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Google Apps for Business can enable our company to effectively collaborate with our suppliers and customers in real-time while drastically reducing IT costs down to \$5/user per month. Google Apps for Business provides intuitive business applications such as email, document management, sites creation, and calendar. These services are provided by Google at a fraction of the cost per user than traditional on-site servers.

Google Apps for Business provides a wide array of practical business applications that allow for real-time collaboration between users. All of the applications included with Google Apps for Business can be accessed by multiple users concurrently, and create an integrated workspace all on Google's servers. One application in particular, Google Docs, will prove to be extremely useful by allowing both suppliers and customers to access documents such as purchase orders simultaneously. The unique capability of Google Apps for Business is that the platform can easily be accessed by any device that has internet access, which will increase communication between our suppliers and customers by providing instant response time. Unlike other competitors such as Office 365, Google Apps for Business does not require extensive training and can be easily understood by someone who is not an IT professional (Hardenburgh).

Google Apps for Business only costs \$180 per user over the course of 3 years. This is significantly cheaper than operating on-site servers because our company would avoid substantial energy costs, IT professional salaries, and expensive hardware (McCorvey). Google Apps for Business does not set a limit on how many licensed accounts can be purchased, so all of our suppliers and customers could integrate with us easily and inexpensively (McCorvey). Google Apps for Business guarantees 99.9% uptime which means a decrease in downtime from 60-150 minutes on traditional on-site servers to only 10-15 minutes (Miles). Google Apps for Business is a great solution for mid-sized companies who need to collaborate on a budget (Hardenburgh).

Works Cited

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