

# HOW GRAZE GREW

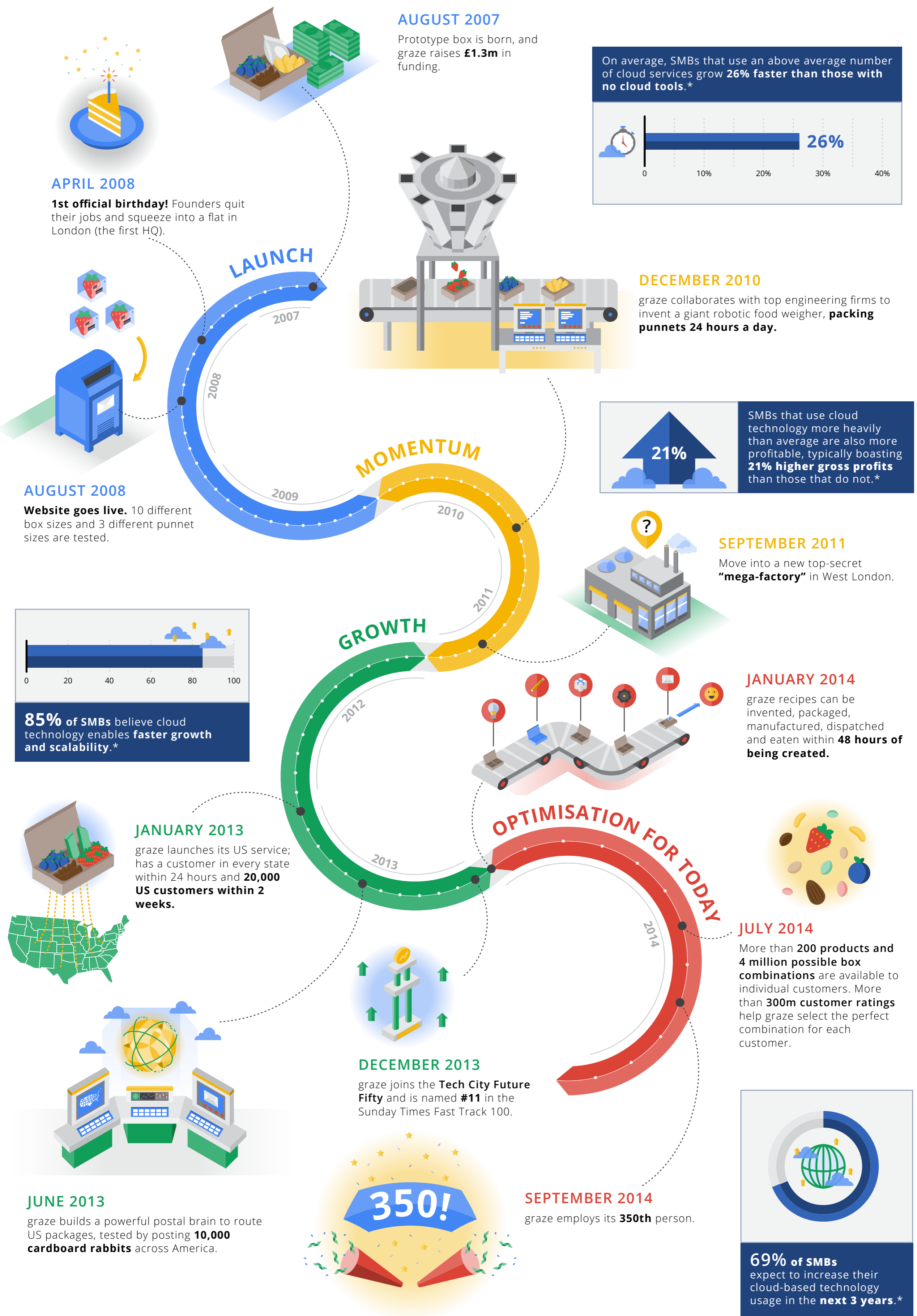
How Smart Technology Decisions Unlocked Growth for graze

graze®

graze, a British snack-by-mail startup phenomenon, was the first company to ever send fresh fruit through the post. In fewer than 10 years, graze has transitioned from idea phase to one of the UK's fastest growing businesses. Here's a look at the company's success and how technology has played a pivotal role in its journey.

## GRAZE HAS GONE GOOGLE

At graze, the priority has been to pick tools that can transform the business — and for this it relies on **Google Apps for Work**. Moving from Microsoft Exchange to Google Apps for Work saved graze 50% in IT costs alone. But beyond the financial savings, **Gmail** and **Calendar** for work connect graze's teams and their applications under single-sign on, so they stay on track and secure.



### SOURCES

Interviews with graze

\*Small Business, Big Technology - How the cloud enables rapid growth in SMBs. Deloitte. 2014.

Google Apps for Work