An investment in Google Apps for Business will assist our collaborations with suppliers and customers. At a small cost of $50 per user per year, our company can realize key technical benefits like universal document access and video chat, along with the financial benefit of a 300% return on investment.

Google Apps for Business exists to facilitate business productivity. It assists business professionals in communicating and collaborating. It consists of a number of applications, including Gmail, Calendar, Drive, Docs, and Hangouts, which may be synchronized across user platforms. Google Drive is of particular interest to our organization, as it promotes universal document access. With universal document access, office supply order information can easily be shared with customers. Furthermore, documents describing order status can be updated in real time and saved to Google Drive, ensuring that customers always have up-to-date information about their orders’ statuses. Google Hangouts is another application that meets our company’s needs; it promotes the integration of our company’s workforce with those of our suppliers’ organizations. Supply issues can be dealt with immediately with video chat—a much richer and quicker alternative to email. The productivity increases associated with Drive, Hangouts, and the other apps in Google’s suite contributes to a significant return on investment.

According to Forrester Consulting, investing in Google Apps for Business yields about a 300% return on investment for (Google 2). Signing up 500 of our employees for 3 years would cost $75,000. If the return were to begin during the second year, our company would realize a benefit of $450,000 over years two and three. Therefore, the three year net benefit associated with this investment is $375,000.
Three Year Cost: 3 * 500 * $50 = $75,000
Three Year Benefit: (3 * $75,000) + (3 * $75,000) = $450,000
Three Year Net Benefit: $450,000 – 75,000 = $375,000