

Thomas Huang

Google Apps for Business

As a small biotech research company with a small team of researchers in two labs and partnerships with universities, we should invest in Google Apps for Business. An investment in Google Apps would increase the efficiency of our researchers because of the service's ability to share and edit many types of files. A Google Apps migration will decrease our annual IT budget as Google will maintain the hardware and software.

Google Apps for Business is an enterprise service whose core capability is collaboration, but contains complementary features such as security and search. Our researchers will have the ability to stay connected on projects from anywhere as revised content are automatically saved in the cloud. Google Apps works on any device with an Internet connection, thereby increasing flexibility and productivity. If a researcher does not have a laptop on them and needs access to the documents, they can access them from their phone. Google Calendar allows multiple people to access, post, and edit a single calendar so that anyone can sync meeting and events. Normally, documents are shared by e-mailing attachments to one another, but with Google Docs, a single document is edited and shared on the cloud.

An investment in Google Apps for Business would decrease costs and increase collaboration capabilities. Genentech, a biotechnology corporation has integrated Google Apps and states that its simplicity is unmatched. A Google Apps migration will decrease our IT infrastructure costs as this service is provided by Google. This would replace the traditional infrastructure of having to license Microsoft products and purchase new servers that are compatible with Microsoft Server upgrades. Although our R&D process takes about 10 years from initial development to final approval by the FDA, going concern is not a factor as Google's financial viability has never come into doubt since its inception in 1998.

References

Nerd, N. (2010). The real business case for Google Apps for Business. blog.gartonhill.com. Retrieved from <http://www.blog.gartonhill.com/the-real-business-case-for-google-apps-for-business/>

Metz, A. (2012). The largest enterprise Google Apps implementation I've seen - Part 1. techrepublic.com. Retrieved from <http://www.techrepublic.com/blog/google-in-the-enterprise/the-largest-enterprise-google-apps-implementation-ive-seen-part-1/806>

McCorvey, J. (2010). How to Use Google Apps to Improve Your Business. inc.com. Retrieved from <http://www.inc.com/guides/2010/06/google-apps-for-business.html>

Schwartz, M. (2012). 9 Google Apps Security Secrets For Business. informationweek.com. Retrieved from <http://www.informationweek.com/security/attacks/9-google-apps-security-secrets-for-busin/240005410?pgno=1>