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Flash Research Assignment #5

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Google Apps for Business

Collaboration is becoming increasingly important for our company to deal with today’s complex business problems. Our organization has an opportunity to increase productivity and revenue by investing in Google Apps for Business. Google Apps for Business is a cloud-based messaging and collaboration platform that includes mail, calendar, IM, and Web-based collaborative documents, spreadsheets, presentations, and sites. Investing in Google Apps for Business will allow our company to collaborate more efficiently and easily with manufacturers and customers.

Google Apps for Business allows employees to improve communication with suppliers and customers. This collaboration platform allows employees to work through a web browser. Users have a Google account and can access word-processing, calendar, chat, email, and various other Google collaborative tools. Google Apps for Business centralizes content and files on the web, allowing employees across the company to access the same business information from many different locations. Also, it maintains a document as a file and allows authorized users to see or edit the document while keeping track of all the changes to the document and who made them. Each file has an owner or creator who determines who can access the file. When a file is complete it can be published, which gives it a unique URL for employees to access. Additionally, employees can communicate through instant messaging and email.

Investing in Google Apps for business will allow our company to increase productivity by decreasing the amount of time it takes employees to access information. Also, it will improve the company’s communication with suppliers and customers. There is no fixed cost for implementing Google Apps for Business within our company. The cost is directly based off the amount of users and will cost approximately $50 a user per year. This platform will create a collaborative environment where our company can work with our suppliers and customers as an integrated team.

Works Cited

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