

Why Use G Suite for Business

As a comprehensive collection of business productivity and collaboration apps, G Suite is a valuable tool for businesses of all sizes.

Google entered 2019 with [5 million](#) paying G Suite customers – a 25% increase from 2017. This is a testament to how useful customers and most importantly, businesses, find this cloud-based productivity toolset.

Notable [G Suite customers](#) include multi-nationals such as Nielsen, Colgate-Palmolive, and Broadcom to name a few.

G Suite For Business

G Suite was released 12 years ago, and originally called ‘Google Apps for Your Domain.’ Despite this, there is still a misconception that G Suite was designed for only for individuals, and not businesses.

The applications and software have long been accessible by individual customer accounts; however, G Suite has gone beyond just providing popular software as a part of their toolset.

G Suite offers businesses the ability to leverage leading productivity software, alongside benefiting from specially designed features for businesses.

Let’s take a look at the applications included in G Suite, and how they can benefit your business:

Enhanced Communication Through Gmail

As of 2018, Gmail had a global user base that comprised of [1.5 billion individuals](#) – including employees from businesses around the world who use Gmail as their primary work email.

With the G Suite plan, businesses can enjoy an extended storage space of 30 GB. This can be upgraded to virtually no limit, if they choose to opt for the G Suite For Business paid plan.

Having said this, the most important feature for businesses is the introduction of custom company email addresses with the G Suite package; this allows businesses to opt for branded or custom email domains.

Essentially, this means that you and your employees’ no longer have to use ‘yourname.company@gmail.com.’ Instead, you can add a touch of professionalism by opting for a corporate email domain such as ‘yourname@company.com.’

That’s not all! G Suite also offers unlimited Google Group email addresses, with priority email and call support around the clock.

For businesses, G Suite offers the G Suite Marketplace for various add-ons that can be paired with Gmail – for example you can know when your business emails are opened, send automated follow ups, and boost your conversion by using a multitude of other add-ons.

Secure And Safe Backup With Google Drive

As a cloud-based software suite, Google Drive is a crucial component of the G Suite, as it allows you to hold all your organizational data in a central place.

With advanced sharing and access options, Google Drive also enhances organization-wide collaboration between individuals, and departments. The drive is capable of interacting with various file formats, so users don't have to download additional software to view different files.

For businesses, Google Drive via G Suite also provides usage and reporting insights on how users have been interacting with content placed on the Drive.

Depending on the plan you choose, your Google Drive can consist of 30 GB, 1 TB, or unlimited storage per user.

Create, Share and Save Data With Google Docs, Sheets and Slides

Google Docs, Google Sheets, and Google Slides are the backbone of any workplace. They are virtually the processor, spreadsheet, and presentation programs that are available with G Suite and Google Drive.

The uniqueness of G Suite's Docs, Sheets and Slides programs lie in their advanced features such as: real-time collaboration, automatic tracking, a record of all changes made to a file, a built-in chat forum for document-specific communication, and much more.

Users can easily leave comments, suggest edits, and even save organization-specific templates for future use. In other words, [users can now collaborate and comment](#) on MS Office documents without the need for converting to Google's custom format.

As of February 2018, users can even collaborate and comment on Microsoft Office files without having to convert to Google's format, automatically.

The best part is that Google Docs and Spreadsheets that are created directly in G Suite don't contribute to your storage limit!

Be Organized With Google Calendar

Online calendars are crucial for businesses for meeting deadlines, managing schedules, and delegating tasks.

Google Calendar, G Suites online calendar, was launched in 2006. With the passage of time, it has managed to branch out of basic calendar tasks to allow businesses to enjoy smart scheduling. For example, this allows employees to see when their coworkers have 'open windows' of free time.

There are dedicated calendars for groups and meeting rooms, as well as public calendars for third-party communication, so customers can view company events.

Another benefit of Google Calendars is that they can be easily migrated to other calendars, such as Outlook or Exchange.

Keep In Touch With Hangout

Workplace communication and instant messaging have risen in popularity over recent years. Google Hangouts is the G Suite communication and messaging tool which was originally launched as 'Google Talk' in 2006.

Hangout supports multiple formats, such as text, voice, and video to increase communication and engagement. In fact, one of the best things about Hangout is the groups feature, which can be used to add up to 25 participants at a time!

G Suite offers inter-app integration across different software offered in the package, and Hangout features seamless integration with Calendar.

Other features include screen sharing for participants, public livestreams that are automatically saved in YouTube, and customized controls for administrators.

Create Your Own Website With Google Sites

In a digital age where the growth of eCommerce has reached record figures, it's astonishing that [60% of small businesses](#) still don't have a website, primarily because they lack the coding expertise required to make one.

Created in 2006, Google Sites is an intuitive website builder designed to help create websites quickly. This means that businesses can create websites with almost no coding knowledge!

Google Sites automatically generates an initial website, pre-populated with your business' name, location, hours, contact information, posts, catalog, and photos.

The initial website is based on a template, so you can customize the entire website including themes, photos, and text.

Businesses can even use multiple templates available for different website pages. For instance, you can use pre-made templates to create different landing pages, to A/B test your conversion rates.

Despite the [fractional surge in the pricing](#) of G Suite at the start of 2019, it continues to remain a necessary investment for all businesses.

Also, as the world continues to migrate to the cloud, G Suite allows businesses to leverage a cloud-based workplace software package that is designed to enable remote access, and promote overall productivity.