

### **Flash Research Assignment #5: Google Apps for Business**

In order to maintain an efficient standardized platform in which to collaborate with research teams in our labs and other universities, it is essential that we invest in Google Apps for Business. At just \$100 per year for each employee, Google will provide our company with over a dozen crucial tools, including a shared workspace, virtual conference room, and archiving.

As a small research company that needs to be collaborate on a daily basis across multiple labs and universities regarding long-term projects, the apps that would be most beneficial to us within Google Apps for Business are Sites, Hangouts, and Vault. Sites provides a shared workspace for collaboration on projects that all relevant users would be able to access. For the development of new drugs that have a long research and development period, multiple sites could be created for all of these drugs and any updates could be applied to each one as time goes on. Hangouts provides a virtual conference room with voice and video capabilities that would allow for face-to-face interactions between key employees regarding sensitive and lucrative information. Lastly, since it takes about ten years to go from initial development of a drug to final approval from the FDA, Vault would provide archiving capabilities that would preserve important messages beyond their standard retention periods.

The cost of Google Apps for Business is very minimal. At just \$5 a month per user (or \$50 a year), the investment is non substantial considering our research teams are comprised of only a few people, meaning we would not have to pay a significant amount for the subscriptions. Vault, which is an optional addition, raises the price of the package to \$100 per user each year. Over a three-year period, there is no reason not to invest \$300 per employee in our research teams so that they will be able to collaborate in the most effective way possible.

### Works Cited

"Apps for Business." *Benefits of Using Google*. N.p., n.d. Web. 26 Mar. 2014. <<http://www.google.com/enterprise/apps/business/benefits.html>>.

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