



News release

Date **Tuesday, 28 Oct 2014**

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PwC and Google Announce Joint Business Relationship

Collaboration to Help Companies Thrive in a Changing World

NEW YORK, October 28, 2014 – [PwC](#) and [Google Inc.](#) (NASDAQ: GOOG, GOOGL) today announced the launch of a joint business relationship to bring new and innovative services to companies around the world. The rapid pace of innovation in technology has fundamentally changed how and where work gets done, driving organizations to transform their businesses for the future. Together, PwC and Google can help that transformation happen.

From Google, companies get unprecedented innovation, technology platforms and Internet scale; while PwC brings deep industry experience, a broad range of business services and cutting-edge client insights, from strategy through execution. Together, PwC and Google will help companies collaborate more effectively, better use technology and information, and adapt to the disruptive forces shaping the world.

“For our clients, acquiring the knowledge most important to their operations, securing that information and using it optimally are critical – now more than ever before,” said Mike Burwell, PwC’s Vice Chairman - Transformation. “PwC is teaming with Google to offer our joint knowledge and capabilities to clients - giving them one place to go, maximizing experience and assets from both organizations.”

Together, PwC and Google will help clients by collaborating on existing solutions and developing new offerings in three areas:

- (1) Help companies succeed by leveraging PwC’s business insights along with Google Apps, Google’s suite of cloud-enabled collaboration and productivity tools. In doing so, we will empower companies to be more productive, serve customers more efficiently and deliver a more connected employee experience.



- (2) Use the combined power of PwC's analytical acumen and Google Cloud Platform to help businesses make the most of technology and information and be better equipped to compete, creating new services to reinvent and optimize operations, connect with consumers and provide an enhanced customer experience.
- (3) With the right tools and insight now driving decisions, PwC and Google will guide companies seeking to break new ground in their businesses — not only to compete with new entrants and adapt to disruptive market forces — but also to lead the innovation themselves.

“Ultimately, our collaboration is about helping clients to embrace their journey to the cloud, and transform their organizations to thrive and maintain relevance in a rapidly changing world.” said Tom Archer, PwC’s Google Strategic Alliance Leader.

“Millions of companies, large and small, look to Google to help them launch, build and transform their businesses,” said Amit Singh, President, Google for Work. “We’re delighted to enter into a relationship with PwC — a leading advisor for businesses around the world — to bring the best of Google to work and help companies innovate. It’s great to see PwC lead by example, accelerating their own journey to the cloud that will lead to enhanced collaboration, greater speed and ultimately, transform their business for the digital era.”

PwC has also begun to introduce Google for Work products to its own operations. PwC is transitioning 40,000 people in the United States and 5,000 people in Australia to Google Apps, transforming how those firms do business.

Learn more by visiting the PwC website at www.pwc.com/google.

About PwC

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