

FunMobility Migrates to Google Apps with Business Intelligence 101



What does a business do when it needs to escape the shackles of Microsoft Office? Faced with application downtimes and a myriad of other Microsoft problems, FunMobility turned to Google Apps for Business, and with the help of Business Intelligence 101, they changed their technology from a weakness into a strength.

The Problem

Adam Lavine, CEO of FunMobility had a vision to work in the cloud. He knew his business had to evolve in order to provide the rapid, responsive customer service a mobile optimization company demands. It needed a way to do so in a way that reflected FunMobility's business model of mobility and reliability, of being able to work from anywhere, anytime, and from any device. FunMobility needed to be everything it could not be while struggling to scale Microsoft Office products. His employees were frustrated daily with issues of formatting and uptime. As a result, Lavine saw what every manager fears: his employees lost productivity.

"Everyone is going to cloud based services and we had to as well to keep up with our own client and partner demands," said Emmet Williams of FunMobility. "It seems as though every brand and operating system was represented on the BYOD (Bring Your Own Device) platform. Keeping up with the transference of documents from person to person, device to device was daunting. Edits were getting lost, revisions had to be made multiple times, and work was moving slower than it should have. The server would go down from time to time and it was difficult explaining the problem to employees and determining how long it would be before everything was up and running again."

The Solution

The solution presented itself through the employees themselves. Many already used Gmail for personal email, so transitioning to Google Apps for Business seemed logical. But implementing that solution was not so crystal clear. "We knew the solution, we just weren't sure of the best way to get there, which is why we trusted the process to Business Intelligence 101," Williams concluded.

Implementation

Through Google Apps, the staff of FunMobility had instant and easy access to their work on a variety of platforms. By giving them the ability to work on their own tablets, phones, and laptops, in addition to any on-site PCs, FunMobility was able to eliminate the need for costly VPN hardware and continuous reformatting in accordance to device/operating systems. Following the Google Apps migration, the FunMobility staff could now work anywhere internet access allowed, whether from a plane or on the BART (Bay Area Rapid Transit), since access to work documents was independent of access to a physical server.

Of course, as with any change, there was initial resistance. Staff was afraid of a daunting learning curve. That's where Business Intelligence 101 Inc. came in. Bi101 provided the necessary assistance during the transition to make sure it remained seamless and that there was no impact on FunMobility's daily operations. Because of the training provided by Bi101 to the [FunMobility](#) staff, the learning curve for the transition was extremely short. Any technical issues and questions regarding setup or functionality were quickly addressed. The FunMobility team knew that Bi101's support team was only a call or email away.

"The team at Bi101 was inspirational and led us to further our own professional advancement through technology," Emmet Williams went on to state, "With each and every call our staff was always met with quick, conscientious and courteous replies, Bi101 understands that a technical partnership is built on a deep trust."

Benefits of Google Apps

- Increased flexibility to meet client needs. Using Gmail, Calendar, Drive, Docs, Spreadsheets, and Presentations provide improved collaboration and productivity, translating to better customer service.
- Reduced communication and infrastructure expenses. Google-hosted solutions allow access to emails, documents, and contacts from any computer or mobile device with internet connection anytime, anywhere.
- Improved profitability and efficiency. Work documents and emails are stored on the Google servers, eliminating the need for dedicated on-site servers.
- Better collaboration. There's no longer a need to download a Microsoft doc, email it, and wait for a response. Collaboration can be done in real-time, increasing productivity.
- Security and reliability. Documents are stored on Google's secure server, with multiple backup redundancies.
- Support. When businesses obtain Google Apps for Business through a reseller like Bi101, it can feel confident that answers and help will be there when it needs it.

"Bi101 matched my vision and my goals. Now technology is part of the solution rather than part of the problem. My employees are better able to collaborate, communicate, and work on the go." - Adam Lavine, CEO of [FunMobility](#)

Business Intelligence 101, Top Cloud Solutions, Bottom Line Results

We provide B2B software and equip companies with an integrated suite of cloud-based tools. This gives them a competitive edge and enables faster decision-making. We help businesses break free from the limitations of traditional information technology. Bi101 partners with Google, NetSuite, and other cloud solution providers. Our expertise and partnerships make us a leader in the industry.

At Bi101, our entire business is run using the same cloud applications that we offer customers. Upgrades are a thing of the past for us, and our clients. We use dozens of critical security

features to keep our client's data safe and private.

Business Intelligence 101 is not finished when the migration to Google Apps is complete either. We offer on-going service to keep your cloud-hosted solutions running smoothly, and we are always available to address any service issues that arise.

Visit our website at bi101.com, or call 866-552-4101. Detailed [contact information](#) is available on our contact us page.

We look forward to hearing from you. Business Intelligence 101 is the premier cloud consulting firm and we are always searching for solutions to the difficult challenges that businesses face daily.