

Dominic Lyate
Flash Research – Google Apps

Our firm is currently juggling contracts with over two-dozen manufacturers and numerous clients with no electronic platform for collaboration and teamwork. By integrating Google Apps into our business, which include online documents, spreadsheets and presentations, we will create a space and time saving environment for our employees to collaborate with clients.

Google Apps for Business are absolutely crucial in creating an efficient (and relatively inexpensive) workplace for our employees to provide valuable information to our clients in real time. Google Apps allow for documents to be held in the cloud – removing the need for additional server space or maintenance on our end of the business. This means that when a client wants to order more products from us, he or she can simply submit a spreadsheet to Google, and that document will appear *instantly* on our employee's computer. This saves time and allows for more direct communication between our business and our clients, adding additional value for our customers. Google Apps for Business also includes an integrated calendar that clients can update in real-time, which can allow our business to know exactly when products are needed each day, week, month or year.

Google Apps for Business can open the doors to thousands of new clients and many different markets if it is implemented into our practice. By removing the stress of fax, multiple emails between clients, the time it takes to process each order through email, etc., we open ourselves to the possibility of accepting more clients and broadening the reach of our already successful business. If implemented immediately, the money-making potential that Google Apps for Business offers is extremely large. Google Apps only costs \$50 dollars per user per year, which is an extremely small investment given the amount of value Google Apps can offer our business and our clients well into the future.