With having two research teams and three major universities in different locations across the country, there has been a delay in the flow of communication through the R&D pipeline. Due to the high need of efficient collaboration between the locations, Google Apps for Business is an inexpensive, effective way for our researchers to communicate, which will allow us to get more products out faster to the market. Google Apps is a cloud-based productivity suite that allows team members to connect and be productive from anywhere on any device.

Google Apps for Business is a collaborative platform that allows users to synchronously or asynchronously create, store, share, and work on documents. Storing documents on the cloud means that everyone on the team has the latest version of any file. There are “apps”, which are add-ons that perform variety of business functions. With the use of “apps” like Gmail or Google Drive, the company is able to increase the efficiency of collaboration. Gmail allows us to arrange video chats right from the Gmail inbox. Using Google Drive gives a quicker way to share documents with other team members, who will have access to the most up-to-date version of any document. Both of these apps increase the collaboration between team members, instead of having to email back-and-forth.

Google Apps for Business is an inexpensive, efficient solution for our company to collaborate with a fee of $50 per person per year. By implementing Google Apps for Business, our researchers can collaborate more on a daily basis by working on documents at the same time. This increase in collaboration will ultimately increase research and productivity and ultimately get products to the market quicker. With the use of Google Apps for Business comes security issues, but issues that are manageable. The Google Docs model delegates control and responsibility to the users, who can possibly share information with the wrong people. This issue is manageable because we can educate the employees of these issues and raise awareness.

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