



## Cully and Sully stirs up success, serves customers more efficiently with Google Apps Premier Edition



### About Google Apps Premier Edition

Google Apps Premier Edition offers simple, powerful communication and collaboration tools for enterprises of any size – all hosted by Google to streamline setup, minimise maintenance, and reduce IT costs. With Gmail, Google Calendar, and integrated chat, voice, and video IM, users stay connected and work together with ease and security, within or beyond enterprise domains. Google Docs, which includes word processing, spreadsheet, and presentation tools, enables real-time collaboration and file sharing, keeping versions current, organised, secure, and available wherever and whenever users work. Google Groups enhances information-sharing among specific groups or project teams. Google Sites makes it easy to create and publish web pages on intranets or public sites, and Google Video supports the easy, secure sharing of enterprise video content. Google Apps Premier Edition minimises IT costs and complexity, provides built-in spam filtering, and includes a 99.9% uptime SLA.

For more information visit:  
[www.google.com/a](http://www.google.com/a)

*"The magic of Google is that it really is simple and it really does work. As a business, we don't really want to deal with IT issues, we want to make soup and pies and tell people about it. Google Apps has played an important part in allowing us to be as flexible, responsive and reliable as we can be."*  
—Cullen Allen, Co-Founder

### Business

Cully and Sully is one of Ireland's freshest and fastest growing new food businesses, producing a range of fresh soups and pies which are sold throughout the UK and Ireland. Founded in 2004, the company saw its turnover more than double year-on-year through its first few years thanks to its quality products, innovative marketing and fast-moving founders, Cullen Allen (Cully) and Colum O'Sullivan (Sully).

### Approach

Much of the momentum and day-to-day activity at Cully & Sully comes from its founders. Cully explains: "We have to be a very flexible operation – we very much run this business as just the two of us, with a few key staff and contractors. We don't have an office, we work out of the car or in hotel rooms and might go a week or two without seeing each other."

### Results

Cully examined a number of different options for email, including hosted versions of traditional client-server platforms and found them complex and expensive. A hotel manager recommended Google Apps Premier Edition and Cully, already familiar with Google's consumer products, was keen to try the service.

"Google Apps gives us professional, supported, high quality access to our email and documents on our laptops and our Blackberries. It cuts out the majority of spam email, we've not had any downtime and have had a great experience of the service," comments Cully.

A new, important benefit that Cully is experiencing with Google Apps is the company's potential for collaboration anywhere, any time and on any device: "We're starting to realise the full impact of sharing documents with Google Docs; being able to directly input into customer feedback documents, timesheets and recipes without the hassle of attachments and version control has a lot of potential benefits. It lets us react very quickly to our customers – both Sully and I list our contact details on the website, so its important we're able to share information between us to maintain our responsive reputation. The fact that we can do all this on our mobiles is a huge bonus as well."

"Amazingly, we've done all this without the need for any IT staff, saving us a ton of money and hassle," continues Cully.

### The Future

Cully concludes: "We're going to try Google Apps out for new things in the future – like sharing information with partners to develop new packaging for our products and working with contractors."