Flash Research Paper: Google Apps for Business

I propose that we invest in Google Apps for Business, which will increase productivity and allow us to better collaborate with our suppliers and customers. Google Apps for Business is a cost-effective choice for our business, providing useful tools such as Gmail, Google Docs, and shared calendars. Along with high uptime availability, using Google Apps will increase our revenue and reduce our costs.

Google Apps is a cloud-based email, messaging, and content-sharing service for small and medium-sized businesses and enterprises (Google). The most appealing aspect is that it provides useful collaborative tools. Google Docs, for example, enables users to create, share, and manage documents, presentations, and spreadsheets all in one central location. Another invaluable feature is the shared calendar, which allows users to view other users’ schedules and coordinate meetings. Also, using Google Apps will provide us with 99.9% uptime availability, which is among the best in the market. Another nice plus to all of this is that Google Apps can be used not just on the computer, but also phones and tablets (Folgate). These features will provide us with the platform that we want for collaborating with our suppliers and customers.

Investing in Google Apps for Business will allow our employees, suppliers, and customers to work more productively, which will increase revenue and give us an advantage over our competitors that don’t use a collaborative service. Google Apps is free for 30 days, and then just $5 per month per user, or $50 per year per user. Also, the fact that collaborative capabilities, storage, and security will be provided means that we don’t have to invest in storage, security, and a more expensive collaborative service will greatly reduce our costs. Another important note is that the 99.9% uptime availability will reduce the amount of money lost as a result of downtime (McCorvey). Overall, investing in Google Apps for Business is a beneficial and cost-effective solution for our desire to collaborate more with our suppliers and customers.

References

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