



UNIT 3

1.1 What Is Cloud Email?

Cloud email provides you with powerful email tools and allows you to access them via the internet. Cloud email, unlike on-premises email solutions, is provided by vendors and fundamentally serves as a backup for your files, allowing you to quickly recover your information from the cloud backup if one of your systems fails.

Basically, cloud-based email means that all of your emails are kept and managed on a remote server rather than the company's on-site servers.

Along with the tools you need to receive, send, and store email messages, the vendor also offers the required security, technology, and maintenance, reducing the need for dedicated internal IT specialists to keep track of the email network.

So simply put, you just use their service to host your email solution.

Advantages of Cloud Email

Nowadays, more and more organizations are becoming aware of the numerous advantages associated with switching to cloud-based email services. Here are some of them:

Remote Access

Imagine a situation where you plan to work from home the next day but end up leaving your laptop at work. If your laptop is your only means of accessing the emails you need to complete your work, being without it can be a serious problem. With cloud email, you no longer need to be tied up to your physical workplace or even your company laptop. All you need is access to the Internet.

Owners and employees of organizations that use cloud-based email can access their emails at any time, from any place, using any digital device. This level of accessibility boosts productivity and allows employees to work from anywhere they want to.



Cost Cutting

One of the most important advantages of using cloud email is cost savings. Cloud email and hosting services help you save money on the maintenance and security of your servers. When a business uses a cloud email solution, it only pays for the resources it uses.

Also, cloud providers typically bundle web, domain, and email hosting into a single package, which can save you money over purchasing each service individually.

Enhanced Security

When you use a Cloud-based email system, your company's emails are stored in a secure, off-site location, making them more protected than if they were kept on-premises. A cloud-based email provider has far more money to spend on security than the majority of other businesses. Hence, companies that migrate to cloud-based email solutions are taking a step in the right direction in terms of data security.

Email Services Scalability

The scalability aspect of cloud-hosted emails allows businesses to increase their email use and capacity without having to upgrade or make significant changes to their system. Increasing the number of user licenses available to staff and management is a simple process for businesses that use a cloud-based email solution. They'll also find it simple to secure more storage and increase or decrease their computing capacities based on the organization's specific requirements.

Uptime Improvement

Cloud users benefit from increased uptime, which provides a more efficient email experience than employees at companies that still use internal email servers. An improvement in uptime allows for more optimal email usage. Since many vendors use multiple redundant websites and your data will be kept in the cloud, your business will benefit from improved uptime and disaster recovery response times.

Disaster Recovery



Even the best security and maintenance efforts aren't always enough to keep a system safe. Every piece of information held in the email archives of employees or company executives is in danger in the event of a system compromise. Therefore, it's easy to see how this can have a significant impact on a company.

Moving your email to the cloud minimizes the risk of losing any data you've saved in your email. Because information is stored in the cloud, if an employee's device used to access email crashes, the employee can quickly resume work on another device. All your messages, contacts, and any data saved within your email system will be safe.

Disadvantages of Cloud Email

There are some fears among business owners who are considering moving their email to the cloud.

The Control Matter

Businesses that host their email servers in-house know precisely who to contact in the event of an issue with the management and support of the email system. When using a cloud email server, the service provider has complete control over support efforts. Some business owners are bothered by the fact that they have no power over who manages their email system.

The Right Provider

Not only is the cloud provider responsible for securing your service, but they must also give you visibility into how they do it. If you don't choose a reputable cloud provider, you may find yourself in a situation where you are unable to access the data to which you are entitled.

Administrative Functions

The majority of business owners do not want to waste time handling mailboxes, users, or permissions. As a result, they must rely on their service provider to manage any changes that are requested.



Offline Time

Even though a trustable email service provider will keep services up and running most of the time, it's important to keep in mind that time spent offline is time spent completely offline. Internal and external email sending and receiving will be suspended until a potential issue is solved.

Additional Fees

While the costs of cloud-based email services are not outrageous, they can add up quickly for businesses that aren't careful. The importance of paying attention to email usage is especially essential for a growing company that may watch its fees increase as they start to ramp up activities.

1.2 Salesforce CRM

Salesforce is the World's leading CRM platform, enabling businesses to connect the customer efficiently, anytime, anywhere. To better understand the Salesforce, we first need to understand the CRM, its functionality, aspects, and why to choose salesforce CRM. In this topic, we will understand all these basic concepts of CRM.

What is CRM?

CRM stands for "Customer Relationship Management." It is a software used to store all customer-related details, such as Customer Name, Phone Number, Email Address, etc. It is also used to store all the records of the customer activities done for a particular product or business.

Every business needs a tool or software that can collect, store, and manage all the customer-related information to focus on the leads and sales. A CRM system is a software that tracks the progress of any sales process. It also tracks all the customer details, complaints, emails, follow-ups done with customers, customer agents' conversations, etc. The CRM also monitors the duplication of any case.

There are various CRM software available in the market, such as Salesforce.com, HubSpot CRM, Microsoft Dynamic, Freshsales, Pipedrive, Insightly, Zoho CRM, SAP CRM, etc.

Features of CRM

Below are the main features that a CRM software contains:



- CRM allows businesses to store, manage, and track customer information.
- It allows us to connect and collaborate with the entire team from a single place or device.
- It can intelligently capture any customer complain or emails.
- CRM can be extended as per the business requirement.
- CRM increases business profits by providing proper sales and lead management.

Aspects of Customer Relationship Management

There are mainly three aspects of any CRM system:

1. Retain

For any organization, it is crucial to maintain a good customer relationship with their clients or customers. If a customer is happy with the services, he will retail for a long time. For the continuous growth of any organization, acquiring new customers and retaining the old customers is mandatory. Below are three main reasons for which any customer leaves your service:

- Customers are unhappy with the services.
- They are not happy with the product.
- They want to use a competitor's service.

So, it is one of the crucial aspects of the customer relationship.

2. Acquire:

Customer acquisition is another important aspect of the growth of any organization. Every company wants a huge number of customers to increase their popularity in the market. A large number of customers can bring the leads easily and help to beat the competitors. And any company never wants to lose such a customer because it is complicated to bring the customer back and maintain the same belief to compete. CRM helps to acquire new customers with good deals and sales. With the proper follow-up and good communication with the customers, any company can easily get new customers for their business.

3. Extend:

After acquiring new customers and retaining the old customers, the next aspect of the CRM is the business extension. So how a CRM can help a business to extend the business value to its client? For this, any business can reach to its loyal customers for any new deal, as they will be the confirm buyer of that new deal. When any cosmetic brand wants to launch a new product, they reach out to some loyal



customers first rather than directly launching it to the market. They know that they would surely buy the product and give crucial feedback for the product quality. With the help of the CRM tool, any company can easily identify such customers.

Types of CRM Systems

CRM systems are mainly of two types, which are given below:

1. On-premise/Traditional System (Siebel)

On-premise or traditional systems are those systems for which any company would have to install the server, hardware, and software to work with the CRM system. The main disadvantage of an on-premise system is that it needs a lot of time, effort, and money to install and start working on it.

For on-premise CRM systems, the organization has to purchase the license of the software before installing it. If the organization has an acceptable security policy, then it is also the right choice. Still, the vendor does not have any responsibility for any flawless operation of the system after implementing the system.

2. On-demand/Cloud-based System (SFDC)

The other CRM system type is a cloud-based system or SFDC (Salesforce.com), for which we don't need to install anything. Only we need a system or laptop, internet, and salesforce.com licenses, and just by signing up, we can start working on the CRM. Any organization needs to purchase the salesforce.com licenses because servers, networks, databases and infrastructure are all maintained by Salesforce.

In a cloud-based system, the data is stored on the vendor's side, and they take all the responsibility for the system's seamless operation. The only main requirement is the high-speed internet connection. There are other cloud-based applications available today, such as google apps, cisco, Citrix etc.

Why Use Salesforce CRM?

Salesforce is the World's leading cloud-based CRM software. Being for a long year in the market, it provides comprehensive and most innovative CRM solutions. It is highly scalable and customizable, and it is also able to solve all the business requirements. The below diagram shows the difference between the legacy CRM platform and Salesforce CRM platform:

- Easy to use: The first reason to choose the Salesforce CRM is easy to access and use. We just need to log in and can start using it from anywhere. The user interface is so user-friendly, and the customization is also effortless.



- Cloud-based: The Salesforce CRM is cloud-based, hence provides lots of flexibility to its users. It provides a secure cloud infrastructure and provides cloud solutions for sales, marketing, analytics, etc.
- Multitenant Platform: Salesforce has multitenant architecture; hence all its users share the same infrastructure and software. Because of this, all the users receive automatic and seamless updates keeping their data secure.
- Multiple Integration Option: The Salesforce CRM has integration options possible with the help of open APIs. It allows the organizations to map the business on the Salesforce platform more efficiently.
- Mobile CRM: Salesforce provides the CRM platform on mobile also, and it is one of the earliest companies to provide this feature to its users. It allows us to run the business or execute any task, using our mobile also.
- Best help & Support: Salesforce has a diverse community that is always ready to help the customer anytime. They also support developers to enhance business activities.

1.3 Project management phases

1 Initiation

The project should be defined in the first phase of the project, including the development of a business case to support the conduct of the project. It will remain at the core of the project and ensure that the aim is to achieve the outcomes mentioned above. The business case should explicitly specify what the goal of the project is to achieve, where and under what budget, and set the agreed tolerances. It can be used as a guideline for any proposals for a potential shift. The business case should also specify who, at what point, for how long and what their roles and duties would be included in the project.

2 Requirements

This documentation describes the objectives in more detail. The project will include deadlines and any restrictions. It should also describe how the project can be considered to be effective in accordance with the requirements of all stakeholders.

3 Planning

Details of how the project will run, how it will be handled, and the level of control and communication should be included in the project plan.

All tasks related to the project should be planned in such a way as to avoid duplication of effort. You also need to ensure that the stages of the project are



in the right order. For example, if the project is to create a fish pond in a garden, it is not feasible to schedule the distribution of fish until the pond is full of water.

4 Execution

Those involved in the project should be given sufficient information to fulfill their part of the project. This should include time frames, deadlines and how to evaluate and measure progress.

5 Closure

- Projects are usually closed when they have successfully achieved their goals. It will be closed if the final plan changes, if funding is lost, or if it becomes clear that the project is no longer feasible. Formal ventures can continue to benefit from feedback and can be used to determine lessons learnt through the project-good and bad. The mistakes made are a key element of the learnings, which can be taken into account for future projects.

Project Management	Event Management
It mainly focuses on management of project activities until its completion.	It mainly focuses on each and every aspect related to events.
It is a temporary management process.	It is a permanent management process i.e. an ongoing process.
Project manager have more responsibilities than event manager.	Event manager have less responsibilities than project manager.
Factors affecting project management includes internal relationship, management tools, network as planning tool, time complexity, improper risk management, etc.	Factors affecting event management includes financial factors, timing and location, publicity, risk in costs, environmental issues, short lead times, etc.
Process of this management includes initiating, monitoring, planning project, controlling, and finally closing project.	Process of this management includes initiation, planning, implementation, event and finally closure.
Its benefits include accurate increase customer satisfaction, saves costs, reduce risk related issues, improve team	Its benefits include increase level of creativity, save time, effective risk management, measurability, increase level



Project Management	Event Management
collaboration, etc.	of satisfaction, etc.

1.4 Task Management

When it comes to choosing a cloud-based task and project management tool, the first question many users ask is this: is it safe? Precisely because these topics matter to our users, data security and privacy are top priorities for Meister too. In our special three-part series, we're discussing the basics of cloud software, why cloud security is important, and why your team needs to prioritize using a secure, cloud-based task management system. This post will provide some must-know information on how it all works.

In a MeisterTask context, we use cloud technology to create fast, secure task management. In other words, the cloud makes your experience with the tool more efficient, more secure and more collaborative. Much of this is due to how the tool itself is used. Over time, to your projects and their tasks: design assets, specifications for developers, content drafts and much more besides. A cloud-based task management tool means all this data can be stored online, without clogging up your internal storage capacity, and can be accessed without the need to duplicate files on every device your team uses.

However, it's not just about documents: cloud services like MeisterTask store countless other types of data to improve user experience, some of which are confidential and should remain so. This leads to a question: if everything is stored "in the cloud," how do I know my data is in safe hands? You would be right to ask it, too. Cloud security is one of the biggest issues facing the online economy and the subject of intense political and technological debate. In fact, the security situation surrounding the cloud is so important that special regulations like the EU's GDPR (General Data Protection Regulation) have been introduced to keep user data safe online.

The international ISO 27001:2013 certification goes even further. It requires an external audit of the processes and policies relating to all information a company holds. This includes both digital data and physical records. The audit also involves a review of the measures in place to keep physical locations, such as offices, secure. For a company to achieve ISO 27001:2013 certification, protecting user data must be fundamental to how business is done.



1.5 How Does Cloud Software Work?



Cloud software works by **providing access to a cloud via the internet** and granting permission to **use cloud storage for cloud computing**. Its various components are managed and operated by third-party developers. Users typically pay only for the services they use by committing to a cloud software subscription.

The first step to understanding cloud security is getting to grips with the terms involved, some of which are, rightly or wrongly, used interchangeably. Here are a few key definitions:

- **The cloud** is a decentralized platform that enables users to store and share information. Its main purpose is to provide a secure and reliable environment for transferring data.
- **Cloud storage** allows users to store and manage large amounts of documents, through an internet connection, making it easier to work from home. Users can store and access their data on any device.
- **A cloud computing system** is a network of computers and servers that are managed remotely. It can be used to store and process large amounts of data. A central server manages the system's traffic and client demands. It uses a set of rules to ensure that the operation runs smoothly.



- Finally, **cloud computing** includes all of the actual services that the above components provide such as task management.

The Benefits of the Cloud



One of the biggest draws of cloud computing for task management and cloud software in general is storage. In the context of task management, if you have hundreds of project collaborators, it might be hard to provide enough storage space on your own. Cloud software reduces server utilization while still keeping the same amount of storage space. This saves time and money for companies that aren't able to maintain their own servers. Here are five other key benefits:

- **Cost-effective.** Cloud computing largely eliminates the need for hardware and software purchases, as well as the time and expense of running an on-site data center.
- **Convenient.** Most cloud computing services are self-service and on-demand, which means that businesses can easily and quickly provision large amounts of computing resources.
- **Efficient.** Cloud computing cuts costs by eliminating the tasks that typically require on-site staff time. It also allows them to focus on more important tasks.

Scalable. Global distribution and a network of secure data centers help companies improve network latency and decrease associated performance costs

1.6 Word processing Software types



1) Microsoft Word

It is a writing app that helps you to transform documents into web pages. It offers a real-time translation facility with just one tap. This program enables you to read and edit documents attached to the email.



Features:

- It provides templates for resumes and forms.
- You can read documents, PDF, letters, and scripts on your mobile device.
- It enables you to save a document as a PDF file.
- Share your file with others with a few taps.
- Support editing with rich formatting.
- Manage permission for documents
- You can comment in the documents.
- Supported platform: Android, Mac, iOS, and Windows.

2) Google Doc

Google Doc is an online application that helps you to format text and paragraphs. It contains numerous fonts and images. This word processing software tool offers templates for writing documents. You can use the application to create and make changes in files anywhere at any time.



Features:

- You can access it from a Phone, tablet, or computer.
- You can make changes in the document in real-time.
- It offers chat and comment in the file.
- Convert Google Doc file to Word file or vice versa.
- You can search quotes, text, and images in the Google Doc Android app.
- Supported platforms: Web, iOS, and Android, and Mac.

3) Grammarly



It is a widely used writing enhancement tool. It offers numerous writing styles, suggestions for grammar, vocabulary, and syntax. You can use this tool via the website, as a browser extension, or as an app that you download to your computer.



Features:

- It helps enhance your writing skills by highlighting grammatical mistakes and areas of improvement.
- It works with every type of website with ease.
- Detect contextual mistakes.
- Genre-specific suggestion abilities.
- It offers a useful knowledge base for grammar learning.
- Helps writer to boost their writing style.
- Make text corrections across different websites and platforms.
- Supported platforms: Web and browser extension.

4) Prowritingaid

It is a tool that offers world-class grammar and style checking facility. It helps you to edit documents faster. This software includes more than 1000s of style to improve your writing.



Feature:

- It enables you to fix the writing style issue.
- Prowritingaid shows spelling and grammar mistakes.
- It has word explorer facilities to find the right word.
- This tool offers a consistent report to reduce mistakes.
- Supported Platform: Mac, Web, and Windows.

5) Scrivener

It is an ideal app design for writers. It provides a management system for documents and metadata. This app helps you to organize and research the document for easy access.



Features:

- It highlights the phrases that you need to work.
- You can add comments and annotations.
- This software allows you to indent block quota.
- Make heading large and bold.
- You can import plain text files, and Word documents, PDF documents, and more.
- Supported Platform: Windows, iOS, and Mac.

6) Calmlywriter

Calmlywriter is free writing software. The design of this program is minimal. This online application is design to help you to focus on your writing skills. It has a “focus mode” option that can highlight the paragraph you are writing.



Features:

- You can get the support of full-screen mode.
- It is simple to use.
- You can on or off typewriter sound.
- Supports syntax to format headers, bold, italics, as well as bullets.
- It allows you to use keyboard shortcuts.
- Spell check via a browser.
- It provides a word counter.
- You can export to PDF file.
- Supported platforms: Web and browser extension.

7) Ginger software

Ginger is one of the oldest writing enhancement tool. It is one of the best free word processor that will help you to correct text as you type, picking up many common grammatical errors like punctuation, sentence structuring, subject-verb agreement, writing style, and wording. Apart from the usual grammar, the checker offers a set of unique little features in it like text reader, translator, trainer, etc.



Features:

- Ginger software is well efficient Grammarly checker tool to detect misspelled words.
- It helps you correct all errors at once and allows you to undo all changes with just one click.
- This program allows you to do the switching between US and UK English languages.
- Ginger punctuation checker helps you to check punctuation mistakes in your content.
- You can add your words to the personal dictionary to consider them as errors in the future.
- Identify document errors and correct them.
- Spelling and grammar check.
- Help improve users' English writing skills.
- Supported platform: Windows, iOS, Mac, and browser extension.

8) JotterPad – Writer, Screenplay, Novel

JotterPad is an Android application that is designed especially for writers. It has a plain text editor helping you to write books, poems, novels, essays, etc. The tool enables you to focus on converting your thoughts into a plain text file.



Features:

- You can quickly search for phrases.
- It supports Markdown (Text to HTML conversion tool).
- It allows you to count words.
- This tool helps you to control the version of the document.
- Write or edit the text in the cloud.
- Print or publish your work to PDF.
- It has a built-in dictionary to search for words.
- Supported platform: Android.

9) Evernote Web



Evernote is an application designed for writing notes. This free word processing software helps you capture and prioritize your ideas, to-do lists, and projects across more than one computing device.



Features:

- You can move or remove the section of the page.
- It allows you to change the design of the paper.
- Erase unwanted strokes or marks.
- Enables you to highlight the color of the text.
- You can copy, cut, or paste selected shapes or strokes.
- Supported platform: Windows, iOS, Android, and Mac.

10) Readable

Readable is a word processor that helps you to test the readability, grammar, and spelling of your text. It supports integration with API into your content management software. You can paste your text into this tool, and it will give you instant analysis. It also recommends improvement.



Features:

- It can analyze the quality of the text.
- This free word processor tool can check the density of the keyword.
- The application gives readability alerts.
- It provides team management facility.
- Readable allows you to share text, file scores, and websites.
- Supported platform: Web.

11) Dragon Naturally Speaking

Dragon Naturally Speaking is software for speech recognition. This application allows you to talk, and your words will appear on the screen. It helps you to make documents without using a keyboard.



Features:

- It allows you to control your PC by voice with accuracy and speed.
- This tool is faster than typing text with a keyboard.
- It can be used by students, enterprise users, and professionals.
- Supported platform: Windows, Android, and iOS.

12) Scribus

Scribus is a free and open-source desktop publishing software. It is specially designed for typesetting, layout, and presentation of files. This app can also create PDFs and forms.



Features:

- It offers a user-friendly interface.
- Support publishing features like color management and PDF creation.
- You can draw vector drawings.
- This application Supports documentation creation tools like LaTeX, Lilypond, etc.
- You can import or export a huge number of files to Scribus.
- Supported Platform: Windows, Linux, Mac OS X, Solaris, PC-BSD, OpenBSD, NetBSD, and Haiku.

13) Draft

A draft is a tool that helps you to write a draft simply and easily. It is one of the best word processing programs that enables you to control the version of the documents. This software allows you to import documents from a wide range of cloud services.



Feature:



- Email your doc into the draft.
- It can assist you with transcription.
- Support Markdown.
- You can share your document with others.
- It allows you to comment on your writing.
- Supported platform: Windows, Mac, and Linux.

14) iA Writer: The Markdown Writing App

iA writer creates a clean and easy to use writing environment. It helps you to edit your text file in any app you like. This app has a focus mode that allows you to stay in the flow.



Feature:

- It can highlight the syntax.
- This tool can search the document.
- Support customization of the template.
- It supports automatic table alignment.
- The app offers two modes light and dark mode.
- It helps you to write a phrase and a sentence.
- Supported platform: Mac, Android, iOS, and Windows.

15) Writer Plus (Write On the Go)

Writer Plus (Write On the Go) is a writer app. This tool helps you to write notes, poems, novels, and essays on tablets or phones. It supports many languages, including English, Russian, German, Chinese, and French.



Feature:

- It enables you to open, make changes, and save a text file.
- This tool provides keyboard shortcuts.
- Provide support of Markdown format
- It utilizes a limited system resource.



- Writer Plus enables you to use H3, H3, H4, italic & bold, list, numbered list, and more.
 - Supported platform: iOS, Android, Mac, OS X, and Windows.
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16) iA Writer

iA Writer is a text editor that gives users a clean, simple, and distraction-free writing experience. This tool can be used devices like smartphones, tablets, and more.

Feature:

- Supports keyboard shortcuts.
 - It can highlight the current sentence and word you are typing.
 - You can connect to cloud services like Google Drive and Dropbox.
 - It has easy to use writing interface.
 - Supported platform: Mac and Windows.
-

17) Writing Challenge

Writing challenge is a tool that provides an easy way to improve writing. You can write stories step by step. It helps you speed up your writing by adjusting the timer.

Feature:

- This tool helps you to generate creative ideas.
 - It provides many combinations to start your stories.
 - This software offers an option to suggest in your story.
 - Supported platform: Android, Mac, and iOS.
-

18) Novelist – Write your novels



Novelist is the app that can be used to write novels. It is free software that allows you to backup and restore documents with Google Drive. This software offers a book preview facility. The tool has a rich text editor that saves your document automatically.



Feature:

- Write anything using any browser.
- It has templates that help you to write a book.
- Book compilation in EPUB (e-book file format), HTML format.
- You can insert comments in your book.
- It allows you to see and restore previous versions of the text.
- This application offers a comfortable night mode that enables you to focus on writing.
- Supported platform: Android.

19) Pure Writer

Pure Writer is a simple text software that is designed to have a good user experience. This tool helps you to recover accidentally removed documents. It saves the article if the content is changed.



Feature:

- Check if the article is saved in the database or not.
- Offers history records and undo and redo features.
- Integrate this tool with WebDAV (Web Distributed Authoring and Versioning).
- If this software fails to autosave the file, you won't be able to exit the editor without saving it.
- Supported platform: Mac, Windows, and Android.



#20) Write Room

Write Room is an application that helps you to write without distraction. This tool offers a full-screen writing mode. It helps you to focus on your writing.



Feature:

- You can handle large document information quickly.
 - It offers live reading time and word count.
 - You can select sentences, words, and paragraphs using a command.
 - It automatically log activity to a spreadsheet.
 - The application provides themes to save switch and save settings.
 - This tool enables you to choose paper textures, background images, and typing sounds.
 - Supported platform: Mac and iOS.
-

21) Ulysses (for Mac)

Ulysses is a tool that helps you to manage you're your projects. It enables you to work anywhere, anytime. This tool helps you to transform the text into a PDF file. You can export text file HTML for use on the web.



Feature:

- This software offers a clean and distraction-free environment.
- It helps you to enhance plaintext.
- Ulysses has a hierarchic group that enables you to organize your writing project.
- Collaboration, for example, with your colleague using Dropbox.
- Export text file to Markdown, HTML, or rich text.
- Publish stories to Medium and WordPress.
- Provides live preview to see how your output will look like.
- It has numerous styles and themes.
- Supported platform: Mac and iOS.



22) Byword

Byword is a writing app that has tools for writing Markdown and rich text formatting files. It has a word checker and counter feature. This program supports VoiceOver API. You can use this software to capture ideas and notes that are available in all the devices.



Features:

- It helps you to make writing easier.
- This tool can Sync text files across all the devices, including Mac, iPhone, iPad.
- You can export texts file to HTML and PDF documents.
- Publish to Blogger, Medium, Evernote, Tumblr, WordPress, and many more.
- Supported platform: Mac and iOS.

23) Writer

Writer is a word processor that enables you to create documents for free. This tool offers readability, contextual grammar, and style suggestions. It allows you to integrate with Blogger pages or WordPress.



Features:

- Allows you to collaborate with team in real time.
- It helps you to review and document approval easily.
- You can save the document as PDF and MS Word.
- This tool helps you to manage your workflow.

Enables you to merge documents together



1.6 Social Networking

Introduction

- Social Networking refers to grouping of individuals and organizations together via some medium, in order to share thoughts, interests, and activities.
- There are several web based social network services are available such as facebook, twitter, linkedin, Google+ etc. which offer easy to use and interactive interface to connect with people with in the country an overseas as well. There are also several mobile based social networking services in for of apps such as Whatsapp, hike, Line etc.
- **Available Social networking Services**
- The following table describes some of the famous social networking services provided over web and mobile:

S.N.	Service Description
1.	Facebook Allows to share text, photos, video etc. It also offers interesting online games.
2.	Google+ It is pronounced as Google Plus. It is owned and operated by Google.
.3	Faceparty Faceparty is a UK based social networking site. It allows the users to create profiles and interact with each other using forums messages.
4.	Linkedin Linkedin is a business and professional networking site.
5.	Flickr Flickr offers image hosting and video hosting.
6	Ibibo Ibibo is a talent based social networking site. It allows the users to promote one's self and also discover new talent.
7	Whatsapp It is a mobile based messaging app. It allows to send text, video, and audio messages
8	Line It is same as whatsapp. Allows to make free calls and messages.



9

Hike

It is also mobile based messenger allows to send messages and exciting emoticons.

Where Social Networking Helps

Following are the areas where social networking has become most popular:

Online Marketing

Website like facebook allows us to create a page for specific product, community or firm and promoting over the web.

Online Jobs

Website like linkedin allows us to create connection with professionals and helps to find the suitable job based on one's specific skills set.

Online News

On social networking sites, people also post daily news which helps us to keep us updated.

Chatting

Social networking allows us to keep in contact with friends and family. We can communicate with them via messages.

Share Picture, Audio and video

One can share picture, audio and video using social networking sites.

1.7 Benefits and Features of Groupware

Groupware allows on-site workers and geographically dispersed team members to work with each other over the internet or an intranet. These software applications typically provide many benefits:

- **Authentication and logging:** Standard ways of accessing the groupware, logs of who does what, and records that meet legal discovery requirements.
- **Communication:** Chat tools, threaded discussion groups, and private mailboxes.
- **Interactive work:** Polls, real-time file editing, and shared task management.
- **Discoverability:** Central storage of files and information assets supported by a robust searching tool.
- **Coordinated workflows:** Processes managed by the groupware that handle approvals, reviews, and proofreading, as well as support for project-management processes.
- **Enterprise knowledge management:** Internal wikis, protected reference documents, group bookmarks, shared password repositories, and version-control histories.
- **Social engagement and reputation management:** User groups, profile badges, profile customization by users, gamification through user levels, and user engagement contests.



It's not only employees of large companies who benefit from using groupware; for entrepreneurs and freelancers, these tools enable easy file sharing, collaboration, and communication over projects with remote clients, all from the comfort of the home office.

Different groupware solutions support different features. Most groupware environments do not offer all the features listed above, but many offer a subset in different combinations.

Groupware Software Examples

IBM Lotus Notes (or Lotus Software per the IBM Lotus website) was an early collaboration software suite and is still used in many offices. Microsoft SharePoint is another major groupware solution that's well-established in large enterprises.

Major comprehensive groupware suites, beyond the offerings from IBM and Microsoft, include:

- [G-Suite](#): Google's platform of email, documents, and social collaboration.
- [Zoho One](#): A business-focused suite for small and mid-sized companies.
- [Salesforce](#): A platform for customer relationship management.

In addition, a flourishing ecosystem of groupware with targeted-use cases offers flexibility to pursue best-of-breed solutions for use with, or instead of, a more expensive comprehensive groupware suite:

- [Basecamp](#): A popular paid project management tool.
- [Huddle](#): Offers a free but limited account and paid accounts.
- [Xero](#): Offers a complete online accounting system in the cloud.
- [WordPress](#): A free platform for web-based content.

