

Research firm Radicati names Google Apps for Business the leader in cloud business email.

The Radicati Group has done some homework for companies choosing a cloud business email provider. In a report entitled "Cloud Business Email - Market Quadrant 2013," the firm ranks Google Apps for Business ahead of all other players. A summary of Radicati's findings appears below.

Report overview

Radicati Market Quadrants illustrate how individual vendors fit within a specific technology market, classifying them as niche specialists, up-and-coming pioneers, today's top players or yesterday's leaders. In August 2013, Radicati used this model to assess and compare 14 cloud business email providers, including Google.

The report assigns companies to quadrants based on two factors: functionality (defined as a provider's fulfillment of criteria related to security, management, flexibility, storage, features and success) and estimated adoption (the size of each vendor's user base).

Cloud email on the rise

An estimated 27% of the world's business inboxes now live in the cloud, according to the report. Adoption of cloud-based services by mid-market and large organizations will likely pick up speed over the next four years, Radicati predicts. Here's why:

- Cloud-based email now stands on equal footing with on-premise email from a functionality standpoint.
- For larger organizations with sites across the globe, cloud services allow for a unified infrastructure, more efficient collaboration and lower IT staffing costs.
- Cloud business email providers now offer more advanced security features, easing related concerns.

Leader of the pack

Along with three other companies, Google was placed in the “top players” quadrant reserved for current leaders of the market. But that’s not all. Out of all 14 competitors, Google was ranked highest from both a functionality and adoption perspective by Radicati, making it their top choice for cloud business email.

Google Apps for Business

Radicati ranked Google number one for its Google Apps for Business productivity suite, which includes cloud email as well as other web-based tools for collaboration, communication and storage. Among other strengths, the report commends Google Apps for these reasons:

Built for the cloud. Google Apps was designed as an entirely cloud-based service from the ground up, so IT departments don’t need to spend time and money maintaining any desktop components.

A familiar face. Businesses choose Google Apps because they recognize Google as a trusted name and a longtime investor in reliable cloud infrastructure.

Consistency and comfort. Google Apps users enjoy the same experience across different devices, operating systems and browsers, and many employees already use Google products at home.

A complete package. The Apps for Business suite includes file storage and sharing with Google Drive, real-time collaboration with Google Docs, video meetings with Hangouts and custom email with Gmail.

Offline support. Gmail, Calendar and Google Docs let users view, edit and create content when they’re not on the Internet, syncing automatically when they reconnect.

About Radicati

The Radicati Group provides detailed email market size, installed base and forecast information on a worldwide basis, undertaking deeper and more comprehensive research than more diversified IT research firms. For more information, visit www.radicati.com.

You can access the full Radicati report [here](#).

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