

VETech TOOLKIT

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INTRODUCTION SHEET

Name of the tool: Online collaboration

Specific tool: Google account and services

Level: Beginner

Target group: Small- and medium-sized enterprises (SMEs)

General description of the tool: online collaboration refers to a form of digital cooperation in which participants—regardless of their geographical location or time zone—work together on documents, projects, or tasks, either in real time or asynchronously. This is most commonly enabled by cloud-based solutions such as Google Workspace, Microsoft 365, or other similar platforms.

Online collaboration can take several forms:

1. The simplest tools include email and **chat applications**, which are suitable for quick information exchange.
2. More advanced are **video conferencing** solutions, which allow participants to communicate face-to-face, share presentations, and collaboratively discuss topics and issues.
3. **Cloud-based document management** systems enable multiple users to work simultaneously on text files, spreadsheets, or presentations. These provide real-time co-editing capabilities, significantly speeding up collaborative work.
4. **Project management and task-tracking tools** are increasingly common, helping teams collaborate in a structured way, with deadlines and assigned responsibilities.
5. **Shared calendars**, note-taking applications, and survey editors serve as simple but important complements to everyday collaboration.

Advantages:

- **Flexibility:** Participants can access the necessary information from anywhere and on any device, without the need for physical presence. This saves time and costs and enables efficient work, even for international teams.
- **Real-time editing and communication:** All changes are immediately visible, allowing faster decision-making and more effective problem-solving.



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- **Cost-effectiveness:** Some platforms are available for free, while subscription-based systems offer more extensive features. Subscriptions make expenses predictable and easier to plan.
- **Reliability:** Major providers adhere to high standards of security and data protection.
- **Storage savings:** Content is stored in the cloud rather than occupying users' local device storage. This reduces the burden on computers while ensuring that materials are accessible from anywhere on any device.
- **Scalability:** Whether it's a small group or a large organization, the tools can be easily adjusted to fit the team's size and needs.

Challenges:

- **Reliable, fast internet connection:** Poor network quality can disrupt collaborative work.
- **Tool updates and changes:** Online collaboration tools are continuously developed by providers. Using them requires ongoing learning and adaptation, and some participants may resist changes.
- **Data security:** While providers offer strong protection, user errors—such as weak passwords or improperly configured permissions—can pose significant risks.
- **Lack of personal interaction:** Maintaining direct human connections is more challenging in an online environment.

Summary

Online collaboration has become an integral part of everyday work and learning. It helps bridge distances, accelerates processes, and creates new opportunities for joint work. Although it comes with certain challenges, digital collaboration is an essential long-term tool for anyone who wants to remain competitive, flexible, and efficient.

Relevance of the tool for the target audience

For SMEs, efficient use of resources is crucial. These businesses often operate with limited budgets, small workforces, and rapidly changing customer demands, making it particularly important to implement flexible, cost-effective, and easily deployable solutions.

Digital collaboration allows SMEs to eliminate geographical and temporal barriers. For example, employees of a construction company can access cloud storage containing project plans directly from the worksite, while a consulting firm can collaborate with a client on the other side of the world via video conferencing and shared documents. This significantly increases flexibility and responsiveness.

From a cost perspective, online collaboration is also advantageous. There is no need to maintain expensive servers or in-house IT infrastructure, and subscription-based models are predictable and scale with the number of users. Additionally, storing documents in the cloud rather than on local machines saves storage space and maintenance costs.

Fast information flow is often critical in SME operations. Online collaboration tools—such as real-time document editing, task-tracking systems, and shared calendars—support efficient teamwork, reduce the volume of emails and version control issues, and make processes more transparent.



This is particularly important for businesses operating across multiple locations or when employees work partly remotely.

Another significant factor is competitive advantage. **SMEs that leverage digital tools for internal and external collaboration can respond more quickly to market changes and better serve their clients.**

Overall, online collaboration is not merely an option for micro, small, and medium-sized enterprises—it is increasingly a necessity. It helps simultaneously increase efficiency, reduce costs, and ensure the flexibility and dynamism that are essential in today's business environment.

The most common forms/applications/solutions of the tool

1. Document editing and file sharing

- **Google Drive** – A classic free package that allows users to create, collaboratively edit, and store documents (text files, spreadsheets, presentations) in the cloud.
- **Microsoft 365** (Word, Excel, PowerPoint, OneDrive) – A simplified web version of Office, available for free with a Microsoft account.
- **Dropbox** – Suitable for file sharing and basic collaboration.

2. Project and task management

- **Trello** – A simple, intuitive visual task and project management tool that organizes tasks, lists, and cards using Kanban boards. Tasks are represented as cards that move across columns, making it easy to see what is in progress and what has been completed.
- **Todoist** – Ideal for small teams and basic task management.
- **ClickUp** – A versatile project management solution whose free version includes task lists, boards, and calendars.

3. Communication and chat

- **Microsoft Teams** – Chat, calls, and basic meeting functions are available even in the free plan.
- **Google Chat** – Can be used for messaging with a Google account without a subscription.
- **Slack** – One of the most popular team communication tools, with a free version that includes a limited message archive.

4. Video conferencing and meetings

- **Google Meet** – Anyone with a Google account can start group video calls (free version allows up to 60 minutes per meeting).
- **Zoom** – The free version supports meetings of up to 40 minutes.



- **Microsoft Teams** – An integrated communication and collaboration platform that combines chat, video calls, file sharing, and project management in a single interface.

5. Note-taking

- **Google Keep** – Quick note-taking, creating lists, and sharing ideas.
- **Notion** – A comprehensive note-taking and knowledge management system; the free version is sufficient for small teams.
- **Evernote** – A classic note-taking app with basic features available for free.

6. Calendar solutions

- **Google Calendar** – One of the most widely used calendar solutions globally, with tight integration with Google Workspace applications such as Gmail and Google Meet.
- **Microsoft Outlook Calendar** – Also widely used, particularly among those who utilize the Microsoft 365 suite.
- **Zoho Calendar** – Especially useful for teams using the Zoho ecosystem. It allows calendar sharing, event management, and integration with other Zoho applications.

General presentation of Google account and Workspace as online collaboration tool:

What is it? For what to use it? Advantages and disadvantages

In Google Workspace and in Google account the same applications are available (e.g., Drive, Meet, Chat, Calendar, etc.). The difference is not in the applications themselves, but in the fact that the Google Workspace version offers extra features, administrative options, and storage for businesses.

This presentation focuses on the google services (applications):

Google account is a cloud-based online collaboration and productivity platform developed by Google. Its purpose is to provide all the tools a team or organization needs for effective collaboration, communication, and work within a single integrated ecosystem.

Key components of the suite include **Gmail** for email communication, **Google Calendar** for shared scheduling and meeting management, and **Google Drive**, which offers cloud storage and version control. Within Drive, users can access **Google Docs**, **Sheets**, and **Slides**—online office applications that enable real-time collaborative editing, commenting, suggestions, and secure document sharing.

Google Meet provides a video conferencing solution capable of supporting hundreds of participants, with features such as screen sharing, chat, and recording. **Google Chat** allows group conversations, topic-based rooms, and task management, making teamwork more transparent and efficient.



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One of the main advantages of the **Google account** is that it is fully browser-based, requiring no installation, and accessible from any device-computer, tablet, or smartphone. All changes are automatically saved to the cloud, minimizing the risk of data loss. The admin console allows centralized management of users, permissions, and security settings.

Additionally, Google Workspace is flexibly scalable, suitable for organizations ranging from micro-businesses to large enterprises, with subscription plans tailored to the organization's needs. Security is a strong focus, offering two-step verification, data loss prevention, and encrypted data transmission. Integration with other Google and third-party applications is straightforward.

Relevance of Google account for the target group:

Google account (Workspace) is particularly valuable for small and medium-sized enterprises (SMEs) because it combines flexibility, cost-effectiveness, and a modern digital work environment. SMEs often operate with limited financial, technical, and human resources, making it essential to use solutions that are quick to implement, easy to manage, and sustainable in terms of cost.

The integrated suite—including Gmail, Google Drive, Docs, Sheets, Slides, Meet, Chat, and Calendar—enables teams to collaborate in real time, co-edit documents, and communicate simultaneously. This leads to faster decision-making and smoother workflows, which is especially important for hybrid work setups or businesses operating across multiple locations, where efficient information flow and constant availability provide a competitive advantage.

Security and data protection are also key considerations. In Google Workspace the multi-layered security features—two-step verification, encrypted data transmission, and detailed administrative permission controls—help SMEs maintain GDPR compliance and safeguard sensitive information.

Another major advantage is scalability: the system can easily adapt to a company's size and growth rate, whether it's a small team or several hundred employees. Numerous integration options (e.g., Trello, Slack, CRM systems) and automation via Google Scripts further enhance efficiency.

In summary, Google account (Workspace) is a comprehensive, flexible, and secure solution that supports SME competitiveness by optimizing costs, accelerating workflows, and facilitating digital transformation.