From: Brittany Cougle

To: CIO Mart Doyle

Subject: Google Apps for Business

We should invest in Google Apps for Business because we will increase efficiency and collaboration among our research teams. Google Apps for Business will allow our employees to access information from anywhere, streamline everyday tasks, and work with our researchers in other regions. Therefore, Google Apps for Business will collaborate daily, keeping the pipeline of product development flowing and increasing revenue.

Google Apps for Business is a suite of services including Gmail, Google Calendar, Google Docs (document collaboration), Google Drive (file depository), Google Sites (simple website building and hosting) among others. This suite allows companies to collaborate with colleagues, as it allows them to work together in real time by sharing documents, spreadsheets, presentations and editing these documents at the same time. It allows employees to schedule meetings, hold video chats, and create project sites with people outside their company. Google Apps for Business streamlines everyday tasks such as invoicing, budgeting, and scheduling. This suite of services our employees and their colleagues to work together simultaneously, resulting in an increase in efficiency.

By investing in Google Apps for Business we will increase team collaboration, thereby increasing productivity and revenue. The app suite will cost $5 a month or $50 a year per user. Google Apps for Business is fairly comprehensive allowing us to access all of the benefits that normally would have to be purchased from multiple providers. We should invest in Google Apps for Business because it will allow us to increase productivity and revenue through increased team collaboration.

Works Cited

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