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Flash Research Assignment #5
Google Apps for Business
10/24/2012

Implementing the Google Apps for Business platform would help our company to improve its productivity and better collaborate with its suppliers and customers. Google Apps provides various cost-effective productivity tools to companies by bringing people, processes, and information together. Investing in this technology would improve our team productivity while positively increasing our revenues. Utilizing Google Apps would not only provide our company with productive collaboration tools, but it would also bring the benefits of security, reliability, and high network uptime availability.

One of the key capabilities of Google Apps for Business is that it provides many effective collaboration tools such as Google Docs. Google Docs enables various teams to effectively create, share, and manage documents, spreadsheets, and presentations in a central location. Administrators can set permissions in Google Docs, so only people who are allowed can view or modify the shared contents. The secure collaboration and file sharing capabilities of Google Apps is extremely productive in business today since companies have offices in many different locations. This major advantage of Google Apps would increase the productivity of our teams, suppliers, and customers, while increasing the overall revenue of our company.

Investing in Google Apps for Business will help our employees, suppliers, and customers to interact and effectively collaborate with each other as an integrated team in a secure environment. Google Apps for Business is free for 30 days, \$5 per month per user account thereafter, or \$50 per year per user account. While being very cost effective, it also provides 25 GB of e-mail storage per employee, 24/7 customer support and 99.9% network uptime availability. By utilizing this technology, our company would increase its revenues by increasing the overall team productivity. It might also help our company to gain a competitive advantage over its rivals who do not use this same technology. Overall, investing in Google Apps for Business would be considerably beneficial and cost-effective for our company.

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