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Flash Research: Google Apps

Being able to integrate your company's suppliers and customers can be the most challenging process of all your company's day-to-day activities. However, by implementing Google Apps for Business, you can fix this situation by taking advantage of the single platform of tools and programs including calendars, email, and maps. Google Apps for Business allow your company to have these resources, and share them, anywhere, anytime online. These programs will benefit your company by providing a more secure and real time data sharing network.

Google Apps for Business is a platform of multiple products and services including maps, email, search engines, news, translators, tables, data analytics, and other tools important to businesses.. These apps are cloud and web based so that every document, email, calendar event and any other work done on these apps can be saved online. Each of these applications is available to all users of this company with access. However, working online comes with security issues. Google Apps are designed to handle this by requiring two sets of authentication before receiving any data and by also automatically encrypt browser sessions. By having all these tools on a single web-based platform, your company can integrate more successfully.

Google Apps for Business would be a good investment for this company because it would allow everyone to communicate and share ideas, dates, and data on one single platform. By introducing Google Apps our company will save money from the start. Google's data centers are built specifically for these apps and run with 99.99% uptime so there is never of a loss of business. Another way this company will save money is because the browses are automatically encrypted to prevent hacking so it reduces the need for costly security infrastructure while still helping protect your data as it travels between a browser and our data centers. These apps also run online, which reduces the need for costly hardware and data back-up systems. By running online, all data and programs can be run in real time, from anywhere. There will never be a need to worry about whether or not information is old or not able to get somewhere in time, no matter where the other person in the company is. By implementing Google Apps for Business, our company can save time and money by being able to better collaborate.

1. "Google Apps for Business." *Google*. N.p., n.d. Web. 30 Oct 2012.
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3. "Google Apps." *Wikipedia*. Wiki, 29 2012. Web. 30 Oct 2012.
<http://en.wikipedia.org/wiki/Google_Apps>.