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Flash Research Assignment 5: Google Apps for Business

Our company’s current document-management application is inefficient, and preventing us from maximizing our revenue. We are unable to share documents and project work among ourselves, our two dozen suppliers, and numerous retail customers in an integrative manner. I recommend we implement Google Apps for Business to solve this problem. Google Apps for Business provides a platform for users both inside and outside our organization to share documents and collaborate seamlessly on projects of common interest.

Google Apps for Business is a subscription-based platform of applications that will allow our firm’s employees to collaborate with one another, with our suppliers, and with our customers much faster and more efficiently. If, for example, a large retail customer has specific technical specifications that we need to communicate to multiple suppliers, Google Apps for Business’ three key applications, Google Docs, Google Drive, and Sites, enables us to create and the specification documents and share them immediately, store them in the cloud for all authorized parties to view, and easily create a project site for all parties to organize and communicate critical project information. Google Docs is a document-generation application that allows us to create and share documents, spreadsheets, slide presentations that multiple users can view and edit in real time. Our employees and external shareholders will have immediate access to the latest version of documents. Google Drive is another application which allows us to store documents in the cloud. Google Drive allows our internal and external users to access documents from their desktop and mobile devices and enables the easy sharing of documents. Google Apps’ “Sites” application allows for the creation of project websites where our employees, suppliers and customers can easily organize documents and calendars, view workflows, send messages, or video chat.

The enhanced ability to collaborate with our retail customers and suppliers in cases such as when a customer’s specific technical requirements must be quickly and accurately communicated to the supplier will enable our firm to increase revenue. Google Apps for Business provides us with the platform we need to collaborate with our suppliers and customers, increasing the speed and efficiency with which we can respond to their needs. Such improvements in customer service will improve customer satisfaction levels, and may stimulate larger orders and repeat business.