

Our company has an opportunity to increase its productivity and revenue by utilizing Google Apps for Business. Google Apps for Business is an affordable cloud based platform that offers many collaboration tools such as Gmail, Google Docs, Google Hangout and many more. These services would allow our company to work in collaboration with our suppliers and customers.

Google Apps can be accessed from any browser on a variety of devices including smart phones. Google Docs enables real time collaboration for documents, spreadsheet, and presentations by providing them with the ability to share information with necessary people. This will decrease the amount of time spent on looking for information. For example when our employees are processing a large order for a client we can have multiple people work on one document and share exact status of the order. Google Hangout, a video conferencing service helps us to communicate on a personal level with the suppliers and customers.

Investing in Google Apps for business will allow our company to increase productivity. The cost is directly based on the number of users and will cost \$50 a user per year. This platform will create a collaborative environment. Therefore we should invest in this technology, this will result in our company working with our suppliers and customers as a joint team.