Gregory Krolikowski- Flash Research #5

As a small biotech research company whose entire business rests on the value of our information about the drugs we are currently developing, I would not recommend using Google Apps for Business due to security and utility concerns. Google Apps for Business is a web application suite that provides popular applications such as Gmail, Google Calendar, Google Drive, with increased storage capacity as well as the ability to collaboratively share and edit documents. Google Apps costs slightly less than competitors at $5 per account each month; however, the risk of decreased security and frequent bugs combined with a lack of administrative support from Google could end up compromising the integrity of our firm’s operations.

Google Apps for Business is an extension of the popular Google Apps service that provides increased storage to collaborate and share documents through centralized, cloud computing. This product would allow our researchers to share ideas while working on documents, decreasing downtime spent managing documents or sharing calendar information. However, well-known security issues and frequent system outages have driven away governmental agencies and large firms whose operations, much like our own, rely heavily on the protection of sensitive information. Furthermore, many users never end up using the full set of applications that they pay for due to negative opinions of the user interface as well as a perceived uselessness of a large number of the applications provided.

Although Google Apps for Business is one of the cheapest cloud services available on the market, the risk of encountering security leaks, application bugs, or system failures could create information leaks that would cost us much more than the few dollars saved each month. Many Google customers have also complained about a lack of administrative support and site customization that limited the operation of their businesses. Google has done little to improve the overall performance of Google Apps, causing many firms to drop the service in favor of newer offerings in the marketplace such as the more reliable Microsoft Office 365 suite. Google Apps for Business is not an adequate solution to our problem of centralized information management because the nature of our operations requires a level of security, reliability, and customization that would be better served by other platforms.

Works Cited

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