

Google Apps for Business  
FRP #5  
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With the highly collaborative nature of our business, Google Apps for Business is an inexpensive, efficient way for our researchers to communicate. With a multitude of applications and add-ons, it allows our researchers to store and share documents seamlessly with each other. Increased collaborative efforts would allow our research teams to increase their productive capacity like never before.

A highly collaborative platform, Google Apps for Business, allows users to store, share, and simultaneously work on documents. The “apps” are a variety of add-ons that perform various business functions. Whether its Gmail email, a calendar to schedule meetings, or Google Drive cloud storage, the apps cover a wide span of essential business needs. Users can work on the same document at the same time and seamlessly transmit their findings to colleagues at a moments notice. Additionally, users can comment on documents in real-time, thus providing quick feedback to others.

At a nominal fee of \$50 per person per year, Google Apps for Business is an inexpensive solution to our collaboration problem. Currently, we can only put out a new drug every three years. Google Apps would allow our researchers to collaborate more closely and be even more productive. Researchers could work on the same documents simultaneously, without being bogged down by system restrictions or down time. This close collaboration could lead to new innovations, more research, increased production, and ultimately more profit. By investing in Google Apps for business, you are investing in the productivity of our researchers and the success of our company.

Google. "Apps for Business." *Google*. N.p., n.d. Web. 25 Mar. 2013.

Lomas, Natasha. "Google Kills Free Google Apps For Business, Now Only Offering Premium Paid Version To Companies Of All Sizes." *TechCrunch RSS*. TechCrunch.com, 7 Dec. 2012. Web. 25 Mar. 2013.

O'Neill, Shane. "Google Apps for Business: 10 Powerful Add-Ons - CIO.com." *CIO*. N.p., n.d. Web. 25 Mar. 2013.