



Understanding Google Apps for Non-IT Professionals

Google Apps for work offers powerful, easy-to-use communication and collaboration tools at near zero initial cost. For small or medium sized businesses *Google Apps* can have a real impact on responsiveness. The programme is designed for owner managers or managers without specialist IT knowledge. It provides an overview and introduction of *Google Apps for work*. Delegates will get a detailed understanding of the features of the suite.

The course will highlight the business benefits and areas for critical process change.

It is designed to be as interactive as possible with regular opportunities for discussion. Regular use is made of detailed case-studies, drawing on lessons learnt from other small and medium-sized businesses. It is an introduction to the business step-change delivered by Google's suite. The tools are:

- ✦ email & shared calendars
- ✦ document collaboration
- ✦ website – intranet – extranet – blogs
- ✦ team forums
- ✦ chat messaging
- ✦ video messaging
- ✦ a social media hub
- ✦ remote presentations
- ✦ video conferencing
- ✦ a video and rich-media channel

These tools run on all devices, all platforms and are supported by world-class global infrastructure with state-of-the-art security. Set up and management by normal, regular users – users just like you – is part of Google's unique design brief.

Course Objectives:

- ✦ Competitive & strategic advantage of Google Apps
- ✦ Business purpose of each tool/app
- ✦ Interconnectivity between tools/apps
- ✦ Understanding Google Circles and the role they play
- ✦ A template for Google Apps integration or migration

Delegates are asked to bring their own laptops. Laptops are available to hire for a nominal fee.

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1 Day Course