

To: Mart Doyle

From: Dan Kovacs

Subject: Google Apps for Business

In order to ensure that our research teams continue to collaborate on a daily basis, we need to invest in Google Apps for Business. This product allows for instant access to any document, which will eliminate any downtime that the teams run into. Google Apps for Business is no longer free, but the small investment of \$50 per account per year is worth every cent considering how much efficiency will grow.

Google Apps for Business has one very worthwhile capability for our business that all of our teams can open any document simultaneously and create revisions for it. No longer will the research teams need to email a document and wait for a response with the necessary revisions or approval; this real-time unique collaboration can all be done now conveniently and within seconds. This teamwork can be achieved due to Google's guarantee of a 99.99% uptime for their business apps. The only weakness of this product is the security is questionable at best, and considering the sensitive information that is being exchanged daily, it would be inappropriate not to mention this flaw. Saying that, though, should not take away from the capability and vital impact the apps could have on our company.

The investment into Google Apps for Business is a vital one that will pay for itself. By factoring in the eliminated downtime with the sped up process of document revisions, the small price tag of \$50 a year per user is an intelligent investment for our large company. Being critical of who handles each document will be an important thing to track, but that has no effect on the increase in efficiency and minimal investment. Our company needs to adopt Google Apps for Business to ensure we continue introducing drugs to the market in a timely manner.

## Works Cited

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