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Google Apps for Business

Our company can collaborate better with both our suppliers and customers by investing in “Google Apps for Business”. “Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device” (1). It helps you work with your partners, vendors and customers just like you would with your colleagues and do things like schedule meetings, share docs, hold video chats and create project sites with people outside your company. (1) Google Apps can help us work like an integrated team with our suppliers and customers.

“Google Apps helps you and your team work faster and smarter by making it easy for everyone – employees, partners, vendors, anyone – to collaborate effortlessly across teams, companies and locations” (1). It provides you with apps that allow you to arrange impromptu video chats right from your inbox or jump into the same document and edit it together. With Google drive app every member of the team has access to right version of any document, spreadsheet or presentation and can track them better (3). Google Apps can help streamline everyday tasks like invoicing, budgeting, scheduling and more. You would be able to create an invoice template in Google Drive, balance your budget by sharing a single spreadsheet or let Google Calendar suggest times for your team to meet (1). Google Apps also includes dozens of critical security features specifically designed to keep your data safe, secure and in your control (1).

Investing in Google apps for business can make our company more productive and allow us to better manage are partnerships with our suppliers and customers. Google apps cost approximately $50 per user per year (2) but you don’t need to buy or maintain your own servers or client software and everything can be managed from a single interface (1). So the investment cost is more than compensated by cost and time saving of managing your IT infrastructure. Google apps will allow the company to work better with our partners by allowing to work together in real time across distance and across organizations (1).

**Work Cited**

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