



## Google Apps enables SimPro to achieve annual cost savings of AUD\$30,000



### At a Glance

#### What they wanted to do

- To do away with costly maintenance fees
- Implementation of a cost effective email server that would boost productivity levels

#### What they did

- Switched to Gmail and eliminated the need to replace their old email exchange server
- Utilised Sites to create intranet sites for internal documentation and file storage and to provided client access to relevant intranet sites for easier project management and facilitation
- Transitioned to using Google Drive, Google Chat, Calendar and Sites to increase communication and collaboration

#### What they accomplished

- Time savings of 20% due to better meeting planning and decreased need for travelling
- IT cost savings of AUD\$30,000 per year

### Business

Established in 2001, SimPro is a software company that aims to help businesses in the trade services industry manage their operations effectively via the use of their proprietary software. Based in Brisbane, Australia, SimPro has two other offices in New Zealand and the United Kingdom. Its overseas operations run as autonomous business units, with direction from its Australian headquarters. Working across different time zones means that communication is even more essential towards ensuring work processes stay seamless among the various country managers.

### Challenge

SimPro's employees rely heavily on email as well as a variety of communication channels to sync up with their colleagues based out of the Brisbane office. As SimPro expanded, their current Microsoft Outlook email server needed to be replaced in order to keep up with the large volume of emails. However, this would be a cost-heavy exercise and SimPro started to look for more cost-effective email solutions.

### Solution

Gmail was a preferred option for SimPro as a number of their staff had personal Gmail accounts and were familiar with the email infrastructure. The business decided to give the free trial of Google Apps a try and they soon realised that Gmail offered greater affordability compared to Microsoft Outlook. Being able to use Gmail and the other features provided by Google Apps to achieve greater productivity and efficiency at a much lower price met SimPro's business objectives.

Brad Cooper, CEO of SimPro said "We're very pro-adoption of our web based system and our employees are comfortable operating in that environment. The switch to Google Apps was spurred by the need for greater productivity and streamlining our operating costs."

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*"Google Apps has, without a shadow of a doubt, improved communications within our teams as well as with our clients,"*

*—Brad Cooper, CEO, SimPro*

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### Results

Since the switch to Gmail, SimPro no longer requires a dedicated IT staff to manage its email server system. Additionally, running on a web based system means that the business saves on resourcing as well maintenance costs, accumulating up to AUD\$30,000 in cost-savings per year.

Employees are also experiencing the benefits of mobility. Accessing Gmail and Google Drive on mobile devices is now a breeze for employees, increasing their response rates. "Being able to access documents via Google Drive has

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## About Google Apps

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit  
[www.google.com.au/apps](http://www.google.com.au/apps)

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enabled our staff to work from home. A case in point is the 2011 floods in Brisbane – it was business as usual as employees were able to continue working from home without disruption,” said Brad.

The mobile nature of Google Apps has also simplified many processes for SimPro. One example was the recent quick and easy relocation of the SimPro office. “Everyone packed their stuff, drove themselves into the new office, unpacked their computers and monitors and they were back at work. Within two hours, we’re able to relocate all 40 staff. That’s not something you’d be able to do if we were using desktops. It’d be a lot slower and you’d have to be connected to the office,” Brad said.

Aside from that, employees have seen time savings of 20% due to better meeting planning and decreased need for travelling via the use of Google Calendar and Hangout+.

SimPro has also utilised Google Sites to create intranet sites for document storing. This has made accessing and presenting information much easier. Google Sites is also used by the business to help them keep up with the statuses of their various projects. Brad commented, “We used to struggle with keeping clients up to date on various updates and deadlines but now, we use Google Sites to create sites for a project and we give access to our clients to see the documentation. This keeps clients up to date on the status of their project as well so it eliminates the need for them to be constantly ringing us to get status updates.”

Work processes have also improved as team members can share and collaborate via Google Docs, eliminating the hassle of multiple emails and endless editing. Brad shared an example when employees were able to come together to work on a last minute request for a large project tender.

The team, which comprised of employees based in various cities, were able to put together a document within an hour. “Everyone logged on Google Docs and each team member was able to work on their portions within the same document. A task, which would have normally taken much longer, was completed within an hour,” Brad explained. “It was all getting done simultaneously in real time, and they could make notes and all talk to each other through the application so that alone was a massive improvement in productivity,” he added.

“Google Apps has, without a shadow of a doubt, improved communications within our teams as well as with our clients,” Brad concluded.

