

Prompt #5:

Flash Research Assignment: Google Apps for Business

Step #1 – Flip a coin.

Step #2 – Determine your company.

If the coin came up “heads” then you are the CTA for a small biotech research company. You have a small team of researchers in two labs in the United States. You also have partnerships with researchers at three major universities which are also all located in the United States. The drugs that you develop are extremely lucrative. However, the R&D pipeline is long. It takes about 10 years to go from initial development of a drug to final approval from the FDA. With what is in your pipeline, you come out with a new drug about every three years. Your research teams in your labs and at the universities need to collaborate on a daily basis to keep the ideas and the pipeline flowing.

If the coin came up “tails” you are a midsized wholesaler of office supplies. You have partnerships with about two dozen manufactures. You provide office supplies to a variety of retailers ranging from little Mom-n-Pop stationary stores to the big guys like Staples. You need a platform where you can collaborate with both your suppliers and your customers so that you can work like an integrated team.

Prepare a paper for the CIO which describes the key capabilities of Google Apps for Business and describes the business case for making investments in this technology. You may recommend your organization adopts Google Apps for Business. You may recommend against adoption. It is your recommendation.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

Rachael Voluck

Mart Doyle

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Our company needs to implement Google Apps for Business to facilitate collaboration across our team. Google Apps for Business increases collaboration through a content-sharing platform that all of our users can access. Google Apps for Business will facilitate a constant flow of ideas through our different labs and university research centers, which will increase revenues by reducing the time it takes to produce products.

The key capability of Google Apps for business is that it facilitates collaborative communication across a business, no matter where employees are located. Google Apps for business allows users to utilize Gmail, Google Calendar, Google Drive, and Google Groups. Whether employees are working on Microsoft Office documents in Google drive, video calling through Google Hangouts, scheduling with the calendar, or chatting through Google Talk, they are able to work together across the company with all available information. GoogleApps for Business facilitates time efficiency by offering an easy-to-use medium for users to work through, which minimizes document redundancy and scheduling conflicts.

Implementing Google Apps for Business will cost \$50 per user per year. The benefits will be seen through the increased communication capability through Google Apps for Business. The time it takes to develop new drugs will be shortened. allowing us to increase revenue by producing more products in less time.

Works Referenced

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