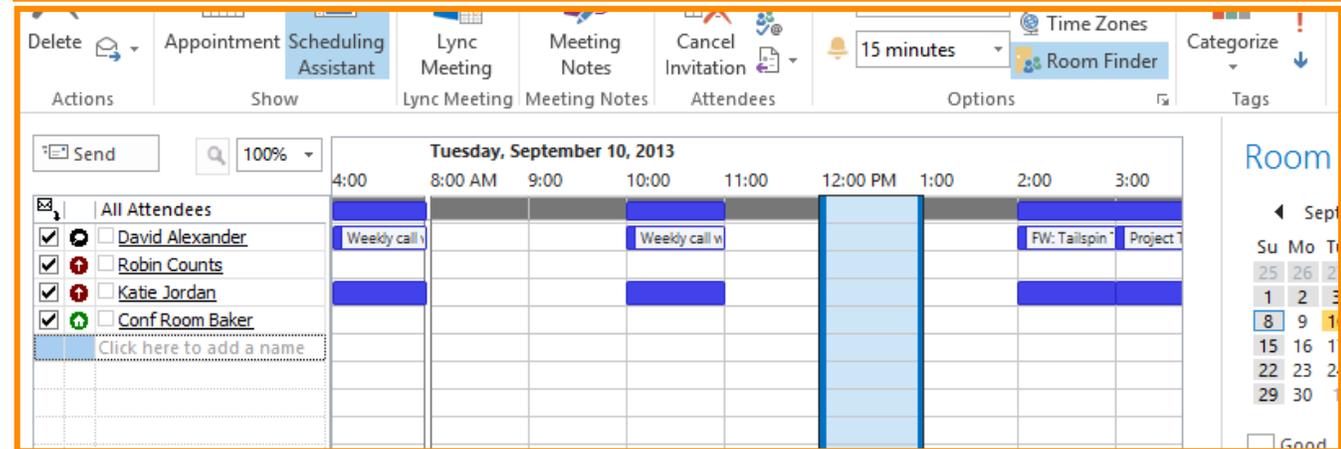
In **Gmail** you do not see the availability for meeting resources.

# 9. Schedule meeting resources

Outlook allows you to see availability for and schedule, meeting rooms and projectors



This screenshot shows the Outlook meeting invitation form. The 'From' field is 'david@office365hero1.onmicrosoft.com'. The 'To...' field lists 'Robin Counts', 'Katie Jordan', and 'Conf Room Baker'. The subject is 'Marketing meeting' and the location is 'Conf Room Baker'. The start time is 'Tue 9/10/2013 12:00 PM' and the end time is 'Tue 9/10/2013 12:30 PM'. The 'Room Finder' pane on the right shows a calendar for September 2013 with the 10th highlighted. Below the calendar, there are options for room quality (Good, Fair, Poor) and a list of available rooms, with 'Conf Room Baker' selected.



This screenshot shows the Outlook meeting room availability calendar for Tuesday, September 10, 2013. The calendar displays the availability of the 'Conf Room Baker' for the attendees: David Alexander, Robin Counts, and Katie Jordan. The time slots are 4:00, 8:00 AM, 9:00, 10:00, 11:00, 12:00 PM, 1:00, 2:00, and 3:00. The room is available for most of the day, but there are conflicts for David Alexander and Robin Counts at 10:00 (Weekly call) and for Katie Jordan at 12:00 PM (Weekly call). The room is also booked for 'FW: Tailspin' at 2:00 and 'Project T' at 3:00.

Attendee	4:00	8:00 AM	9:00	10:00	11:00	12:00 PM	1:00	2:00	3:00
David Alexander	Available	Available	Available	Weekly call	Weekly call	Available	Available	FW: Tailspin	Project T
Robin Counts	Available	Available	Available	Weekly call	Weekly call	Available	Available	FW: Tailspin	Project T
Katie Jordan	Available	Available	Available	Available	Available	Weekly call	Available	FW: Tailspin	Project T

# 9. Schedule meeting resources

**Marketing Team Meeting**

7/29/2013 9:00am to 10:00am 7/29/2013 [Time zone](#)

All day  Repeat: **Weekly on Monday** [Edit](#)

Event details [Find a time](#)

Where  [map](#)

Video call  To join this video call, upgrade to Google+ | [Remove](#)

Calendar  [v](#)

Description

Attachment [Add attachment](#)

Event color

In **Gmail** you do not see the availability for meeting resources.

# 10. Mail Tips

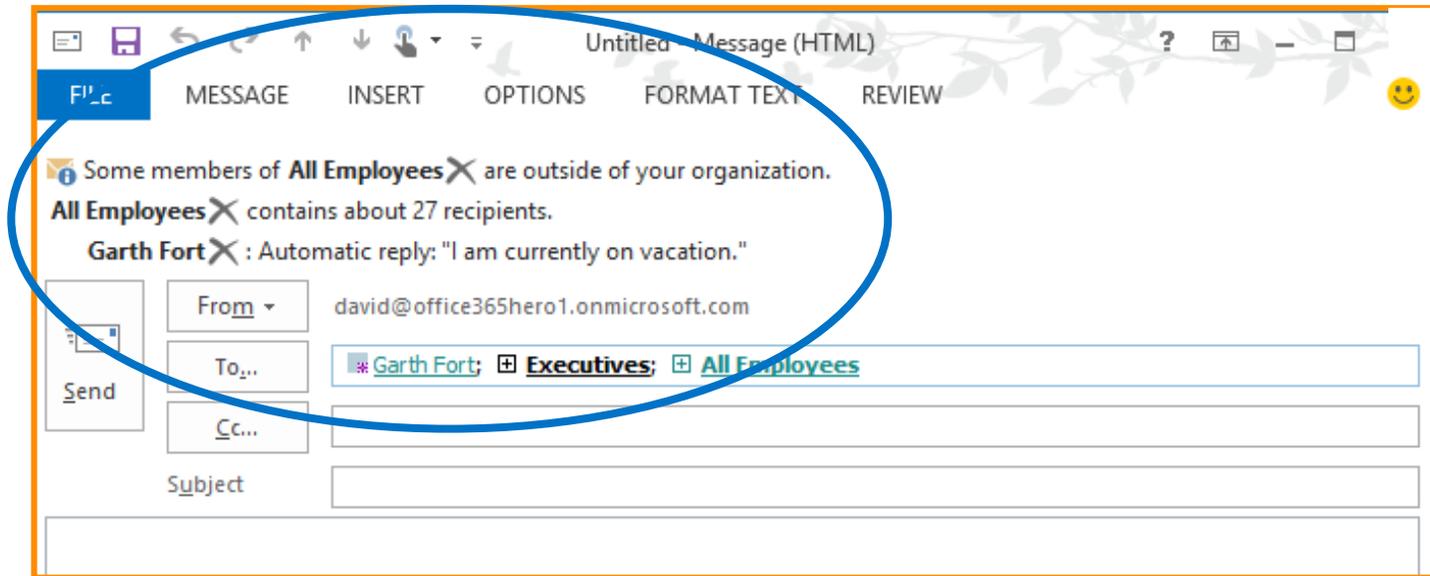
**Outlook** alerts you before sending to large distribution lists or to people with automatic responses



**Gmail** doesn't alert you like this.

# 10. Mail Tips

Outlook alerts you before sending to large distribution lists or to people with automatic responses



# 11. Ignore Conversations

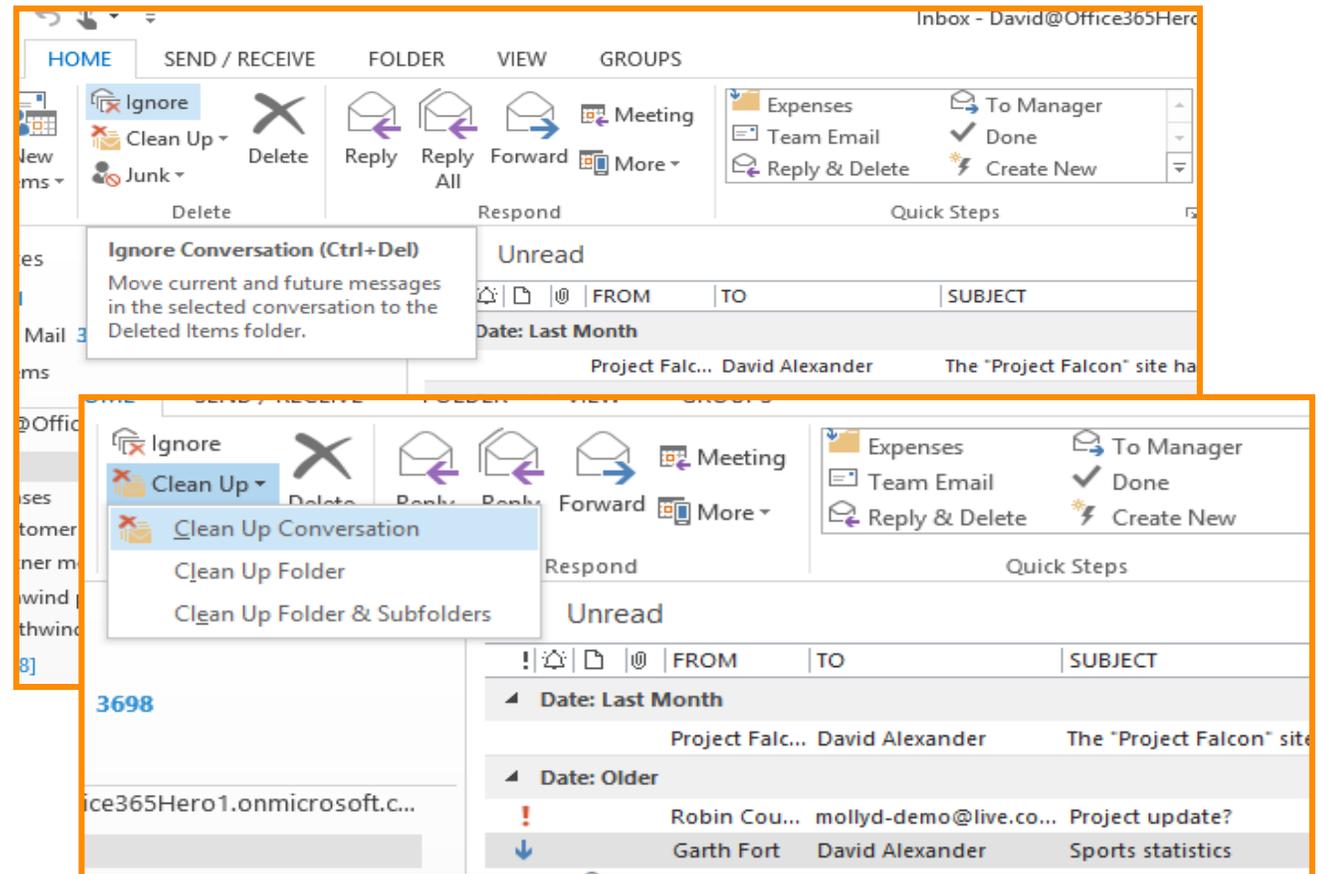
**Outlook** makes it easy to move irrelevant emails out of Inbox by ignoring conversations or cleaning them up



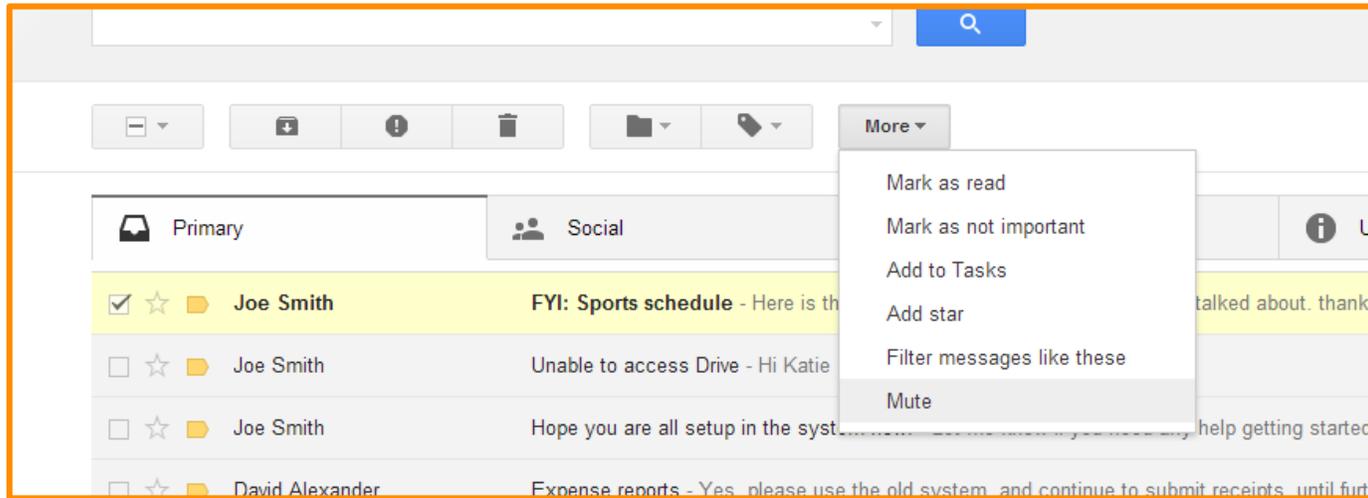
**Gmail** allows you to mute conversations in a limited way

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# 12. Delegate Permissions

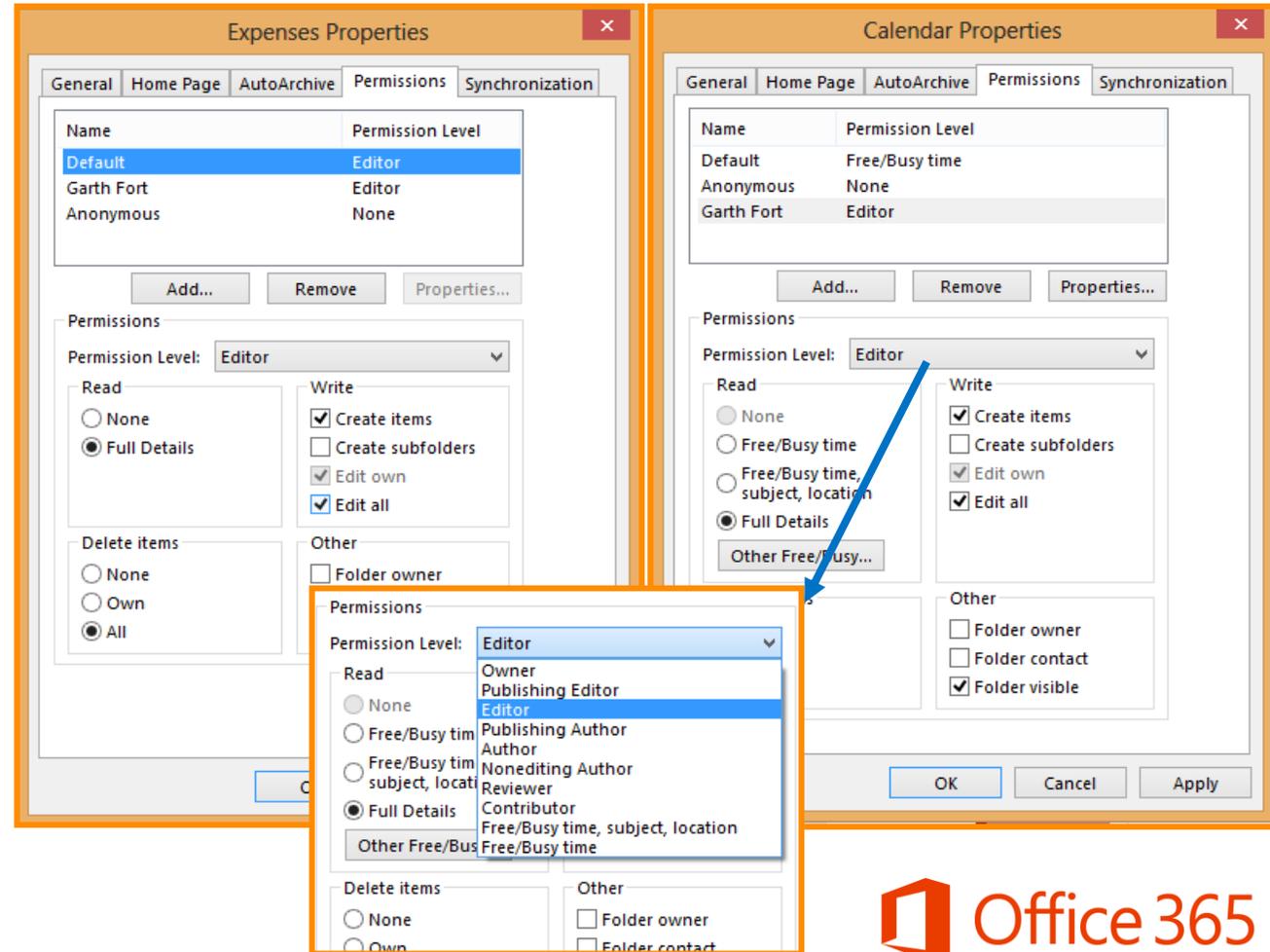
**Outlook** allows you to delegate access to folders and calendar to manage on behalf of you with different levels of permission.



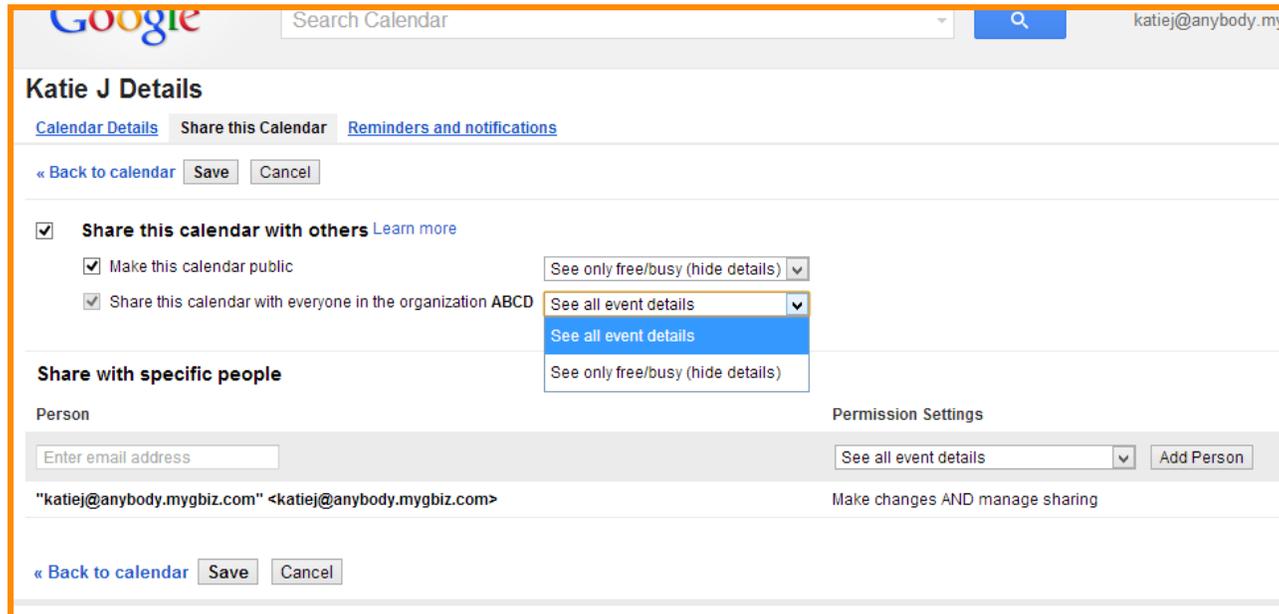
**Gmail** and Google Calendar have limited capabilities around permissions

# 12. Delegate Permissions

**Outlook** allows you to delegate access to folders and calendar to manage on behalf of you with different levels of permission.



# 12. Delegate Permissions



Google Search Calendar katiej@anybody.my

### Katie J Details

[Calendar Details](#) [Share this Calendar](#) [Reminders and notifications](#)

[« Back to calendar](#) [Save](#) [Cancel](#)

**Share this calendar with others** [Learn more](#)

Make this calendar public

Share this calendar with everyone in the organization ABCD

**Share with specific people**

Person:  Permission Settings:  [Add Person](#)

"katiej@anybody.mygbiz.com" <katiej@anybody.mygbiz.com> Make changes AND manage sharing

[« Back to calendar](#) [Save](#) [Cancel](#)

Gmail and Google Calendar have limited capabilities around permissions

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