

Flash Research Paper: Google Apps for Business

Our company can streamline communication and R&D efforts by investing in Google Apps for Business, a productivity-based collection of applications powered by Google. Since the typical R&D pipeline is 10 years, it would be in our best interest to decrease this procedure as much as possible. With the collaborative applications Google Apps for Business provides, researchers can work more productively on releasing new products and we can therefore increase revenue from getting products to the market faster.

Google Apps for Business is a cloud-based suite of applications used for collaboration and communication within a business. Google Apps for Business allows employees to communicate through email and instant messaging applications, share dates and events with Google Calendar, and work on the same projects at the same time with Google Docs, Sheets, and Slides. Since all Google applications are web-based, researchers can work on the same projects anytime from anywhere, which would benefit our organization since we have employees working in multiple locations. These streamlined communication tools will improve the efficiency of our organization by allowing researchers in labs and universities to work together on R&D. Increased communication will decrease the R&D pipeline, allowing our company to get drugs to the market faster than our competitors.

With the features Google Apps for Business offers, we can increase collaboration between labs and universities and we can decrease our R&D pipeline significantly. According to a Forrester Consulting study, Google Apps for business has a 391% return on investment and 93% of users see a positive impact in regards to collaboration. If our company implements this application-based platform we can increase our overall revenue by getting more products to the market faster.

Bibliography

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