

Bike company uses Google Apps to increase productivity



About Greyville Enterprises

- www.greyville.com
- Lichfield, United Kingdom
- Distributors of bicycle parts and accessories

Results

- Switched to Gmail because it was more user-friendly
- Used Gmail to filter incoming emails
- Used Google Docs to process orders from travelling sales representatives

“Gmail has absolutely saved us time and increased productivity.”

— **Oliver Beddows, IT manager.**



From bells to bottom brackets and from helmets to handlebars, Greyville Enterprises has them all. Founded in 1979, the company supplies bicycle parts and accessories to over 1,000 online and bricks-and-mortar retailers all over the UK from its warehouse in Lichfield, Staffordshire.

IT manager Oliver Beddows says Greyville previously used a hosted email service. “The user interface was not very good, and the boss didn’t find it easy to use. We switched to Google Apps because it offers the same interface as Gmail, and all of us had accounts. Also, we were running out of space on the old service, so Google offered us the space to expand.” With Gmail for Business offering 25 gigabytes of storage, this is no longer an issue for Oliver and his colleagues. Gmail is the main app the company uses, but staff also schedule meetings and other events on Calendar. Oliver says the main thing they like is the ability to filter emails into different labels. “The boss used to get tired of dragging and dropping emails into his inbox, but everyone uses Gmail now, and it has absolutely saved us time and increased productivity. Most of us are young and pretty switched on, and Google Apps doesn’t take much effort for new employees to learn.”

The company has also used Google Docs to create a centralised record of employees’ holidays, and to process orders from its team of travelling sales representatives. “We feed these into our own system, which makes the process a lot quicker and easier,” Oliver says.

About Google Apps for Business

Google Apps offers simple, powerful communication and collaboration tools for businesses of all sizes – all hosted by Google to streamline set-up, minimize maintenance and reduce IT costs. With Gmail for Business, Google Calendar, Google Groups and integrated IM, users can stay connected and communicate on the go. And, using Google Docs, they can share files and work together in real time, ensuring that all the versions of a document are well-organized and available wherever they work.

For more information, please visit

www.google.co.uk/apps