



# Women And Technology Today Training 120:

## Mobile Apps: What's New & How They Help Small Businesses Innovate and Grow



- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization representing over half a million Women Business Owners including over 49 business organizations.
- Advocates for and on behalf of women and minorities in business.
- Thirty-one local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.

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1-888-488-WIPP



# WATT Program:

*National program from WIPP's "Women, Money and Opportunity: Powered by WIPP" series.*

*The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.*

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# Special Introduction:

**Cathy Martine**

Executive Vice President,  
Small Business Solutions and  
Alternate Channels,  
AT&T Business Solutions

# Mobile Apps: What's New and How They Help Small Businesses Innovate and Grow

Walt Rivenbark

AVP Mobility Applications Consulting

Small & Medium Business Markets



# Mobile Applications

- 3.9 Billion Mobile Apps Downloaded in first half of 2010
- 250,000 Apps in the Apple App Store for iPhone
- 15,000 Apps in the Apple App Store for iPad
- 10,000 Apps in the BlackBerry Apps Store

## **What does this mean for business?**

1. Availability of Applications are plentiful for Business!
2. Productivity Applications help you get more done.
3. Mobile Business Applications help you **SAVE MONEY** or **MAKE MORE MONEY** by being more efficient and managing your businesses better than you could without them!
4. Mobile Business Applications allow you to **INNOVATE** and **GROW** faster!



# What do Mobile Apps do for Businesses?

## WORKFLOW ENHANCERS

Real-time enablement of core customer-facing processes

- Work order create – review, update
- Workforce scheduling and dispatch
- Sales order – quote and commit
- Personal information access

## KNOWLEDGE ENHANCERS

Real-time access to tracking and information that supports workflow

- Mobile Inventory
- Asset Tracking and monitoring
- Knowledge-base lookup
- On-Site inventory

## TRANSACTION ENHANCERS

Real-time capability to perform key transactions in the workflow, such as data capture, alerting and response, and print

- Data capture
- Alerting and response
- Print

## REPORTING ENHANCERS

Real-time capability to perform analysis to improve decision making

- Sales pipeline
- Time and expense
- Account and contact management
- Executive dashboard

**What strategy can you use?**



# #1. Leverage Smartphone's to their fullest!

Getting Email today? How... POP3 / IMAP?

Missing out on:

- Wireless Calendar Synchronization
- Wireless Contacts Synchronization
- Advance Calendar Functionality
- Remote File Access
- Access to Intranet

Other Productivity Applications...



= \$0



AT&T  
Navigator



FlightTrack



Twitter



LinkedIn



DocsToGo



# ...including access to CRM data!!



Real-time interaction with CRM cloud



Log a call as it happens!



Can even do expense reports



# #2. Leverage Mobile Resource Management tools for all of your field workers & assets!



## 5 Key Capabilities:

- Wireless timecards
- Job dispatching
- Wireless data capture
- GPS tracking and location of people, Trucks and Assets
- GPS navigation



# #3. Get Access to the back office from anywhere while on the go...

## Backup & Go by AT&T

- Full or selective backup
- Anytime, anywhere access to data files
- Easy, optimized viewing on mobile phones
- Remote Print



# ... and get IT support from the experts anytime, anywhere!

## AT&T Tech Support 360 is a 24/7 remote live, tech support service for your small business needs. We support your PC hardware, software, network and peripheral devices.

- IT certified, U.S.-based technicians
- Focus on SMB Business Applications
- PCs, Macs, DSL, Wi-Fi, and Peripherals
- Agnostic to the software, OS, devices and brand of hardware
- Simple, Affordable, Professional



# #4. Collaborate with vendors, partners, prospects and customers while on the go with advanced web conferencing!

## Web Conferencing

- Whiteboard and annotation tools
- Application sharing and Document sharing
- Text chat -- private and group-wide messages

## Audio Conferencing

- Global IP audio capability
- Mute, un-mute, participant count, lock/unlock session, etc.

## Video Conferencing

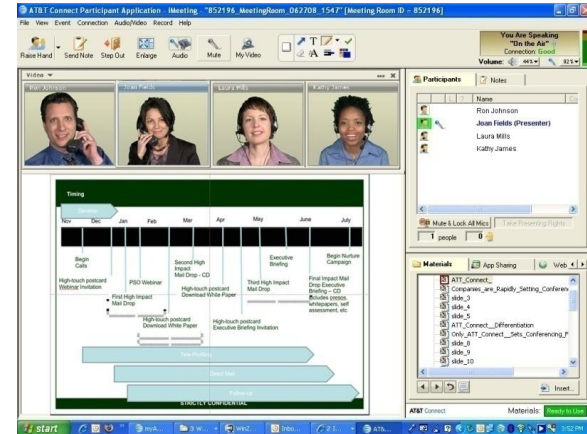
- H.264 video codec for superior image quality
- Up to 4-way continuous-streaming multipoint video

## Integration

- Calendaring tools, Outlook® and Lotus Notes®
- UC Integration with OCS® and SameTime®

## Mobility

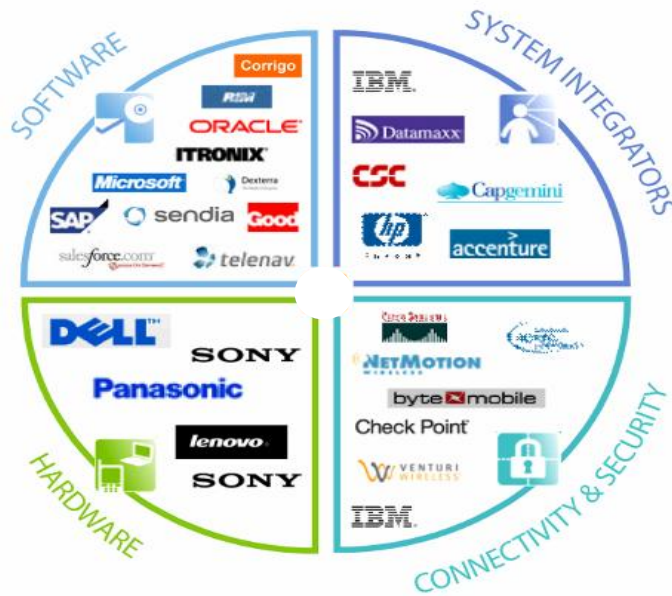
- AT&T Connect mobile on iPhone



**3G Laptop**



# #5. Find a Partner that understands your business



## devCentral / Solution Creation Center

Provides tools, knowledge business opportunities and resources including a rich portal and (remote or on-site) access to a state of the art development lab, the Solution Creation Center



## Software Certification

Allows companies to validate wireless solution on the AT&T network against a stringent set of technical, functional, and quality requirements







## Network Compatibility Testing

Allows companies to test the compatibility of vertical, specialty and non-stocked wireless devices with the AT&T network



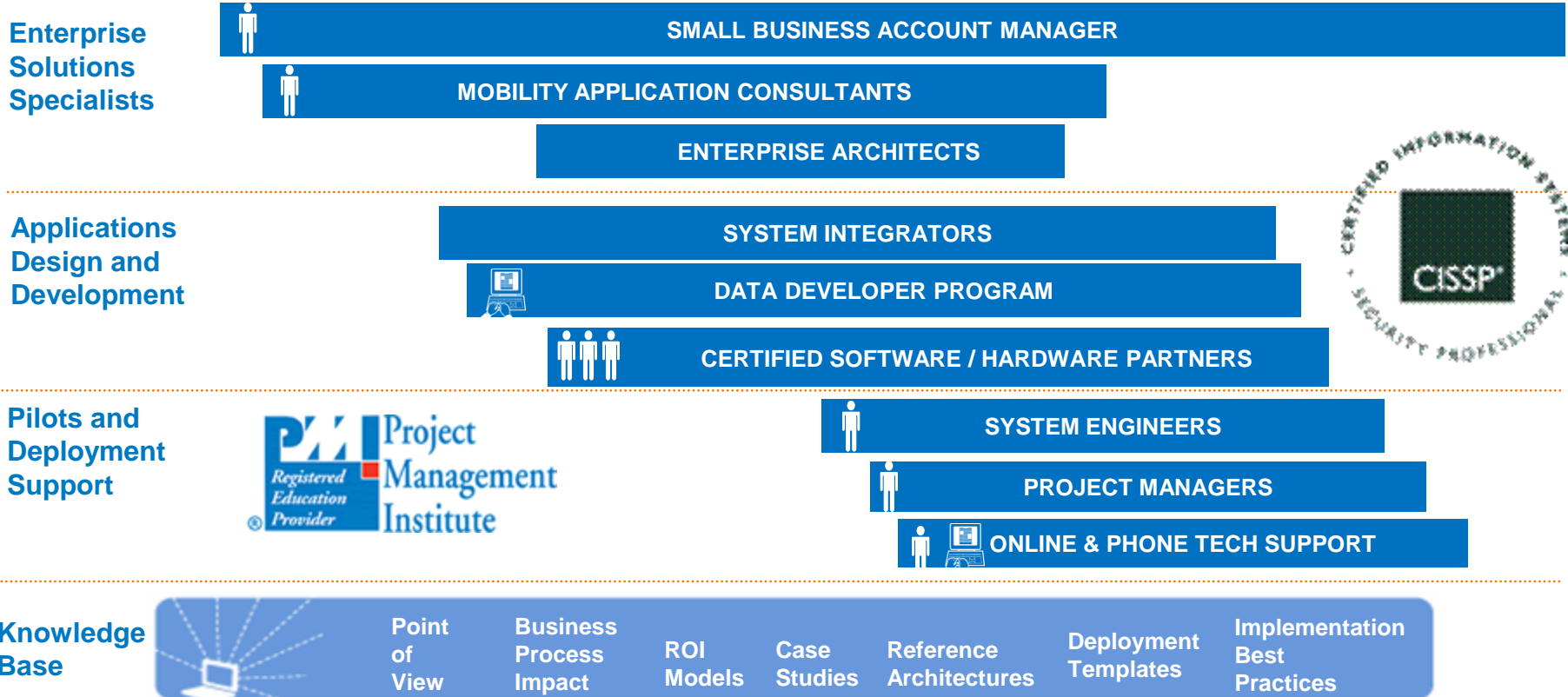
## Industry Mobility Alliance Program

- Data Solution Providers
- Data Master Dealers and Sub-dealers
- Value-added Distributors & Resellers

| Consumer Packaged Goods  | Retail                          | Telecom / Cable  | Manufacturing   | Transportation / Logistics  | Utilities  | Healthcare  | Insurance               | Government  | Higher Education             | Financial Services       | Media                      | Construction                                 |
|--|---------------------------------|--|---|---|--|---|-------------------------|---|------------------------------|--------------------------|----------------------------|--|
| Direct Store Delivery<br>AVL   | Merchandising<br>Facilities Mgt | Install / Repair<br>Service Fleet Mgt  | SFA/CRM<br>Field Services<br>Shopfloor Apps<br>Business Intelligence<br>M2M | Dispatch<br>Proof of Delivery<br>AVL/Vehicle<br>Diagnostics<br>Asset Tracking | Install / Repair<br>AMR/AMI<br>M2M   | Home Health<br>Care<br>Physician &<br>Hospital Apps | Claims<br>Adjust<br>SFA | Public<br>Safety<br>Inspections<br>Fleet Mgt  | Student &<br>Faculty<br>Apps | Real Time<br>Data<br>CRM | Field<br>Broad-<br>casting | Project Mgt<br>Time & Job<br>Tracking<br>AVL |
| Sales Force Automation  |                                 | Field Service Automation  |   |   | Fleet & Asset Management  |   |                         | LBS / Workforce Mgt  |                              |                          |                            |  |



# .... and brings the resources to help you get there!!



# Top 5 Mobile Application Strategy Summary

#1. Leverage your Smartphone's to max with Calendaring, Contacts and apps!!

#2. Leverage MRM Tools for all your field personal and assets!

#3. Get access to the back office while on the go and get expert IT support anywhere.

#4. Collaborate with everyone on the go with advanced web conference technologies.

#5. Pick the right partner that understands your business to help you along the way!





**QUESTIONS?**





## Programs Powered by WIPP:

**Women, Money and Opportunity** combines policy, resources, and a wealth of knowledge from within the WIPP community to educate women business owners.



### **Give Me 5**

WIPP Gateway Program for Federal Contracting  
[www.GiveMe5.com](http://www.GiveMe5.com)



### **Women Accessing Capital**

WIPP Gateway Program for Securing Funding  
[www.WomenAccessingCapital.com](http://www.WomenAccessingCapital.com)



### **Entrepreneurs, Energy & Environment (E3)**

WIPP Gateway Program for Opportunities in Energy & Environment  
[www.EntrepreneursandEnergy.com](http://www.EntrepreneursandEnergy.com)



### **Women And Technology Today**

WIPP Gateway Program for Understanding Technology in Business.  
[www.WomenAndTechnologyToday.com](http://www.WomenAndTechnologyToday.com)



## Get Involved!

- Energy & Environment, Procurement & Healthcare Committees
  - Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

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## Questions? Contact WIPP Staff

**Program Specialist: Jessica Davis** ▪ [jdavis@wipp.org](mailto:jdavis@wipp.org) ▪ (415) 434-4314

**Small Business Policy Analyst: Angelin Barrios** ▪ [abarrios@wipp.org](mailto:abarrios@wipp.org) ▪ (415) 434-4314

**Membership Director: Oriana Camacho** ▪ [ocamacho@wipp.org](mailto:ocamacho@wipp.org) ▪ (415) 434-4314

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