



Taiwanese award-winning design company sees an 80% improvement in productivity with Google Apps



At a Glance

What they wanted to do:

- Gixia needed a simple yet efficient solution that allows their employees to communicate and collaborate anytime, anywhere, and on any device.

What they did:

- Many Gixia clients and suppliers also use Gmail which allows them to easily communicate with each other via Google Talk instant chat. Gixia Group also uses Google+ Hangouts to facilitate communication between different offices in Taiwan. With the Google Drive platform, Gixia is able to create a paperless work environment.

What they achieved:

- Internal communication and collaboration has improved significantly since Gixia switched to Google Apps, resulting in an indirect revenue increase of approximately 20%. Google Apps also helped to decrease Gixia's operational cost by at least 25,000 USD per year.
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Organisation

Gixia is a Taiwan based award-winning design company that is in the business of creativity and innovation. They primarily work with clients to orchestrate innovative methods to launch new products into the market. With offices in Taipei, Taizhong and Xinzhu, Gixia has seen rapid growth since its establishment in March 2010.

Challenge

Travelling is essential for Gixia's employees who often have to travel between offices as well as visit clients and suppliers. Due to this, employees rely on emails as their primary mode of communication. The company was using a traditional client-server based email system that was slow and complex, which made it impossible for employees to check their emails when they were on the move.

"We needed a simple yet effective solution that would allow our employees to communicate and collaborate anytime, anywhere and on any device," said Mr. Zhang, Chief Information Officer of Gixia.

Mr. Zhang elaborated "With our previous system, we could only retrieve emails if we had access to computers. This didn't work for us as our employees were very often on the road, which meant that they could not check their emails for an extended period of time."

Solution

As a personal user of Gmail and Google Maps, Mr. Zhang was already familiar with Google's consumer products and decided to explore Google Apps for Business for professional use.

"Google Apps gave us reliable and convenient access to our emails and documents, regardless of our location. The fact that Google Apps is so easy to use and affordable also contributed to our decision to switch" added Mr. Zhang.

The reliability of Gmail and ease of use also meant that Gixia didn't need to provide additional training for their employees, which helped them to save both time and money. Most of Gixia's clients and suppliers were also using Gmail and this made instant chat, via Google Talk, easier.

Gixia also uses Google Hangouts to facilitate communication between their different offices in Taiwan. The collaborative nature of Google Drive's platform facilitated teamwork and interaction among employees and has helped Gixia create a paperless work environment.

"Google Apps has supported our growth, and we are very satisfied with its product offerings," concluded Mr. Zhang

About Google Apps for Work

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/apps

Results

Communication and collaboration within the company has improved significantly since Gixia switched to Google Apps. The company experienced an 80% improvement in productivity. Additionally, the mobility factor of Gmail has enabled managers to deal with problems quickly as they are able to access their emails while on the go. This has brought an improvement in communications between clients and employees, resulting in an indirect increase in annual revenue by approximately 20%. Google Apps also helped to decrease Gixia's operational cost by at least USD 25,000 per year.