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The new Vopor CRM - Real relations. Real results

Start Planning Now For Apple Watch

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How Billings Pro Helps Thrive Web Designs

What challenges did you face prior to Billings Pro that it has helped you with?

Our clients are billed monthly and annually for certain services. Billings Pro has immensely eased the process of invoicing by reminding us when to invoice clients and setting up reminders for when the invoice is past due. This has made a world of difference. Before Billings Pro we used Microsoft Excel for book keeping and invoicing and it was a nightmare! Billings Pro offers a lot of check points to help keep the workflow easier and a lot more streamlined from day to day.

What made you choose Billings Pro over other apps?

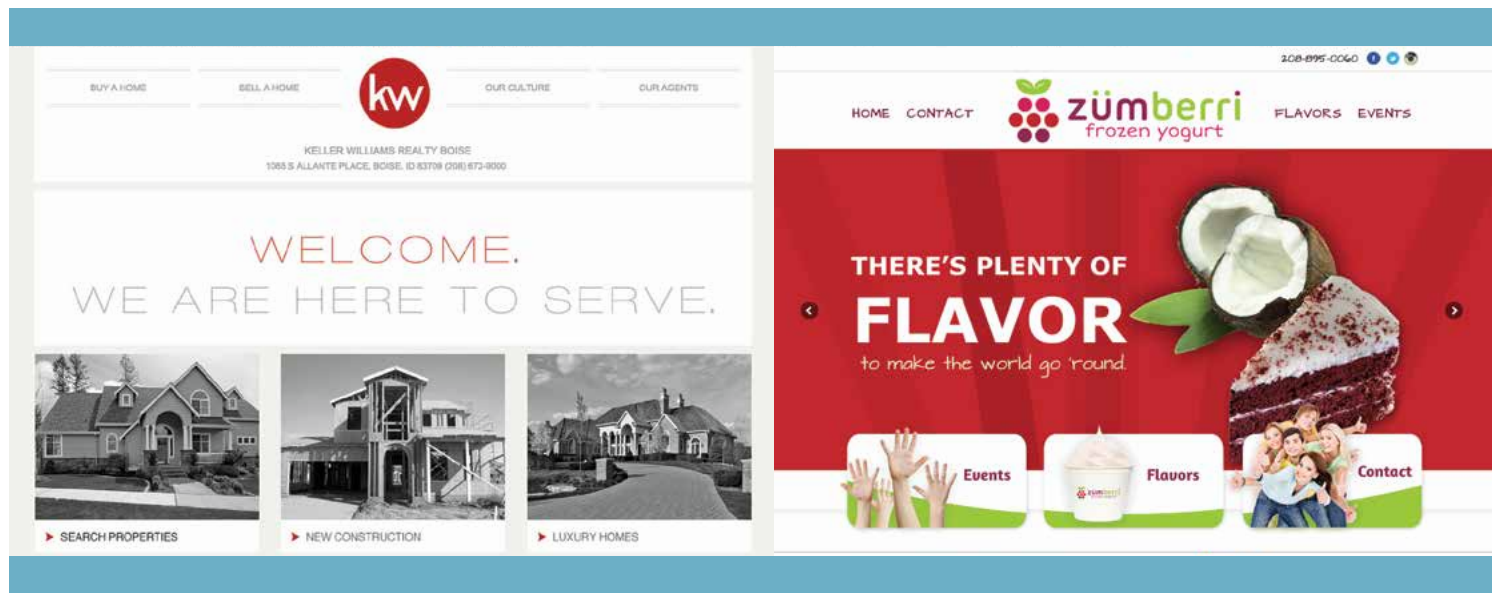
I was looking for an easy to use system that wasn't complicated and didn't have a steep learning curve. I was also looking for a Mac invoicing software that did recurring payments and reminders when to invoice clients. Billings Pro is by far the easiest interface to navigate. It's a nice design and very simple. I can check everything from my iPhone or iPad. The integration with the iPad is perfect. On top, Marketcircle customer support is great. Rahim is always able to help me with any questions or problems I have. I started out as a Billings customer and when the products were streamlined I migrated to Billings Pro. Marketcircle offers the most tools and the most options to suite my small business needs.

What is your favourite feature in Billings Pro?

I absolutely love the recurring payments. That whole part of the software is incredible! The fact that Billings Pro reminds you when to send an invoice and when one is overdue has been a big time saver. With the invoice and statement functionality you can receive a payment and send a statement in seconds. It's quick and fast. It's all about speed. If I'm spending 20 minutes on an invoice it eats up a lot of time so with Billings Pro I'm able to save a lot of time.

What do you enjoy doing with the time you save from using Billings Pro?

I enjoy spending time with my family. We have a 5 month old, so most of our time and concentration is focused on her. I am a huge music buff, love to play music, listen to and discover new bands. I also am into running (as a hobby) and nutrition.



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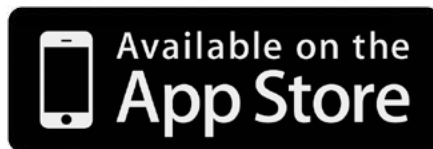


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Apple And Integration

Zachary Miller
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An Apple Systems engineer recently suggested that we stop using LDAP and Workgroup Manager. We were talking about some growing pains and consistency issues with our directory. Surprising news is it not? We don't want to get rid of our Xserves yet, however. I had found great support and information from several different places. There is a lot available on the magic triangle(Joint AD/OD) as well as binding Apple computers to Active directory. An associate of ours who runs an enormous school district suggested we stay far away from the golden triangle. I did not find anything about preserving homesync and profiles after moving to AD. We were hoping to keep using our Xserves for file storage but use AD at the same time. I wanted to avoid backing up each user and creating a new profile once joined to a new directory. Trying to change directories without losing profiles and content was a nightmare. We followed a process that worked for the most part. Those last small percentages of problems though were horrendous.

Originally I wrote a guide to help navigate users through this process. I wanted to help users navigate from LDAP to AD. Too many things went south. A large percentage of machines on Yosemite will not boot once bound with AD. Sometimes it is because there was a hard shutdown. Most concerning, I witnessed syncing remove content from users computers. After going back to this Apple representative and the support team, it was clear that there is no actual support from

Apple to pair with their advice. I was directed to a company in a nearby city who specializes in integration. Though they are great people, I have yet to spend time on the phone with them. We had talked about hiring them to set this up. This is leading me to think that this was a terrible idea.

Why do I feel like this is valuable? My hope is to help others avoid the problems we have encountered. I know there are others who still have Xserves and use work group manager. I know there are many who have seen the writing on the wall with Apples server software. My hope is that anyone who is contemplating leaving their Xserves behind, will do so all at the same time. Some Apple staff has now evidently started suggesting windows products instead of their own in larger environments. Their suggestions and reality are two different things however. My recommendation after two months worth of days, nights and weekends is to skip Apple integration with a Windows infrastructure. During the summer I anticipate we will create a network drive on the Xserves for staff to store things in. For as much as I love and support Apple, I feel that the cooperate end user has become a liability to the company.

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Zach works as a systems and network administrator for a school district in Colorado. He has worked for an Apple support provider as well as Apple itself.

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Start Planning Now For Apple Watch

Felip Laso Marsetti
<http://iFeli.me>
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Apple Watch is expected to make its debut in March 2015 and already companies are scrambling to create apps to work on the wearable device. Once a space-age dream, the Apple Watch is expected to once again change how people communicate and interact.

Morgan Stanley predicts that the Apple Watch will sell 30 million units the first year and add more than \$50 billion to Apple's already sizable market capitalization.

Apps will be a big component of the success of the device. While developers will need to become familiar with the new iOS/Apple ecosystem, it's also important to develop apps that will have a real impact on businesses using these devices to drive efficiency and cost savings.

To come up with the best app concept for your business, keep the following in mind:

1. What pain point can the Apple Watch address? Understand the fundamentals first, including what inefficiencies exist in your company that the right Apple Watch app can address. Make sure you can make a business case for the app, including a return on investment.

2. What's the best type of app to put on the Apple Watch? The device is best for three kinds of apps:

- Notifications that push short messages to the user. These are an excellent starting point for apps that rely on local and push notifications, such as calendar notifications.

- Glances that give wearers a quick glimpse into information, such as stock prices, email, calendars, weather, etc.

- Extension-style apps that can help enhance and "extend" current enterprise apps to the watch. For example, being able to monitor servers and facilities from any location.

3. Can your app provide unique experiences? In addition to the three types of apps, what else can your app do? For example, can the watch be used to help you con-

trol your environment? If you make a lot of presentations, perhaps your watch can be used as a means of advancing slides. If you're the first into the office each morning, perhaps an app that allows you to turn on lights and boost the heat would be helpful.

4. Will employees use the Apple Watch? The device is an entirely new product category, not just a smaller version of the iPhone worn on your wrist. People will interact with it differently. It's a good idea to invest in a 3D print of an Apple Watch to get a real feel for the size of the device, the user interface and how it fits on a wrist. Ask people to mock trial it in real-world scenarios at work and see how they feel about it.

5. Do you have the design expertise to optimize Apple Watch? It doesn't make sense to port app user interfaces from the iPhone or iPad because the device will be used differently. Leveraging the native Apple Watch user interface elements and guidelines will make a much better app. On a wearable device, simplicity is paramount; interactions must be kept to a minimum. Consider whether you have the design experience to accomplish this.



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Felipe Laso Marsetti is a Senior Systems Engineer working at Lextech. In his spare time Felipe enjoys learning new languages and frameworks, playing violin or guitar, cooking and also video games. You can follow him on Twitter as [@iFeliLM](https://twitter.com/iFeliLM) or on his blog at <http://iFeli.me>.

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Bill Hellman

In the early 1990's, when I was a Government Sales Manager for an Apple dealer in Ottawa, Canada, I lost a \$200K government microcomputer contract to IBM, even though the Apple products I bid met all of the requested specifications at a lower cost. When I questioned the Buyer and the Systems Analyst who controlled the acquisition process, I was told that the internal standard was IBM and they had no choice but to go with that brand. It was then that I remembered a brilliant line from an Australian Apple ad that I had seen, and I couldn't resist it. *I told them that while no one ever got fired for buying IBM, no one ever got promoted for ignoring alternative products either.* It didn't change their minds, but I made my point and we won the next contract.

The Apple dealership I was working for at the time was a family business and the principles had just appointed their 25-year-old nephew as Sales Manager. This young buck had a bad attitude and the only management strategy he understood was negative reinforcement, ie: if you push people and ride people hard enough, they'll eventually get it right. Every Monday he would say to me "where is the hot shot sales manager we hired to get all this government business". I always gave him the same answer. "if you knew anything about doing business with the government you would know that it takes up to three months just to get a purchase order processed.

Three weeks later, I closed a government deal for \$340K. After getting all the paperwork lined up, I went to the bakery at the end of the mall and had them make a white cake decorated with the image of a large black crow sitting on top of a Macintosh computer. I put the cake and the Purchase

Order on his desk and said: "I'm not leaving till the Crow is all gone". He started to roar hysterically. We both finished off the cake and he never bothered me again from that point on. He now sells real estate.

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We are happy to have **Bill** on board as the contributing Editor to our new column "The Evangelist Files" highlighting the contributions of Mac Evangelists who had dedicated their careers to promoting and protecting the Apple Macintosh platform. The founder of the iBusiness Magazine was and still is such an Evangelist. Submit your favourite Evangelist experience too bill@grabil.ca



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GoodWeave International

Celebrated international nonprofit reduces the number of exploited children by three-quarters working in the handmade carpet industry with the help of a FileMaker solution

GoodWeave's Founder Kailash Satyarthi wins Nobel Peace Prize for his humanitarian work to end child labor; one organization he founded uses FileMaker for 3500 inspections annually

2014 Nobel Peace Laureate Kailash Satyarthi began rescuing children from bondage in the 1980s across South Asia, conducting peaceful rescue raids and liberating children who were enduring extreme violence. After one raid, when he went to board a train home, he saw dozens of children in the hands of middlemen, destined for the rug looms.

It was this moment that propelled him to found GoodWeave, a nonprofit that works with the top consumer capitals of the world and the key rug-producing areas – Nepal, Afghanistan and India to stop child labor in rug production. In the two decades since then, GoodWeave has gone on to reduce the number of “carpet kids” by 75%. One important key is a custom FileMaker solution that helps the nonprofit raise and manage funds, conduct factory inspections, and track GoodWeave-labeled rugs across the entire supply chain.

Executive Director Nina Smith founded the U.S. GoodWeave office in 1999 and now heads the global organization, which incentivizes manufacturers to stop exploiting children. GoodWeave also guides consumers to purchase “child-labor-free” carpets with the nonprofit's label.

Reduced child labor by three-fourths

Despite its small size, GoodWeave conducts a complex, systematic effort to rescue and safeguard children. Thirteen people at headquarters in Washington, D.C., raise funds, tally revenues and exporter fees, and track 165 exporters' supply chains across interrelated suppliers and subcontractors producing rugs in urban factories and village-based cottage industry.

Every GoodWeave-certified rug gets a label with a unique number. And that number has to be completely traceable back to the rug's production history, sometimes including dyeing and spinning operations, to ensure its integrity.

“From the beginning, we needed a solution to support a range of organizational functions,” says Smith. “I had used FileMaker at a previous nonprofit, so I knew it would be powerful and flexible enough to support our complex operation.”

Inspections covering 39,000 workers

In 1999 when GoodWeave's U.S. organization was founded, it began working with FileMaker Business Alliance Member Colibri Solutions, LLC to create a custom database that streamlined nearly every aspect of the nonprofit's operations. Today, the FileMaker solution helps the headquarters staff manage communications, website updates, fundraising and financial management. Believing in the GoodWeave cause, Colibri has contributed much of the development work pro bono.

“In any nonprofit, the priority is to make the work sustainable, and this includes raising and using money effectively,” says Smith. “Without our FileMaker solution, it would be nearly impossible to manage our funding relationships.”

complete inspections and report on close to 3,500 factory inspections annually covering 39,000 plus workers. The inspections are difficult, because the carpet-making trade is a cottage industry dispersed among tens of thousands small factories, village “loom-sheds” and even inside of homes.

During inspections more than 65 data points are collected, such as the makeup of the workforce and the exporter employing the factory. Inspections are sensitive due to poor working conditions, and information gathered almost always pertains to children. Findings need to be kept secure through role-based, password-protected access.

If child labor violations are found and children are rescued, then GoodWeave provides them with a range of social services. The ultimate aim is to get them enrolled in school with GoodWeave support– and, whenever possible, reunited with their families. All of these efforts require lock-step logistics and an extreme need for confidentiality.

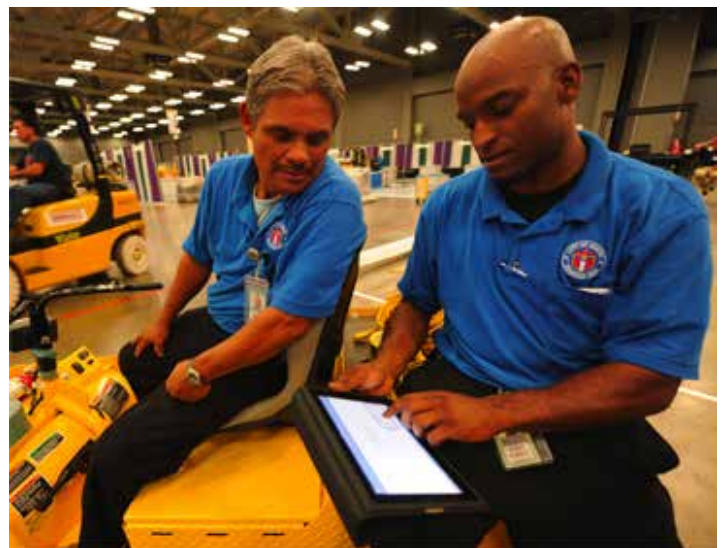
Inspections today are still conducted on paper because inspectors work in areas where electricity and Internet access are sporadic. The data is uploaded to a central FileMaker Server at headquarters for analysis and action. GoodWeave, however, plans to accelerate inspections in the future by replacing paper with iPads and FileMaker Go.

Tiny staff, huge mission

Once a carpet is produced by a child-labor-free facility and assigned a number, FileMaker tracks it, no matter where it is exported – anywhere around the world. Retailers and consumers can feel proud that they are carrying and purchasing rugs, respectively, with the GoodWeave label. And GoodWeave can rest assured that it is helping solve one of the world's most disturbing and difficult problems: child labor.

The organization is now initiating a compelling new campaign about a true story, called “Stand with Sanju.” It's making the organization more successful than ever.

“We're a tiny staff with a huge mission,” says Smith. “Our FileMaker solution has been instrumental in our successes in stopping child exploitation. Next, we plan to replicate the market-based approach we've taken with GoodWeave in other industry sectors.”



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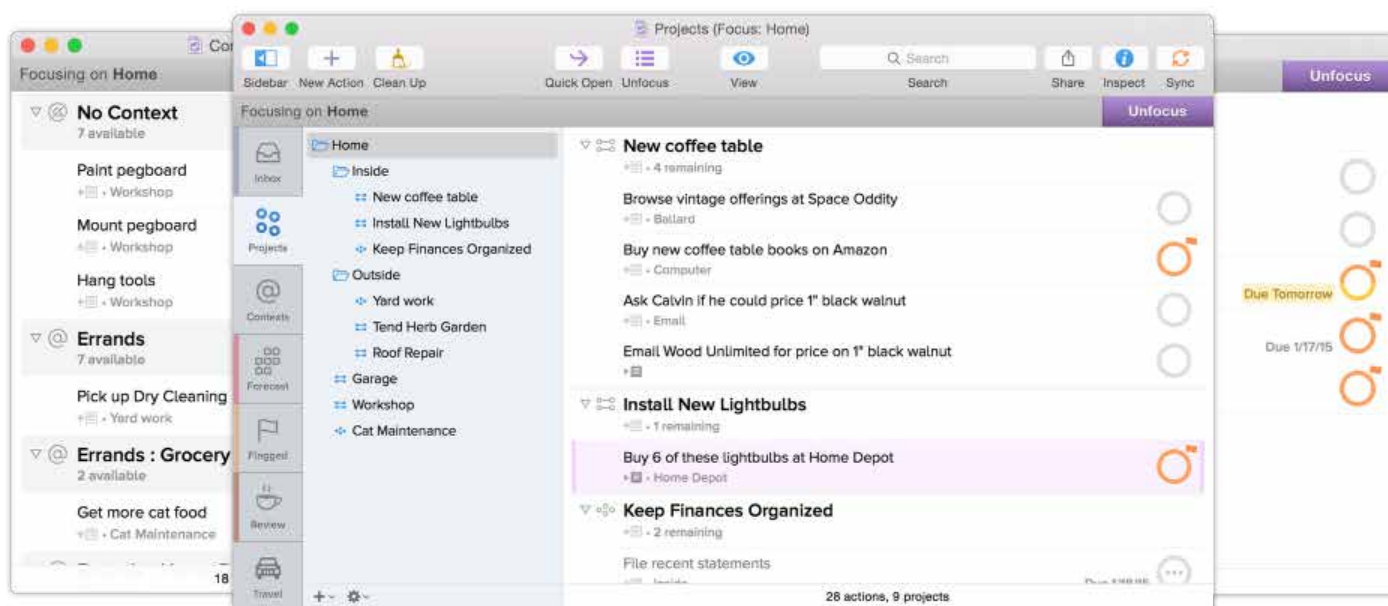

THE OMNI GROUP

Task management is time consuming and sometimes inefficient. It is important, don't misunderstand me but it has to be streamlined to be worth its weight in price and time. It seems to me that there are a number of task management software platforms on the market but they all have one thing missing. It's not the same thing missing, it just happens to be that one thing that you need or want. If you are looking for a task management solution that is all encompassing you have to either create it yourself or look to the king – The Omni Group. The Omni Group has built some of the biggest and best software applications used by millions of people on a day-to-day focus.

We are going to hone in on OmniFocus which is their flagship product for task management. The product is designed for the Mac, iPad and iPhone hardware group and promises a healthier balance between life and work.

options gives you a different perspective. Your focus is literally everywhere with OmniFocus allowing for quick entry and support for 3rd party applications – including Siri. OmniFocus even supports AppleScript allowing you to automate things that happen on a regular basis or triggered when other things are completed. Information is completely at the forefront and you are never searching for anything. With complete connectivity to your native iOS and Mac applications setup and use is as easy as you are accustomed to in your current workflow.

Pricing does include a 14-day trial but for the Mac you will need to eventually pay the one-time \$39.99 price for Standard or the \$79.99 price for Pro. On the iOS side it is \$29.99 for iPad and \$19.99 for iPhone. You might initially say that is expensive but keep in mind that most of the reviews of software that we do are month-to-month plans that never end. Sometimes



“You'll want to live here” is their tag line and I have to say, they might be right. The website is chalked full of demonstrations and deep integration conversations so we will scratch the surface to wet your whistle.

Keep work and play separate with contexts, perspectives and focus. Ignoring irrelevant items allows for more efficiency and that is where OmniFocus nails it. OmniFocus allows you to see your work in a variety of ways whether it is planning, doing or checking on your day, the software handles everything. You can stay on top of projects by reviewing and changing view

paying upfront pays off in the end. I prefer an upfront model, the software companies love the ongoing opportunity. It's important to note what you get with the Pro version on the Mac side. You will get their Focus feature, Custom Perspectives, Customizable Sidebar and Apple Script functionality.

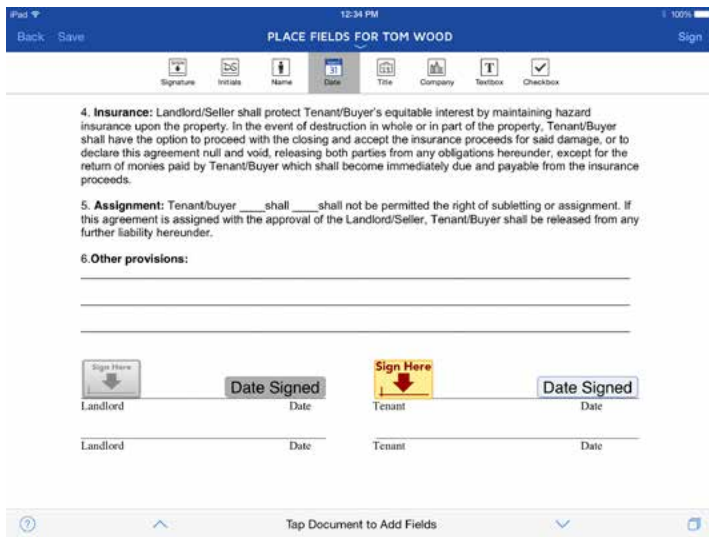
No one touches what OmniFocus can do. It is fully featured and not missing a thing. Yes, you will pay less for some of the competitors but remember; sometimes you get what you pay for. Happy Focusing.



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We have put enough focus on mobility this month to start another mobile wave. It's here to stay and only becoming more prevalent. It should be obvious to you by now that there isn't a software company on the market that thinks that they can release something that doesn't have a mobile component to it – it simply won't sell. So, I ask, what is the one thing that is most difficult to do in a mobile setting (a printerless world, if you will)? There is always one seal of approval that requires a printed piece of paper to do it on. You guessed it, "your John Hancock", your autograph is still the seal of approval for almost every single formal document you will ever come across.

So, how do we take this timeless form of approval and lay it into a world

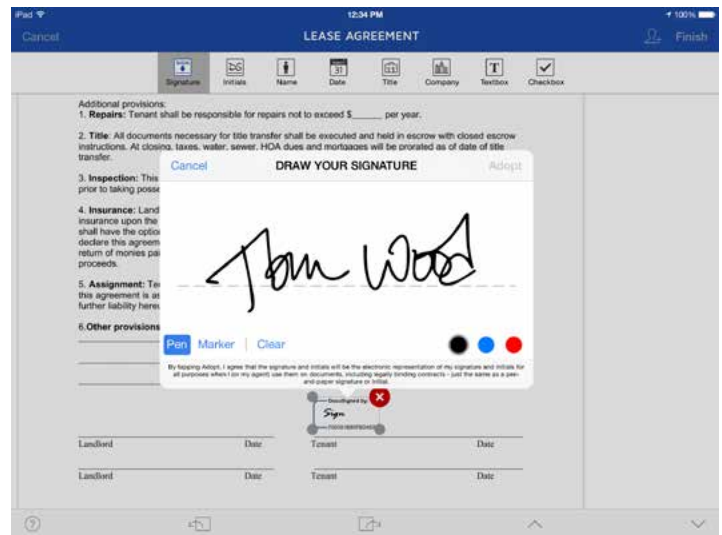


that is printerless and mobile? DocuSign came online to replace the slow, complicated, manual process of a signature that will improve efficiency, reduce costs and increase customer satisfaction. While other corporate processes have been streamlined to a mobile world, signatures have not and DocuSign is changing that. With more than 50 million users in more than 188 countries and over 120,000 paying companies they own the market. 775,000 documents containing more than 3.5 million pages are DocuSigned each day! Yowers.

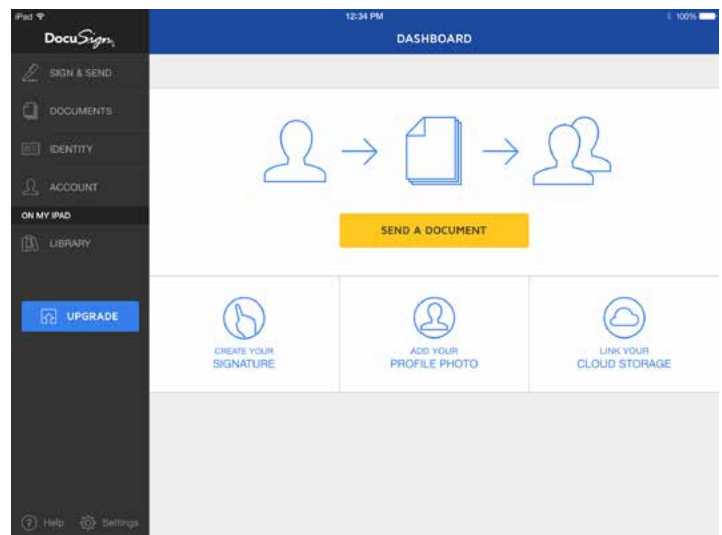
How does it work? First you need to send a document to someone to sign. No, FedEx is not what we are talking about – think digital. So, you upload your document (Word, PDF or other common formats) from your computer to something popular like Box, Dropbox or Google Drive. Easy enough. Then you add the email addresses to the recipients that need to sign, even in the specific order in which they need to sign. You place tags in places that require a signature and send it!

The recipient then clicks on the link in the email. With one click on any internet enabled device anyone can access the important document. The user follows the DocuSign tabs with simple instructions and signs away. The electronic signatures are 100% secure, legal and accepted around the world. The user clicks the finish button and you are done.

In real-time status the DocuSign dashboard keeps you informed where your document is by checking the status, running reports and knowing right where you are in the signing process. You can even set reminders to get notified every step of the way. Documents are securely saved and accessible 24/7.



So what does your or recipient's signature cost? There is a bunch of plans to choose from including Individual, Professional, Business, Business Premium and Enterprise (call for this one). Basically you are looking at \$10-\$125 per month depending on the plan you are choosing. Think about this though. To send a document from San Francisco to New York overnight --- priceless, not to mention the time you save. This is a must have service for any signature-rich organization. Check out the plan comparisons [here](#).





mydlink™

Home automation continues to be at the forefront of everyone's mind.

It is the hottest topic it was at the top of the list at CES and it is here to stay. Just a few years ago it was literally unaffordable for the masses. It was complex to setup and maintain, not to mention it was constrained to be controlled only in the confines of the environment it was setup in. There is no question that the mass market was hungry to feel like the rich and famous and companies have figured out a way to connect you back to your home in the least expensive way.

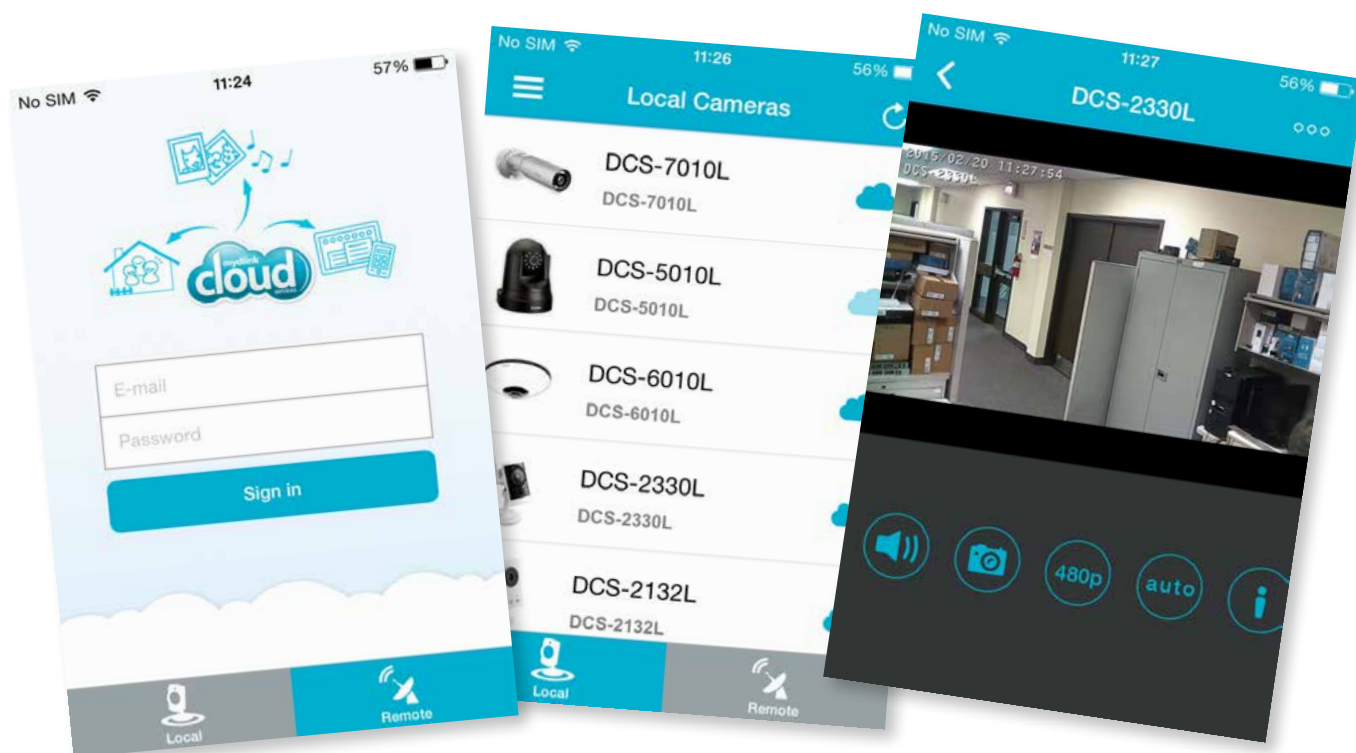
Although mydlink is not a full home automation resource it does provide one of the more popular components – video. D-Link, known for their mainstream wireless devices and services has designed a product that seamlessly works with your current infrastructure giving you complete control over video devices that you place in your needed environment. I leave that open-ended because it isn't just for home use and monitoring a baby. It could be used for boardrooms or even small business security. The key to mydlink is the ability to monitor video devices from anywhere you are.

Access, Control, View and Share is how they start their propaganda insuring that there is a simple-to-use and easy-to-understand process through

their cloud services in operating their products. You can literally view your cloud cameras from anywhere you have an internet connection on any device. There are no technical skills required and the setup process is called "Zero Configuration". Once you sign up for an account, you can add devices and take advantage of the series of powerful cloud-based services at no additional charge. Simply power up your network device and follow the mydlink Setup Wizard to effortlessly begin the mydlink cloud experience.

Thanks to mobile connectivity from anywhere, D-Link allows you to use iOS and Android applications to take control of your mydlink-enabled devices. Consumers and small-business owners can connect to the D-Link cloud wherever they are. With cloud storage so affordable, you can have video stored forever of your home, business or baby.

There are a number of compatible cameras available for purchase. Starting with a baby camera all the way up to a wireless pan/tilt day/night controllable device. A list of the available cameras is listed [here](#). A quick search on Amazon.com revealed pricing ranging from \$99.99 all the way up to over \$250. Depending on your situation you will want to evaluate which device will service you best.



You Don't Have To Be A Big Company To Use Marketing Tech

Marni Melrose
www.macangel.com
about.me/marnimelrose

It's Pretty Simple!

Marketing Technology helps you get ahead of the pack. It can significantly reduce the amount of time it takes to go through the process of attracting, acquiring and retaining customers.

Events and lead lists have the lowest conversion rates while referrals, your website and social lead the pack. Webinars create a lot of leads, but they are the third least effective at converting to a sale from the cold state. It is advisable to use webinars further down the process.

How can you get the referral, website and social leads? By setting up a solid content marketing system with social proof while doing a lot of social listening.

You want people to be attracted to you by content you post on social media which brings people back to your website. You want people to re-tweet or share your content, thus cre-

ating a bit of a warmer referral. When you serve your clients well, they leave reviews for you. You then have a system that shares these leads back out to your social networks as well as the client's networks. This is the social proof that fires up the whole cycle again.

The key is having a system that helps you track prospects and leads through from the beginning to the end of the system. Having good marketing technology in place is what makes it all happen.



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Marni Melrose is the Managing Director & Chief Technology Evangelist of MacAngel, LLC. Founder of the MacAngel Academy.
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Comprehensive Cutting Edge Marketing For Peanuts?

Jay Rey
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Quite an oxymoron when you see what costs are for any type of effective marketing. Not counting what it would take to perform market analysis, strategy and tactical planning before you actually implement an action. While there are numerous do it yourself tools, there is only so much that an effective entrepreneur or small business owner can do in twenty-four hours. I reach out to several small businesses and find that much of them fall into the trap of fighting fires or operating without actually planning, budgeting, reviewing where they are going, identifying challenges and developing new revenue and loyalty tactics for growth, profit and survival.

What does any small business owner do, in light of these market and environmental factors?

Some general trends to review;

- Less than 1% of businesses are currently using any form of Mobile Marketing to promote their business in North America
- Whatever the product or service - competition is increasing and loyalty is decreasing
- Text messages have a 97% open rate versus 17% to 22% for e-mails
- Globally there are 5 billion people with cell phones, compared to 4.2 billion with toothbrushes
- There are over 1.5 billion smartphones in the world today
- Mobile Coupons have 10X the redemption rate of traditional print coupons

Mobile marketing is the latest communication tool to provide existing (and potential) customers, clients and members with timely information that promotes your goods and services as well as your creative ideas. Today's fast-paced world doesn't reward a "wait-and-see" attitude and the best time for you to better engage with the outside world is now. Ron Reddick, a visionary, saw an opportunity to help the business, institutional and nonprofit community with inexpensive, easy to understand, engaging new revenue and loyalty building marketing tools without breaking your marketing budget. Four years in the making with a tremendous amount of beta testing and research, he pioneered ZipDandy.

Why ZipDandy?

The Mobile Marketing Revolution has begun...

Most business owners already know they need to be engaging consumers via their smartphones and mobile devices. However, until now purchasing mobile marketing solutions has been expensive and having mobile tools developed specifically for your company has been outrageously expensive. In the past, to use a proprietary software application required someone with special skills along with an above average understanding of the technology involved. That's where Zip Dandy comes to your Rescue!

Powerful Mobile Tools

As a marketing consultant, I have looked at several business-

es and I have not seen anything so simple and user friendly. The business and non-profit sectors have limited resources and in this economic milieu ZipDandy has come out with a package of services that are so do-able and anti-spam compliant that it will make you smile drop in here <https://zipdandy.com/jeysmartmarketing>. Once you've selected from the \$25, \$60 or \$115 per month packages, the new ways you find to engage with your existing and potential consumers will be limited only by your imagination. As a Zip Dandy member, you have unlimited access to the mobile marketing platform offering an extensive array of tools that really make a difference, including the latest mobile marketing technology for: direct text messaging, QR code marketing, deals of the day, text-to-screen advertising, and the unique marketplace with an integrated Loyalty Cash Network that immediately drives new traffic. There are plans to optimize SEO, with shipping and travel discounts that it's a great value for any business, museum, science centre, institution or charity that wants to have real time interactions with their own prospects and clients.

Franchise Opportunities

In addition to the existing marketing products, Zip Dandy will continuously be adding more mobile services to their packages, so our affiliate opportunities keep getting better and better. The company also is committed to keeping up with the most lucrative advertising trends and will continue to change and expand as the "consumer society" does. This way Zip Dandy will stay an amazing opportunity for business owners, marketing affiliates and merchant affiliates as time passes. If you haven't already made up your mind, visit <https://zipdandy.com/jeysmartmarketing>.

Start exploring these unbelievable new tools! To join go to - Join Now tab under merchant for sign up and use the number 3054364 and pick the package you want. You can go in to: <https://zipdandy.com/jeysmartmarketing> and pick your business or franchise option. For more information e-mail jmsinc1572@gmail.com

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Jey Dharmaraj is an accomplished marketing professional with over 20 years in the public, private and non-profit sectors. He is based in Toronto and offers tools to help the small business community to engage through mobile devices. LinkedIn profile at <ca.linkedin.com/in/jdharmaraj>

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Drive Safely

Steve Overton
techandrealstate.com
@wonder777

I do a lot of driving here in Vermont and it has recently become illegal to handle a phone while behind the wheel. I have tried many different dash mounts and like the functionality of magnetics. Those that have a magnet on the mount and a metal plate on the phone so that you don't have to fiddle with buttons or gripping mechanisms. All you do is hold your phone up to the mount and it snaps in place.

Of all the ones I tested, Xvida is by far the winner. With other systems, I had to either stick a small plate on the back of my phone (not a welcome solution) or put the plate inside a case, which partially reduced the magnetic pull between the mount and phone. I like protecting my phone but don't like the added bulk that most cases create. I have opted for bumper cases in the past because they afford the gripability I require, but not the bulk of a full case.

I chose Xvida's low profile case called StickyCase which has a

magnetized plate embedded in it, and pairs impeccably with the 4 small and powerful magnets in the mount. I was't sure I would be happy with the case, thinking it would be too bulky since the plate is embedded in the plastic and I also wasn't sure the plastic would be grippy enough. I was pleasantly surprised by how low profile the case is. It is almost like there is no case on my iPhone 6 at all plus the plastic affords a secure grip. I also like that there are cut outs for the on/off and volume buttons as well as the headphone and power jacks. Buttons are easier to access, any headphone jack will fit and all lightning connectors will work. Often some third party cords and headphone jacks had difficulty fitting with other cases.

I am so happy with Xvida's products, I ordered additional mounts so I can put my phone on my desk or anywhere. I am very happy I found this family of products. They fit my lifestyle perfectly.

SMB



Steve is a Realtor and technology coordinator at KW Vermont in Colchester, Vermont



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Who goes into a conference room for a video conference call anymore?

Gone are the days where you collectively meet to communicate with others in the organization or customers via video or even non-video environments. With the myriad of options out there to connect with other employees or customers we have come across one platform solution that makes it simple and available anywhere. We all have mobile devices permanently attached to our hands – FACT.

Fuze, is a software platform that allows you to “connect with confidence”. Anyone can use Fuze. It’s the highest quality, most reliable way to meet, share and get work done. With 12 HD videoconference streams and up to 250 participants it can handle the larges of workloads. Hear and be heard with clear HD voice or use industry leading global dial-in options. Share high-resolution interactive content with powerful co-annotation controls making efficiency a priority. It’s flexible too. You can increase accessibility where competitors might be tied to a specific device or platform. Fuze is designed for PC, Mac, iOS and Android and compliments normal enterprise tools like Outlook, Lyn and Google Calendar.

Fuze offers a simple experience that consolidates audio, video and web conferencing into one easy to use solution optimized for both internal and external communication.

Pricing starts at FREE. There is a free pro package trial that allows for 3 participants, 3 video streams, screen share and unlimited VoIP. As you work into the other two plans you get more features. The pro plan (paid for) is \$20 per month on an annual commitment and includes 25 participants, 12 video streams, cloud content, screen share, unlimited VoIP and unlimited US toll audio. The Premium plan is \$40 per month on an annual commitment and it gives you all the bells and whistles. You get 250 participants, 12 video streams, all of the pro features plus webinar, recording and full line of support.

You can add on certain features for a customizable enterprise solution. Some of those features include Fuze for Rooms, Single Sign On, Premium Support, Custom Branding, Analytics and an Admin Console.

You have so much to choose from in this world but Fuze is worth taking a VERY hard look at.



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Putting The “Server” Back In Mac Mini

Matt Wright
Dean Norton

In October 2014, Apple refreshed its Mac mini line. That announcement included welcome enhancements, including dual Thunderbolt 2 ports and 802.11ac Wi-Fi. The news was decidedly mixed for customers who have been purchasing the Mac mini Server variant as a lightweight utility server, a small office server, or an Xsan metadata controller. The server SKU was eliminated entirely, and with it a means of ordering a Mini pre-loaded with OS X Server. The option for dual internal hard disks was likewise absent. Apple also took the line back to dual-core Intel Core i5 or i7 CPUs instead of the quad-core variants in the retired server configuration.

Customers can solve the software aspect of this regression easily by downloading Server.app from the Mac App Store to convert a stock Mini into a server. However, the new model no longer supports dual internal drives in any configuration. It is not possible to retrofit the new Mini enclosure with two standard 2.5” drives, as it was in prior models.

For those of us accustomed to relying on mirrored boot drives to provide a degree of redundancy, this presents a significant challenge. The high-end Mini ships standard with a 1TB Fusion Drive. Customers can trade that for a 256GB SSD at no extra cost. Though the SSD may represent a single point of increased reliability, neither of these is a redundant option. While some buyers may consider this reason enough to walk away from the Mini as a server platform, there are options available.

Even before this change it was possible to convert a Mini Server into something more closely resembling the Xserve, making it more palatable to data center professionals who prefer rack-mountable hardware. Enter the xMac mini Server 1U enclosure from Sonnet Technologies. This enclosure solves a number of problems by providing a Thunderbolt bridge with dual PCI Express (PCIe) 2.0 expansion slots for host cards and network cards. Happily, this chassis offers an option to address the now-missing second drive for a server configuration. Sonnet also makes the Tempo SSD card, which features an on-card SATA3 dock for a SATA SSD drive. Ordering a Mini with the 256GB SSD drive from Apple, and adding an off-the-shelf 256GB SSD for use inside Sonnet’s solution gives us a mirror-able pair.

While both drives are solid-state, they aren’t equals. Apple uses state-of-the-art PCIe SSD drives that more closely resemble computer memory modules than traditional hard drives. These drives can be as much as 50% faster than the 2.5” SATA3 SSDs used with the Tempo card. A mirrored (RAID1) configuration of these drives works, but the slower drive will govern the performance of the pair. Likewise, the smaller disk determines capacity. Still, some 256GB SATA3 SSDs costing about \$100 can provide speeds at or better than 550MBps read, 300MBps write. That’s not too shabby compared to the performance of the 5400 RPM 1TB spinning disk drives that previously shipped in the official Mac mini Server. For our setups, we’ve used the Crucial MX100 256GB drive.

With a Sonnet expansion chassis, a Tempo card, an SSD, and a copy of Server.app from the Mac App Store, you’re almost there. The process of installing the hardware is reasonably

intuitive. The balance of this article will focus on the creating our redundant pair of disks.

Before mirroring these disks, the Apple SSD needs attention. From the factory, Apple ships these drives as CoreStorage devices. CoreStorage was introduced in Lion, and it’s the technology that makes Fusion Drive possible by adding a volume management layer between disk partitions and HFS+ volumes. CoreStorage adds no value to this server setup and actually prevents mirroring our disks, so that virtual layer must go.

Before proceeding, know that all data on the PCIe drive will be erased. In many cases, this will be the factory “Macintosh HD” volume, with unconfigured copies of OS X, iLife, and iWork. After this process, one can reinstall OS X in a variety of ways, but you may want to keep the perks Apple bundles with the factory OS. Consider using the recovery partition, target disk mode, or a bootable external disk to clone the factory boot volume. This clone can be restored to your RAID set later, instead of reinstalling OS X.

To continue, use target mode, or boot to an external volume to run the commands:

```
diskutil cs deleteVolume <Logical Volume UUID>  
diskutil cs delete <Logical Volume Group UUID>
```

The UUIDs are alphanumeric strings of 32 characters that represent CoreStorage resources. Avoid mixing these up. Discover them with the command:

```
diskutil cs list
```

With that, the physical PCIe SSD becomes free to join the SATA SSD in a different virtual disk, a software RAID1 set. For that, refer to Apple article PH5834. Once mirrored, proceed with installation or restoration of OS X. Be advised that mirroring drives in any OS X configuration eliminates the possibility of preserving the Recovery System normally associated with a Mac startup disk.

The size and performance differentials between the two disks will mean sacrificing a few gigabytes of capacity from the SATA SSD, and somewhere between 10-50% of the write performance of the Apple PCIe SSD, depending on the SATA SSD you select. Expect write speeds to be limited by the SATA SSD, but read speeds to equal or exceed PCIe SSD performance.

Once complete, you’ll still have two Thunderbolt 2 ports and an available PCIe slot for connecting peripherals, storage, or adding 10Gb network cards. You’ll spend about \$2400 for a 2.6GHz dual-core Core i5 Mac mini (8GB RAM) to make a rack-mountable OS X Server with a 250GB RAID1 set. To go up range, opt for a 2.8GHz Mini with 16GB RAM, a 512GB PCIe SSD, and Sonnet’s Tempo PCIe SSD, a rig that weighs in around \$3600.

So if you have a case that demands OS X Server, and don’t mind adding third-party components, you can convert the new Mac mini into a robust rack-mountable utility server and add some missing variables back into the equation.

SMB



Matt Wright is a senior engineer for Macprofessionals. He holds professional certifications from Apple and JAMF Software and a degree in Telecommunications from Michigan State University.

Dean Norton is chief technology officer for Macprofessionals and a fellow MSU Spartan. Macprofessionals provides consulting and professional services to business, education, and government customers across the U.S. Go State!



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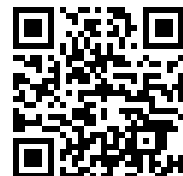
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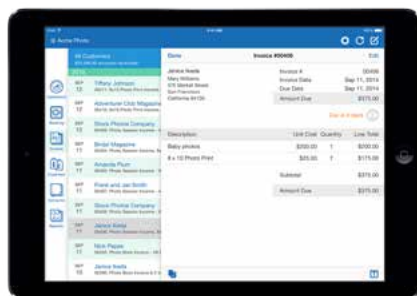
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Accounting software continues to be a drag. No one wants to deal with it. I am convinced that accountants don't want to deal with it but it's a necessary evil. I have an accounting degree and I require an accountant – what? Yes, you heard me right, if I did my taxes or manually kept track of my company it would be a disaster. Point in case, I'm convinced that accounting is here to make our lives miserable. So, we need tools that encourage us and make accounting maybe a little more palatable.

Simple accounting (sounds like an oxymoron to me) is a phrase used by Kashoo. Kashoo has over 150,000 registered users in more than 180 countries. Designed with a web interface and seamless integration with iOS simple accounting may actually exist, let's dive deeper.

In 2012 Kashoo received the startup of the year by the British Columbia Technology industry and ever since then they have raised the bar making it easier to stomach the pains of accounting.

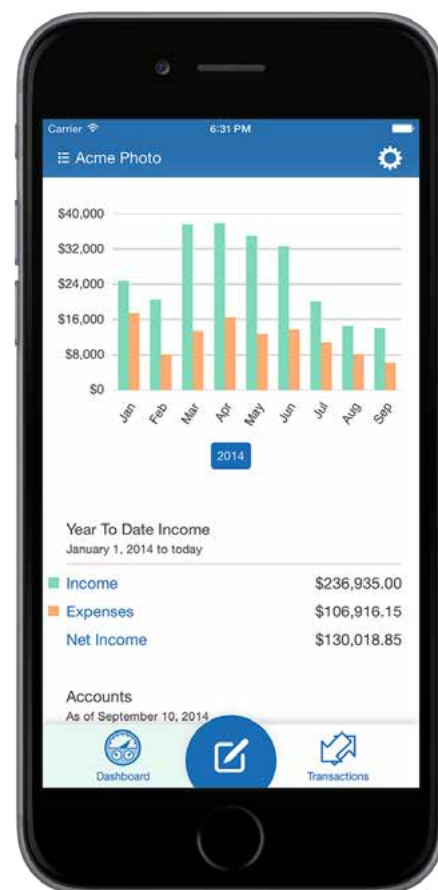
As they suggest, “say goodbye to Quickbooks™, Excel™ and other complicated accounting software”. With a cloud backbone running your business is a lot easier, offering double-entry cloud accounting that you and your accountant will love.

Kashoo provides an easy to use dashboard that gives you a birds eye view of your books, and a quick and easy data entry tool right from the main screen. Mobility should be your number 1 concern and Kashoo nails with access online from anywhere as well as the #1 iPad accounting solution in the app store. Invoicing allows you to create invoices in a snap. Customize the look and feel of your invoices and easily record payments, view customer balances, payment history and past due amounts. With bank level security you have nothing to worry about including automatic backups and unlimited data storage – oh, and it supports Touch ID! Enter expenses easily and attach receipt images as well as retrieve bank feeds to make sure everything “checks and balances”. With multiple levels of support you will never feel like you are in the dark – including phone, live chat and social media. Collaborate with your business partner, bookkeeper or accountant anytime or even send them a Quickbooks™ compatible file. Reporting is so important when you need it and Kashoo makes it easy to prepare for tax returns or just grab some instant insight as to where the health of your

company really stands. Reports include balance sheet, profit/loss statements and general ledger.

Pricing is SIMPLE (have we said that already in this review?). There are two options. One is Solo and one is Business. The solo is \$5 per month (\$50 per year) or Business is \$20 per month (\$200 per year). The business comes with password protected access for your accountant, unlimited number of users, project tracking, multiple location sales tracking and the management of 5 companies at no extra charge.

After doing this review, I am going to carefully consider making a change. I like simplicity and for some reason accounting ever seems to offer that!



TOP 50 BUSINESS APPS

- 1.** Pages
- 2** Dropbox
- 3** Vipor CRM
- 4** PDF Reader Pro Edition
- 5** ZipZap
- 6** Daylite
- 7** MobiSystems OfficeSuite
- 8** Roambi
- 9** Kashoo
- 10** Box
- 11** FreshBooks
- 12** Billings Pro
- 13** Webex
- 14** GigSky
- 15** Sales Navigator
- 16** PhatPad
- 17** PDF Pen
- 18** EverNote
- 19** Scan Biz Cards
- 20** Skype
- 21** MaaS 360
- 22** Evernote
- 23** QuickOffice
- 24** WritePad
- 25** GoTo Meeting
- 26** FileMaker Go
- 27** OmniFocus
- 28** AccountEdge
- 29** ScannerPro
- 30** Square
- 31** Keynote
- 32** Expensify
- 33** SignmyPad
- 34** IDScan
- 35** Microsoft PowerPoint for iPad
- 36** Expense Report
- 37** CloudOn
- 38** Numbers
- 39** Square Register
- 40** Goodreader
- 41** Bento
- 42** SalesNow
- 43** Apperian
- 44** DocuSign
- 45** LinkedIn
- 46** iSimplyConnect
- 47** iPro Lens
- 48** VizzyWig
- 49** Microsoft Word for iPad
- 50** Fuze

Duet Display For iPad Is A Powerful Concept!

D.R. Arthur

SMB



D. R. Arthur provides Clapboard, Cymbol and GameGlyph for the iPad as well as Sapphire on the Mac App store via PhoneApp.com/iPad or PhoneApp.com/url/sapphire utilized in businesses and schools on multiple continents. A primary interest is using the Mac powerfully for science, 'Project Panacea', an advanced application of quantum physics to cure almost all disease related to DNA with COTS (commercial off the shelf technologies) in the future. Previous writing includes, Weather Trades, MacGuide Magazine and Applications Journal for the Macintosh columnist publications. D. R. Arthur, conceived the very first national weather radar image on the Internet in the United States contiguous region with subsequent architects of delivering, implementing Doppler weather radar. Currently, those systems along with mobile weather presentation systems on the Internet span a plethora of web sites across the world. Consulting on business management, mobile strategies along with networking for a variety of organizations, writing and advanced science is of current interest.

Speaking of power, first do yourself a favor and charge your iPad and MacBook Air or related laptop up first to full capacity. Note, your iPad will be consuming power when plugged into your MacBook so it needs the charge the most.

Installation is for software on each platform, iOS as well as Mac OS/X and if you have more than one tablet or even an iPhone, you may want to consider it as well.

After a few reboots, as this new software asks in its cycle check.



What do you get? Another portable display extension for your Mac after downloading the App direct from them here: <http://www.duetdisplay.com/#download>

Then of course you will need a Duet Display companion software on the App Store on iTunes - Apple for your iPad here: <https://itunes.apple.com/app/id935754064>

The key, of course, will be the cable, either Lightning cable or 30 pin interface normally utilized for iTunes or charging power. <http://store.apple.com/us/search/lightning-cable>

or for classic iPad:

<http://store.apple.com/us/product/MA591G>

Apple has multiple lengths from 0.5 meter, 1 meter and 2 meters with third parties offering more variations out there of some potential.

Updates frequently are warranted as the software evolves, see pictures. But then you get two displays with portable access, battery powered. As radical as that may seem, add on software such as Parallels works, with windowing though from Windows 7 Ultimate here spans over easily enough with a bit of somewhat dreaded Outlook 2007 in this instance shown on the right.

Students in particular may find this powerful for so many times a little extra screen real-estate dramatically raises productivity.

Toolbars, Inspectors from Pages or Keynote can go on your iPad with the entire screen left as a tableau of creative output.

Pricing per iOS App is the main fee, typically from \$9.99 to \$14.99 as of this writing. You probably already have all the rest of it and the software for Mac OS/X right now a free download.

Also, of course iPhone users and in the future, perhaps an upgrade to permit two or more iOS devices along with main screen are sought.

Type of iPad also helps, in this case an iPad 4 basic Wifi only was utilized in the first efforts. Does this perform well with iPad 1 or latest iPad Air 2 or mini in its plethora of variations?





Roambi®

Mobile analytics aren't something that you can wait to digest when you get some office time. We are moving people and we are moving at the fastest rate we have ever seen. The office is a thing of the past, a repository if you will and getting office time is losing money. If you aren't out and about working in the field you are losing to your competitor. That being said, data has never been more important. From vital information to make informed decisions to see seeing patterns that help you oust the competition, data is becoming the key to success. Simply put, you can't wait for your data to be displayed in a long drawn out process in the office. You need that data on the run – and live.

Roambi was designed to solve those problems for you. Designed to be secure, scalable and cloud based, Roambi offers deployments that match the largest companies in the world. You say, what backend software and hardware do I need to have access to all of this incredible data? Nothing, except something like Box or Salesforce or even spreadsheets. Roambi features a variety of ways to connect to your data via direct integrations to some of the most popular platforms. If you want to take it a step further you can certainly have access to the API to dynamically move data from any source or location to Roambi.

Roambi is the first TRUE mobile solution. Not only does it carry powerful analytics but they are wrapped in a simple, fluid and easy to use mobile experience that makes data friendly to use and understand. Its designed to publish data,

period. If you are an executive that is always on the move, you need to be in touch with the most important data of your company all of the time with the ability to see sales, growth, issues and inventory. Roambi can do all of that in one convenient place.

An even more important tool is Roambi's FLOW™ that lets you easily create rich, multi-touch publications that surround your analytics with context that tells the story. You are sitting in a conference room and able to provide a professional story that would take you days to create with raw tools.

Pricing for this software is free to try (with enterprise solutions that you will need to contact them for) however, worth the try. Past the free trial, Roambi provides pricing on a case by case basis.

If you are looking to step up your availability to data, no one is doing it better than Roambi.

MOVIES IN MINUTES SHARING IN SECONDS



Vizzywig for iPhone® and iPad® (\$29.99) invented real-time movie making. Watch your movie being formed in the timeline while you shoot. Apply smooth auto-zoom, snapshots and edit points while recording. Tap the done button to add background music, titles, intros and scrolling credits. Share online with one tap!



Vizzywig Video Editor



Search "Vizzywig" on the App Store today.

What's On My iPhone and iPad

Michael Loewenberg
mike@meshbiz.com
blogmeshbiz.com

Readers of my column know that I use my iPhone and iPad for both my business and personal lives and that my iPad is really an integral part of the things I do. There are over 1.2 million apps in the iTunes App Store with over 475,000 designed specifically for the iPad. With so many choices, knowing what other people use on their iDevices for productivity helps me choose my apps more intelligently. In this month's article, I'll tell you about the apps that I use on a regular basis and those that I have on my iPad and iPhone because they are functionally rich and simply cool.

With iOS8 and my iPhone 6 and iPad 4, I find that the way I use my devices has changed a lot. Having a bigger iPhone means that I use my phone when, in the past, I might have used my iPad. It really doesn't matter, however; I have my settings arranged so that all of my apps are available in both places so now I really am device independent.

Top Apps That I Use Every Day

Here is a screenshot of my iPad Home screen. The third-party apps that are important to me and I use all the time are there, of course:

- Noteshelf (note taking with a stylus)
- Readdle Calendars 5 (replaces the stock calendar)
- Evernote
- SwiftKey Note
- Chrome
- Google



Other Apps on my iDevices

Here are the other apps I rely on regularly. Most are free; some are not.

- AAA (roadside assistance)
- Amazon
- Amazon Instant Video
- Aviary (photo editing)
- Blackberry Messenger
- Blogpad Pro (for Wordpress)
- CBS Local (for news – audio too!)
- Dropbox

- ESPN SportsCenter
- Facebook
- Flixster (movies)
- Google Authenticator (two factor authentication for LogMeIn)
- Google Drive
- Google Maps
- Groupon
- HopStop (public transportation)
- IFTTT (functional automation)
- Instagram
- Kayak (travel)
- Kindle
- LinkedIn
- Netflix
- New York Times
- New York Yankees (of course)
- Night Sky
- OpenTable
- Pages
- Pandora
- PayPal Here (accepting credit cards)
- PDF Expert
- Picstitch
- Printer Pro (print to my desktop printer from my iPhone)
- Scanner Pro (scan with my iPhone)
- SeatGuru (airplane seat advice)
- Skype
- Snapseed (photo editing)
- SplashID (secure passwords)
- The Weather Channel
- Trillian (Google Chat client)
- TripAdvisor
- Waze (GPS)
- WorldMate (travel)

In addition to these apps that can be used no matter where you are or what you do, I have several apps that are specific to the service providers I use and where I live. For example, I have apps for my financial institutions (Banks, Brokerage houses, Credit Cards, etc.), my cable provider (so I can watch TV on my iDevices) and parking apps (so I can get discounts when I travel into New York City).

Most of these apps are free. I encourage you to go to the iTunes store and read about the ones that look interesting. You might find some that will help you and those you don't like after you've installed them, you can simply delete.

Enjoy!

SMB



Michael Loewenberg is the president of MESH Business Solutions, Inc., located in New City, New York. Michael writes a Technical Blog that teaches people to be more effective with their technology tools – blogmeshbiz.com. You can contact him at mike@meshbiz.com.



MobiSystems® OfficeSuite

Mobile productivity, the theme of Issue 25's reviews doesn't stop with signatures and analytics it continues with actual productivity. Nothing is more frustrating than being on the go realizing that you need to review something or edit something that isn't at your fingertips (its in the office 20 miles behind you). There are a number of competitors out there vying for your productivity needs and we found one that is quite interesting and cost effective.

In 2001 Mobisystems was founded and claims to be the leading provider of mobile productivity and business applications for Over 10 years. Their solutions extend the usability of mobile devices across platforms, allowing for enhanced desktop-grade productivity regardless of the location.

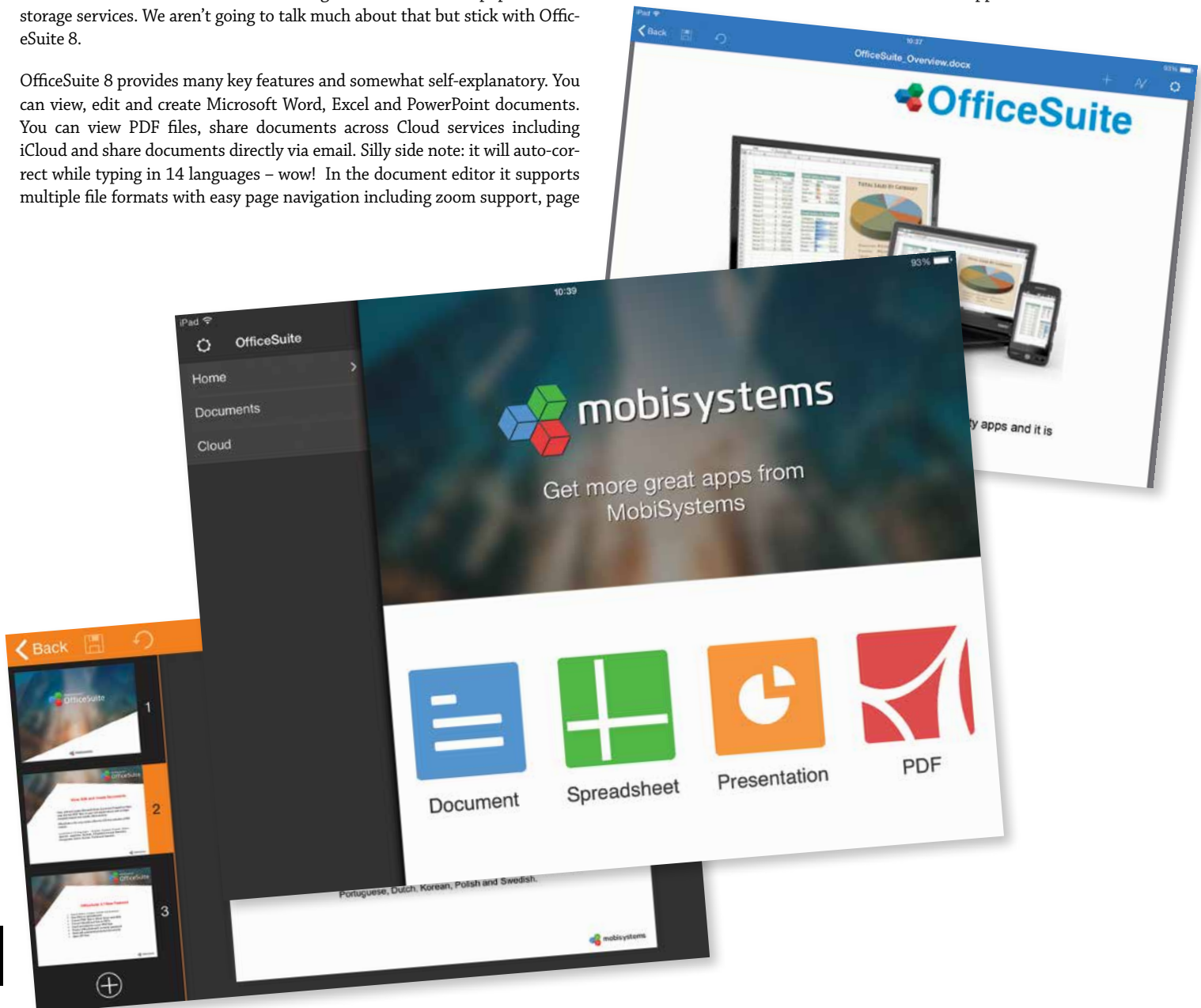
Their flagship product is the OfficeSuite 8 and it comes in multiple flavors: Professional, Premium, Free and AppConnect. They also offer a product called FileCommander that dives into file management connected to popular cloud storage services. We aren't going to talk much about that but stick with OfficeSuite 8.

OfficeSuite 8 provides many key features and somewhat self-explanatory. You can view, edit and create Microsoft Word, Excel and PowerPoint documents. You can view PDF files, share documents across Cloud services including iCloud and share documents directly via email. Silly side note: it will auto-correct while typing in 14 languages – wow! In the document editor it supports multiple file formats with easy page navigation including zoom support, page

finder and dedicated edit/view modes. The same holds true for the spreadsheet editor and presentation editor.

OfficeSuite Pro differs from the free version in that it is ad free, you can password protect your files for enhanced security, spell checking support, filter support for Excel files and you can export text documents to PDF (that might be worth it honestly).

Pricing ranges throughout the different levels. Free is, well, free. Professional is \$9.99 and Premium is \$19.99. The premium includes conversion from PDF to Word, Excel and ePub. It also includes a Microsoft compatibility font pack, QuickWrite predictive keyboard, QuickSpell checker, QuickPDF Scanner and Priority Support. If you are going to invest in a Microsoft compatibility product, I can't imagine you would look too much further however Microsoft did launch their native applications as well.



SpiderCloud Wireless

How often do you walk into your office or any building for that matter, while on the phone or surfing the Internet, and lose service? Maybe the service simply diminishes or weakens. First you have to understand that your mobile device is accepting this data, and sending it for that matter, through multiple layers of attenuation. Whether it is concrete walls or steel roofs it all effects the quality of signal that you send and receive. The higher the frequency, the higher the data rate and the more difficult it is to penetrate. The lower the frequency the more it can penetrate. This all being

“Our team has created a unique and different product and our customers and partners have embraced us,” said Michael Gallagher, CEO of SpiderCloud Wireless. “We continue to be humbled by the industry reception and accolades we are receiving and are thankful for the recognition among many worthy and truly innovative companies.”

Current customers include Vodafone UK, Vodafone Netherlands and more. With the need for a better solution, customers can expect a quick installation and maximization of the licensed spectrum assets indoors.



said, wireless technology is not perfect, however we have found a company that can help solve those difficult environments indoors. Over 80 percent of all mobile voice and data traffic occurs indoors which means that network resources are disproportionate requiring the outdoor network to assign more resources. These challenges can be reduced, and likely solved with SpiderCloud Wireless. If you have LAN access you can take advantage of SpiderCloud Wireless.

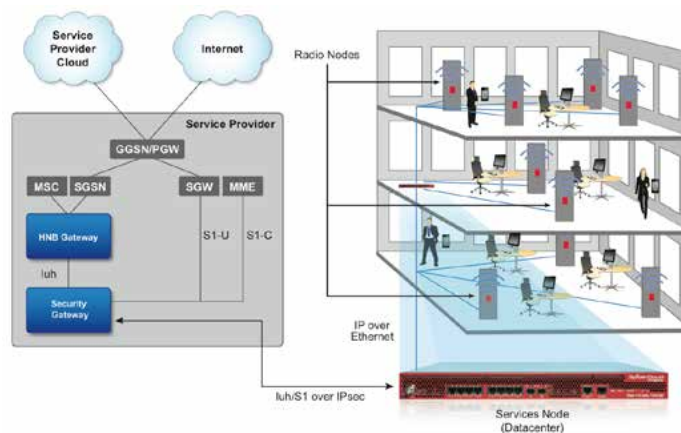
How does SpiderCloud Wireless work? SpiderCloud Wireless has built the world's first scalable small cell system that actually works for enterprises of any size regardless of building size. Typically this technology in the past has worked well in confined areas, but SpiderCloud has taken it to the next level. Coverage and capacity is now offered in a 3G and LTE scalable, multi-access, small cell system that can cover from 50,000 to 1.5M square foot venues including office space and arenas. With the unique self-organizing and self-optimizing software, design configuration and deployment is simplified, RF management is made easier, and it can handle up to 100 Radio Nodes Powered over Ethernet (PoE). A system can be deployed in days.

The Radio Nodes support 16 to 32/64+ simultaneous voice or data channels with 3G, 4G or dual-band 3G and 4G (or dual-band4G). With the dramatic growth in smartphone and tablet use, customer satisfaction is a huge priority forcing mobile operators to improve coverage, capacity and support. Through a Signals Research Group study it was found that in many cases nearly 80 percent of an operators licensed spectrum was being underutilized in enterprise environments. Serving a large building with an outdoor macro network simply doesn't cut it anymore, and the expectations of the consumer prove it. Frustrations with slow data, dropped voice calls and limited service force the hand of these providers to come up with a better solution – one that SpiderCloud does very well.

When you invest in an in-building solution such as this, you expect your employees to have priority over the bandwidth, and SpiderCloud gives you just that. With a “white” list, Enterprise IT has the option to determine who has access to the system and who doesn't, giving a user multiple venue credentials allows employees to travel from site to site with instant priority.

With tremendous funding from the likes of Charles River Ventures, Matrix Partners, Opus Capital and Shasta Ventures they have raised over \$106M as of April 2012 giving them the resources to create a product that serves you, the customer. With quality and service at the forefront of this organization, there is really no need to look further than SpiderCloud when trying to solve the real problems faced each day in your medium-large environment.

For more information be sure to contact your mobile operator about SpiderCloud today. Or, contact SpiderCloud [here](#).





Vipor CRM

Real relationships. Real results.

CRM Software. Where do I start? If anyone has picked up, turned upside down and shaken for hours on end – it is me with CRM software. I have beaten this topic up countless times for my own use. I am in sales and I represent multiple manufacturers. I have hundreds of customers to keep track of over multiple states so it is difficult to know where everyone is, who they are, what relationship they have to a customer and more importantly how much business they have done. I am not going to go into my personal situation to deep but it is a good example of a complex moving target that requires a good CRM to keep track of.

I have reviewed CRM's in the past and found some really good ones. It's funny because all of them have these amazing strengths but there is always one thing I wish it had or did differently that keeps me away. I personally use Base CRM to clear the air, but there are some incredible solutions out there that may fit your needs even better.

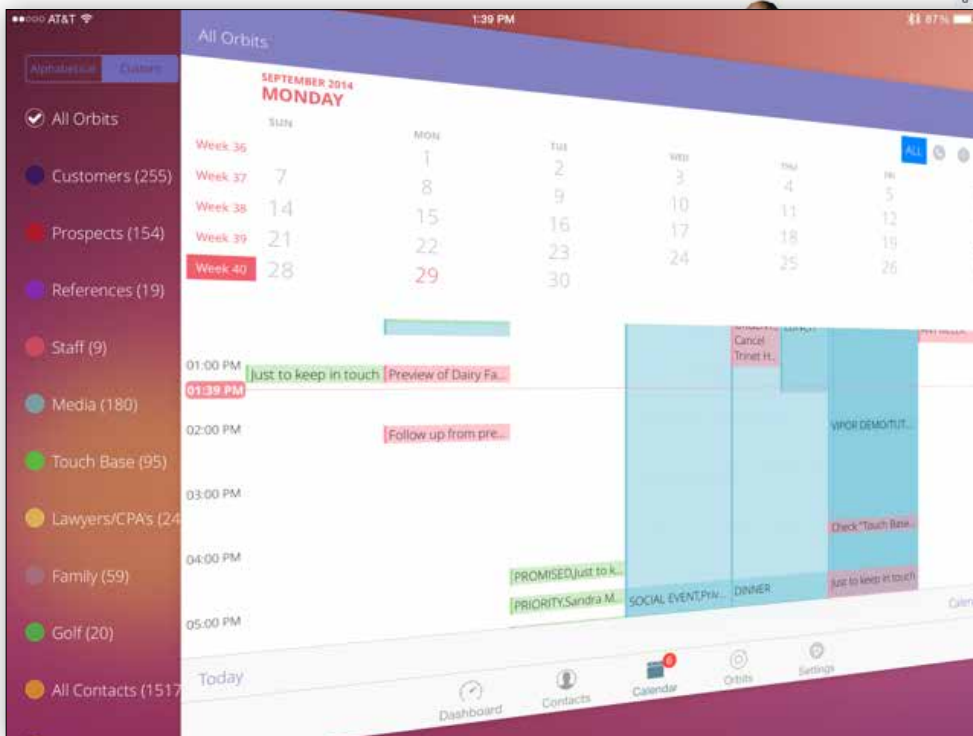
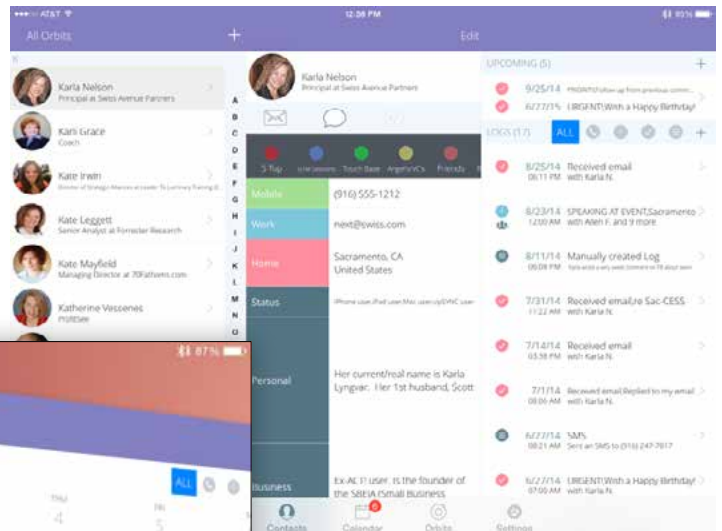
In 2009, VIPorbit was launched to solve the CRM problems of the world. Built specifically around Apple's platforms (OSX and iOS) and work seamlessly together. Let's dive deeper into some of the features that might be important to you.

One of the criteria's that was important to me was a native Mac OSX application (I know, Base CRM doesn't have that). I always wanted the ability to work off-line if need be and Vipor CRM does just that. For starters you can import existing contacts from Apple's Address Book, store multiple mailing addresses and multiple email addresses. You can customize an unlimited amount of fields to track any information you might need and create reports specifically around the contacts. Vipor CRM also plays very nicely with Apple's calendar application, which allows you to schedule events around linked individuals, filter cal-

endars and get pop-up reminders for upcoming scheduled activities.

Ah, one of the most important features I looked for was the ability to log. Vipor CRM offers the ability to track calls, meetings held and emails sent. This is huge, especially for someone newer to a territory and doesn't know their customer base very well. The ability to go back into time and see what conversations were had is live saving at times. "I promised them what?" Oh, and all of the above mentioned syncs between iPhone, iPad and Mac. Love it.

Okay, what's the catch? For me it doesn't offer the opportunity tracking that I need. I want to know what my customers are doing financially. The ability to track conversations and meetings is incredible and they use a terminology called Orbit to create spheres of influence but I really need to know where my deals stand and I wasn't able to find that important feature. Note that Vipor CRM was rebranded and launched on February 3, 2015 so I am sure features will continue to grow. The upside is that the software appears to be completely free for all platforms. Give it a try, trust that more is coming down the pipe and enjoy being ultra-organized with your company.



Finally - for Life or Work
your iPad is now a second phone line or a
complete phone solution.



ZIPZAP – the award winning phone app for your iPad



Keep your personal calls and texts separate from your work ones.

Expand to a complete business phone solution and add lines as needed.

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Simple pricing is less than what it might cost to add unlimited texting to your cell phone.

Unlimited Talk and Text. No Contracts

Fun To Use / Simple Setup / Free Trial



Visit www.zipzap.com/iBusiness for a free trial.

No credit card required.

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Brother RuggedJet™ 4 Wi-Fi Mobile Printers Now Support Apple AirPrint™

Brother Mobile Solutions, Inc., a wholly-owned subsidiary of Brother International Corporation, recently announced that its RuggedJet™ 4 mobile printers now support Apple AirPrint wireless technology, enabling on-the-go printing from iPhone, iPad, and iPod touch, without the need to download special printer drivers or interfaces. The RJ-4040 with Wi-Fi is the first 4" format mobile receipt and label printer in the mobile print marketplace to feature AirPrint compatibility.

Mobile Enterprises and App Developers Benefit

Raul G. Palacios, Senior Product Manager at Brother Mobile Solutions, notes: "This is a groundbreaking advancement for the mobile printing market and a much-anticipated solution for mobile enterprises. We released the product 6 weeks ago, and developers of field mobility software and end users in the field are already validating key benefits; simplicity, improved workflow productivity, streamlined deployment and little to no development work."

The solution from Brother will have the most immediate impact in industries where field workers are currently equipped with iPhone and iPad devices – followed by mobile enterprises considering future investment in iOS® devices for their field workforces. Transportation and logistics drivers, distributors, public safety officers and inspectors in government agencies, construction workers, commercial field services technicians,



Hello AirPrint!!

retail store associates, direct store delivery (DSD) fleets, warehousing and distribution managers, and other workforces that favor the 4" receipt format, can use their iPhone, iPad, and iPod touch devices to print receipts, labels and other documents quickly and easily, right out of the box, directly to the RuggedJet RJ-4040 mobile printer.

The enhancement to the RuggedJet™ 4 mobile printers helps provide the enterprise with device flexibility and a way to future-proof their technology investments. IT specialists will realize efficiencies as they should not have to spend time programming the printers or dealing with special installation and set-up requirements. And app developers won't have to learn a new printer language or develop around a printer as they can utilize the latest printer APIs available in iOS and a printer compatible with the application.

Changing the Mobile Landscape

Until now, Apple AirPrint technology has been available only in stationary home and office printers, with no presence in the mobile print marketplace. At the Apple Worldwide Developer Conference in June 2014 the AirPrint presentation covered features and benefits, new AirPrint enabled products, details on integrating the latest API updates, and a slide illustrating a mobile application - in this case a retail app - printing to a Brother RuggedJet 4040 mobile printer.

AirPrint technology allows users to print directly from their iOS device to the printer without the need to download or install drivers. AirPrint connectivity and printing support is built into the printer's firmware and the iOS device's operating system making it easy to connect and ready to print out of the box.



Case in Point

Rolfson Oil is already realizing the benefits of the Brother RuggedJet RJ-4040 with AirPrint. The firm's fleet of trucks delivers a range of fuels and drilling fluids on a 24/7 on-demand basis to customers engaged in drilling, hydraulic fracturing and construction operations in North Dakota's vast Bakken Shale. According to Jason Burger, Director at Rolfson Oil, they needed to equip drivers with rugged mobile printers to use with their existing iPad minis. The iPad minis tie into Rolfson's database and business systems software network.

"We were excited to learn there was an easy, out-of-the-box mobile printing solution for the iPads our 100 field workers were already using. After testing the RuggedJet, we knew it was the right solution - but the speed and ease of implementation still surprised us. It took only four days to deploy the project and so far the results have been excellent."

The company is already seeing improved business flows and ROI - such as more efficient reporting and billing. But more significantly, they have a whole new flexibility in handling unplanned delivery requests and re-directs. As Burger points out, "When your routes are hundreds of miles a day over vast, rugged terrain, this is a big deal." Today Rolfson executives believe the company is positioned to serve the region's dynamic oil and gas industry with a new level of speed and efficiency.



AirPrint and the AirPrint logo are trademarks of Apple Inc.

About Brother RuggedJet Thermal Printers

Brother mobile thermal printers have long been a choice for businesses that rely on a mobile workforce. The RuggedJet printer's combination of rugged construction, reliability, compact size and ease of operation make it ideal for route-based and over-the-road drivers who need to produce clear, legible delivery receipts, orders and other documents, day in and day out, in all kinds of weather

conditions. Because they are thermal, they don't use ink cartridges or ribbon rolls making it even simpler to use and maintain.

All new RuggedJet™ RJ-4040 with Wi-Fi printers now include AirPrint. And, since the technology is backward compatible, users with existing RuggedJet 4040 Wi-Fi printers can simply download and load the free firmware from the Brother website.



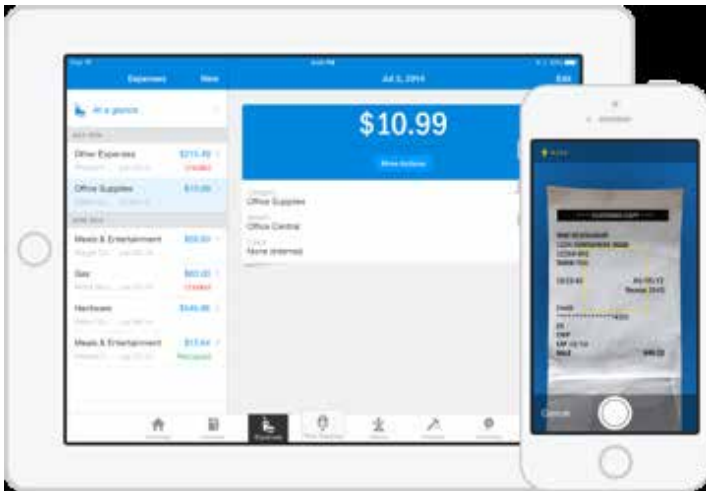
FRESHBOOKS

cloud accounting

Simplicity – Accounting – What?

I haven't met a business owner that gets excited about accounting. No one looks forward to entering expenses, scheduling payroll or balancing your books. The time that it takes, the questions you have to ask yourself throughout the process and the amount of money these software companies want seems unbearable at times. Because you do not see a direct correlation to your bank account and your accounting software the necessary evilness of it sometimes doesn't register. As a business owner myself, I let the receipts pile up until I literally can't think of something to do (usually because I have too much to do) and then I will pound out my receipt entry in a quick 30 minute period. Time is something none of us want to sacrifice so it invaluable to have an accounting software solution that works for you and respects your wallet.

In 2003, after making a fatal accounting mistake, FreshBooks was born.



"There had to be a better way to bill clients". FreshBooks provides you an easy to use interface that works across multiple platforms including native iOS and Android.

Each component of FreshBooks was designed for speed and ease of use. For example, creating a new expense can be as easy as snapping a picture of a receipt where you can quickly log the expense with your phone. Or maybe you would like to automatically import the expenses from your bank. They can do that too. Tracking expenses by any metric is easy and assigning them to specific clients works just as easy.

Snapping A Photo Of A Receipt

One of the biggest challenges lies in tracking your time. There are stop-watches and client billing apps galore on the internet and app stores. However, right inside of FreshBooks mobile app is the ability to track every single billable second. Hey, sometimes different projects that you are working on require different rates, FreshBooks can easily handle it. Hourly or flat rate – you can choose how you make your money. You work on a team, let everyone keep track of the project and the hours they invest so you can

collectively see what you have committed. FreshBooks makes it super easy to keep track of your time and why would you want a separate tool, when it is right inside your accounting software.

Time Tracking On Mobile

Invoices are a breeze to send with FreshBooks. Whether it is from the web-based software or right from your mobile device, you can quickly look up a customer, bill them and away you go. Want to know when they opened the invoice and looked at it, FreshBooks offers their built-in "private investigator" so you can get paid quickly. If you need to accept credit cards, FreshBooks can handle an online payment with plastic anytime, anywhere. Built-in is also late payment reminders for those clients that seem a little slow to pay at times and when you need to bill someone in Rubies, FreshBooks handles multi-currency as well.

Creating Invoices

Pricing, where does this stack up? I am a single user of account software and I manage two companies' books. I received my bill last Sunday of \$15.00 for both companies. FreshBooks bases their pricing of how many clients you plan to manage. Starting with 5 clients (they better be big ones) it costs \$9.95 per month. The packages top out at \$39.95 for pretty much anything.

All in all, I think a small business would truly benefit from a solution like FreshBooks. There is plenty of competition out there but this is one that I would certainly put up there. Ease of use means a lot to me.

Invoice: 0000011

Client: Badger Landscaping (Badger, Benny)
 Address: 123 Lakeshore Street, Toronto ON, L4L 1Q1, Canada
 Invoice Number: 0000011
 Date of Issue: 01/11/13
 PO Number:
 Discount: %
 Online Payment: [Set up online payments](#)

Item	Description	Unit Cost	Qty	Tax	Tax	Line Total
Worm Feed	Container of worms (2 pounds)	9.99	1	HST	-	\$9.99
						0.00
						0.00
Subtotal						\$9.99
HST (13%)						1.30
Invoice Total						\$11.29
Paid to Date						0.00
Balance (CAD)						\$11.29

Terms (Set Default Terms) | Notes Visible to Client

Relationships + Connection = Greater Success

Michael Muhney
viporbit.com
@MikeMuhney

I am decidedly in favor of using Contact Management and Customer Relationship Management solutions and have a determined view of the kind of data to populate them with. However, the question should be asked of any user of these kinds of solutions, “Do they really, and I mean really, create and sustain genuine connections with those I deal with in my various networks?” To those of you who might have readily said they have, let me then ask these follow-up questions: Could they be even more effective? If so, what would it take to achieve even greater success?

The “Traditional” View

Collecting and storing facts about the people in my networks are what Relationship Management (RM) tools are designed to do. Creating a profile for an individual is thus an aggregation of information, collected over time and enhanced with every new piece of information. This is the baseline of “getting to know” those you deal with better. Knowing that you like a particular sports team can certainly help to “personalize” your efforts at establishing a relationship, for example. That is much better than just knowing their title and other exclusively business-related information, but it is a far cry from reaching the full potential of that “relationship.” Meaningful relationships are about much more than data collection. The value of collecting data exists truly as a foundation and a place from which to grow.

It’s Not About Just Relationships - It’s About Connections

Real meaningful and sustainable relationships are the result of a “connection” that occurred between two people and is just as important to achieve in business as it is in your personal life. That’s not to say that business connections become lifelong personal friends—it’s not to say they couldn’t either, though. When you think of those people with whom you feel connected, chances are they are in your personal network. Yet think of the value of those connections and what they mean. What did it take to initiate and sustain that connection?

It most likely required something rarely mentioned with regards to how best to optimize RM solutions and achieve the kind of relationships that they are supposedly intended to help you achieve. While is rarely mentioned, it’s crucial to bridging the gap between relationships and true connections. Stopping short leaves an opening for competitors to fill as well and thus further handicaps further progress in your pursuits with those in your business networks. What are these other pieces of information left un-entered in your RM profiles that could be the catalyst of opening up the full potential of those elusive “connections”?

The Missing Link

The thing, that thing, that it takes to establish a real connection with people of any kind is vulnerability—yours. The business relationships that you stand to have the strongest bonds with are those that go beyond the “data collection” type of information to exchanges in which you have shared something authentic (read vulnerable) about yourself with them. Scientific studies bear this out. As counterintuitive as it may seem, when you share something about yourself with them, something beyond the apparent reason you are devel-

oping the relationship for strict business purposes, you have allowed your weakness to be your strength. In my own experience, when I have had the chance to share some private side of myself, I simply include that in the contact’s profile (in my case, in Vipor CRM) with a simple tag of “PS,” which signifies that I have personally shared something about myself with this person.

Sharing an authentic and humble revelation about yourself with others is an extremely powerful and seldom-used technique to establish a genuine connection with people. For example, I have created tight connections with business people simply by sharing a personally authentic story about myself and more often than not, we both get a laugh out of it. It can be something as silly as having spilled coffee on my shirt while driving to an appointment with someone. We end up laughing at my expense, but it helps create that all-important and elusive “emotional” connection.

Those types of simple gestures more often than not lead to an unfolding level of shared information on a more personal level. Those vulnerabilities can help you to achieve success at a greater rate than simply gathering facts and numbers.

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Mike Muhney, co-inventor of ACT!, is now the co-founder of vipOrbit, creators of mobile contact manager apps for iPhone, iPad & Mac. www.viporbit.com



Data and analytics, we can't hide from them. In fact, we need them – more so now than we ever have. Companies and competition use data and analytics to score huge business in a world that is moving faster than we have ever seen. IBM partnered with Apple in 2014 to create applications that would target the largest enterprises in the world. MobileFirst for iOS is an incredible example of IBM's incredible capabilities. We all know the power of IBM and what they have done for the world of technology – now you can harness that power for your organization in a mobile easy to use platform.

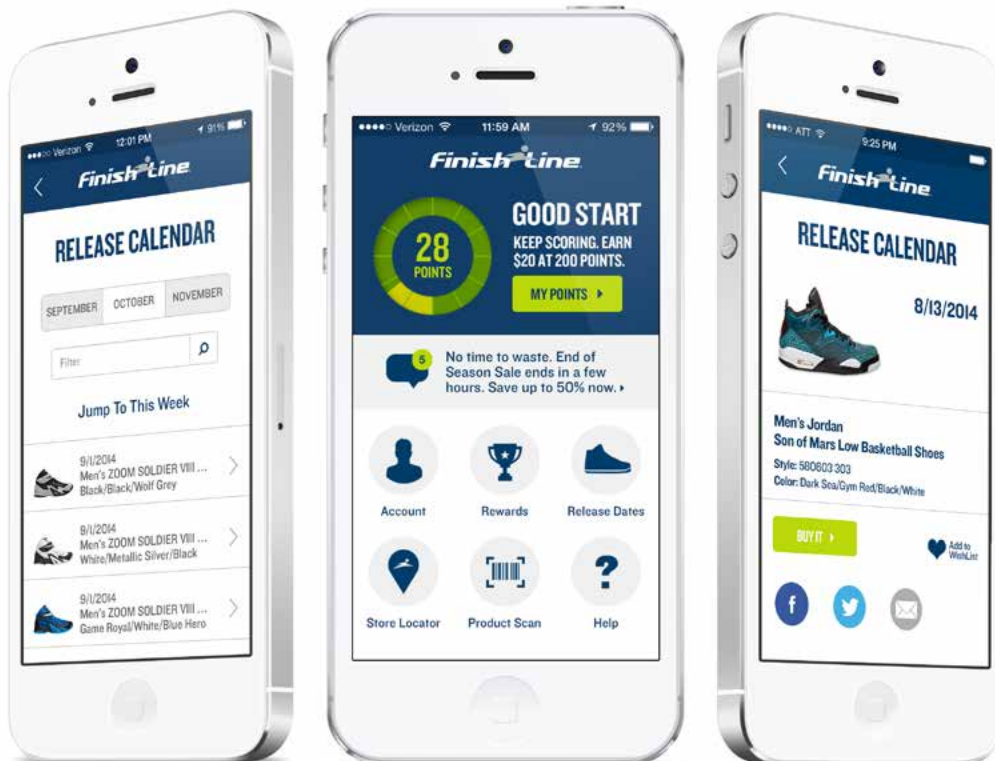
The idea behind MobileFirst is to interact, learn, connect and perform. Simple. They have created essential industry specific applications for the new way to work – mobile.

Designed so enterprises can be more nimble, IBM MobileFirst allows professionals to put more insights and efficiencies into their work right from their iPhone or iPad using real-time information that is integrated into

their back office systems. Industry wide challenges are what they attack first with this software delivering an experience that you are familiar with – your iOS device.

IBM has created solutions that allow you to deploy integrated apps seamlessly and securely. Their software services platform includes several essential functions such as security, data and analytics integration, workflow control and end-to-end device management.

Pricing varies depending on the application you are working within. It is well worth your investment to contact IBM directly using this [link](#).



Blueprint Capital

Blueprint Capital streamlines lending for residential builders using FileMaker Platform for iOS solution integrated across iPad, Mac and the Web

Seattle residential construction lender uses custom iOS solution created with FileMaker software to keep money flowing and building projects on schedule

Integrated mobile solution saves time and hundreds of thousands of dollars

Blueprint Capital is the leading residential construction lender in Seattle, Washington, providing loans and development services to builders of small-scale urban projects. Using a unique, cooperative business model, Blueprint pools the resources of local builders, suppliers and community stakeholders to make it easier for builders to meet housing demand.

With so many aspects of the construction business occurring in the field, Blueprint needed an efficient way to track the progress of projects and facilitate inspections to keep money moving, information synchronized and projects on schedule. To do this, the lender created “Blueprint Connect,” a paperless loan administration and project management solution leveraging the FileMaker Platform for iOS.

By equipping inspectors and managers with iPads running on the FileMaker Platform, including the FileMaker Go app, project details are easily accessible in the field. For example, inspectors have a custom FileMaker mobile solution that enables them to pinpoint a project’s location and get a detailed cost breakdown for every phase of a building project, such as foundation, framing, plumbing, electrical, drywall and so on. The inspector can enter the percentage of work complete, add a photo and transmit the information back to the central FileMaker Pro application using the GoZync plug-in from developer SeedCode. By integrating with the general ledger, the FileMaker Pro application then calculates how much of its loan the construction company has available to draw upon for that project.

Similarly, managers use their custom FileMaker mobile solution for the iPad to get an instant snapshot of loans in Blueprint’s portfolio along with the status of building projects associated with each loan. They can see the progress of projects based on data uploaded by the inspector, track homes recently put on the market, map them to sold properties and generate pricing

for new building project just coming into the pipeline.

In the past, field staff would have carried around huge accordion files filled with paper, but now with the custom mobile solutions for iOS created using the FileMaker Platform everything they need is at their fingertips on a lightweight iPad.

Seamless solution from field to office

With construction details from the field flowing into the central FileMaker Pro application from FileMaker Go for iPad to GoZync, Blueprint Capital has a seamless solution for tracking building projects and managing loans. Gone are the days of manually creating documents and spreadsheets, tackling inspection reports, searching for plans to send to the appraiser, pulling in loan documents and doing this 100 times over for every project. Today, the FileMaker solution streamlines the entire process, from loan origination on the office Mac and field inspection reports on iPads to finished homes marketed on the web.

Mark Knoll, co-founder and CEO of Blueprint Capital, says, “The FileMaker solution has helped us eliminate a lot of duplicate effort, save time and ensure that everyone is on the same page.”

For example, Knoll points out that appraisers use the same escrow title companies. Instead of creating an all-new escrow, the FileMaker Platform lets them bring in the default company information and simply change the loan number.

For new loans, all the contact information, origination documents, appraisals, audits and loan conditions are managed in FileMaker. Any changes made in one place are automatically reflected everywhere else. The FileMaker solution then combines everything into a single PDF document to create a complete closing package for the loan.

“Without this FileMaker solution, we would never be able to handle 150 projects per year and a \$70 million loan portfolio with our small staff,” Knoll states. “Because of the automation, we’ve avoided the need to hire two more people, saving at least \$150,000, which allows us to put more into enhancing the value of our enterprise to builders and community stakeholders.”



Enterprise Mobile Finally Has Its Day

Steven Brykman

SMB



Steven is a Digital Strategist and UX Architect focusing on Mobile Products with a diverse background in writing and literature. He is currently a Strategist with Propelics, a leader in enterprise mobile. Is where he helps a wide range of Enterprises determine the direction of their Mobile Apps. He spent much of the last decade as Creative Technologist/Lead Strategist for his own design company, Got Your Nose, improving user experiences for such companies as Scholastic and Bell Canada and leading the mobile strategy direction for companies including Rabbit Bandini, Guinness, and Nintendo, along with developing websites for Led Zeppelin and digital campaigns for movie titles like Die Hard IV, In Her Shoes, and Fever Pitch. Additionally, Steven co-founded Apperian, a Boston-based technology startup focused on Mobile Application Development, and served as Lead UI Architect and Strategist for all iPhone, iPad, and Android Applications, including Apperian's own flagship Enterprise product, EASE. Steven has singlehandedly helped many Fortune 500 companies define the direction of their Mobile Applications, including MFA Boston, American Greetings, DuPont, Progressive, AAA, Rue La La, and many others.

When I first started out in mobile in 2009—as a founder of Apperian in Boston—our initial mission was to build “transformative” consumer iPhone apps that focused heavily on design and user experience. Though we eventually built enterprise app prototypes for Novartis, Amtrak, and others, the mobile Enterprise market wasn't yet even an afterthought as security and device management issues associated with early iPhone models made this seem an impossibility for the time being (along with the fact Apple products in general weren't too commonplace in the enterprise—at least not beyond the design department).

A year later, our new board declared the app-services model too labor intensive to be profitable and insisted we put together a product. After wracking our brains, we decided that rather than wait for the iPhone to penetrate the Enterprise market—which seemed all but inevitable—we would do our best to help make that happen. We wanted to construct a product that would work for any company, no matter the vertical; one that would offer much more than just the standard email and calendaring functionality. What began as a tool for Novartis quickly became EASE—an Enterprise “App Store” that would enable companies to develop and distribute their own apps internally, provide training, bug reporting, and more.

Five years later, look how much has changed! Since launching Apperian, I've helped develop countless Enterprise apps: everything from sales tools and inventory managers to company maps and onboard flight attendant tools. Today the mobile Enterprise market is as rich an arena as I had always imagined it would be. Consider: given the insanely huge number of consumer apps available, I assert that the bulk of the average consumer's needs have already been met. Future advances will likely come in a) the way we interact with our devices (interface improvements, increased predictivity, voice input) and b) when accompanying new technologies (NFC and Apple Pay, more granular location-awareness, pairing with 3rd party devices to monitor bodily functions and improve our health). Otherwise, it's gotten to the point that all our needs have long since been met.

Further, apps aren't websites. A promotional app is nearly impossible to pull-off. Sure, you'll check out the latest Warner Bros. movie website. But nobody wants to download a promotional app for every new movie title, which is why the ones in the App Store are all games. One that stands out, Harry Potter and the Half-Blood Prince, is categorized as an “Entertainment” app and suffers from poor reviews as a result: “Boring,” “...not a lot to do,” “...just a bunch of trailers,” “...a waste of time.” People simply expect much more from an app than they do a website, having gone through the enormous trouble of navigating the app store and downloading the thing. Namely, they expect functionality.

Consumers have grown tired of kitschy apps like this one, where a main feature is to insert a picture of yourself into a custom wanted poster. This is simply old hat. Back in 2009, rapper/actor Ludacris wanted to promote his Release Therapy album with an app that let you break shit by yelling into the microphone. The louder you yelled, the more shit got broke. Even back then, the idea was—shall we say—ludi-

crous. The app was fun for about ten seconds, after which the user was overcome with a desire to delete it from his phone, along with any Ludacris mp3s that may also reside there. As a result, it never got built.

But unlike consumers, who basically all share the same needs (whether we're willing to admit it or not), each company has its own unique set of problems, its own issues to solve, its own paper-based, age-old processes to streamline. As a result, the number of custom apps that can build to solve these problems is virtually limitless.

According to Adam Seligman, vice president of Developer Relations at Salesforce, “The economic wave has crested on consumer apps...But apps for employees and B2B partners are a huge opportunity.”

Today, there is no shortage of enterprise demand for mobile apps. And while development companies can build framework libraries to accommodate certain user-patterns that tend to appear over and over (sales, inventory, and customer management tools for example), every job is different. Each client has their own specific need, their own problems to solve, their own archaic processes to streamline and bring up to date. The playing field is boundless. Every company can benefit from the digitization and mobilization of their processes, in the long run saving significant amounts of money by eliminating paperwork and getting everything on the phone. For the Enterprise, the real financial reward comes not from app (or in-app) sales, nor from in-app advertising, nor from being used as a marketing-tool. Rather, mobile devices are finally being recognized for their greatest value, as a legitimate business tool, one that provides real value in the form of dramatically increased efficiency and productivity.

Further, the technological playing field itself has been leveled. “The new normal for business is small agile teams building the thing they need fast, not waiting for IT, for big transactional systems to catch up or for commercial software vendors,” continues Seligman, “Small teams of business experts, developers and designers cranking out a mobile app fast that solves a customer need – that's the new normal, the new basis of competition.” Propelics (www.propelics.com), my current employer, is just such a team. Each year, the tools for creating enterprise applications get faster and easier to use. Propelics expertly makes use of the very latest tools, continuously updating our methods to pull off what no other company can. In short, we can identify our client's needs, analyze their priorities, and design and build a working prototype to meet those needs in a mere two weeks.

We should all be thankful that the era of gimmicky apps is over and that mobile technology has evolved enough that we can finally all get on to the serious business of using these magical, addictive devices to solve real business problems in ways never before imagined.

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Designed in Vancouver, Canada.

My Favorite Business Apps

Rene Siegal
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My preferences for business apps have not changed much over the years I have been using my iPad for business. The apps I rely on daily to keep me connected and productive have only gotten better. There are many new ones; these are my favorites.

iWORK (Pages, Numbers, Keynote): Apple's iWorks suite remains a productivity workhorse, the mobile version of Apple's desktop office suite. Once Apple made "Open In" and printing to AirPrinters possible, the suite of apps really began to shine. Apple improved the interface and provided additional creation and editing tools which have made the iWork an easy to use full featured office suite which remains among the best available and creates beautiful documents. iWork was the first app to move the iPad from a consumption device to a productivity device and was the beginning of the iPad's usefulness for business.

Stratospherix FileBrowser: FileBrowser, with assistance from an IT administrator, provides access to network shared drives, which makes documents stored in corporate clouds available to authorized users without elaborate planning to facilitate work on the go. Corporate security varies among industries—some allow and even use iCloud storage, others, like mine, do not. For those which allow iCloud storage, documents can be easily transferred between an app like iWork and back to FileBrowser using "Open In". FileBrowser comes in three versions: FileBrowser, FileBrowser for Business and FileBrowser with Symantec. The latter two allow direct control by systems administrators, the version with Symantec provides enhanced security.

Simple Genius (SG) Project Apps: SG Project Pro has become my go-to for detailed project planning and generation of Gantt-Pert charts and other valuable output options. SG Project is fully compatible with MS Project and charts can be "printed" to PDF for rapid distribution. I've been using SG Project for years and it has worked perfectly allowing me to manage my projects, document and distribute documents on the go. SG Project is available in three versions, two of which are suites of project management apps that allow everything multipage Gantt-Pert and other charts, single page views of an entire project or project outlining and planning. Even with the in-app purchase of the various modules, it is still a great value for MS Project users who work away from their primary workstations.

Microsoft Office for iPad: This is as close to the full version of desktop MS Office that Microsoft seems to be willing to come. Overall this is an excellent app which includes mobile versions of Word, Excel and Powerpoint. Since launch Microsoft added direct print and print to PDF capabilities. Full editing is now available at no cost. The app continues to lack file management and the ability to open documents in other apps. Compatibility with iWorks is greatly improved. One of the strongest features for business users in high security environments is local iPad storage. Transferring documents to a network shared drive using, say, FileBrowser, can be cumbersome but worth the effort for die-hard Office users who can't use iCloud storage.

Readdle Printer Pro: Printer Pro converts documents

and Web pages to PDF, allows hard-copy printing through wireless connection directly between a printer and the iPad, wireless connection to a desktop PC app. The app can also print Web pages to PDF in iOS 8 using the Print to PDF capability in Safari; the PDF is sent to Printer Pro. There are many fine apps with similar capabilities but what sets Printer Pro apart is that it most easily and consistently converts Web pages to PDF. Other apps which claim to don't convert Web pages as seamlessly or consistently well as Printer Pro. The downside for converting sensitive documents is that Printer Pro doesn't allow local iPad document storage as can be done with GoodReader and Save2PDF.

GoodReader: GoodReader is one of the most powerful file viewers available for a variety of formats including PDF, Word, Excel, PowerPoint and Text documents, with great features like rotate, highlight and comment among others. It is not a PDF converter although it has many features found on some of the more advanced PDF converters for iPad. GoodReader is one of the few PDF apps that allows local iPad storage which maintains security for users who cannot use iCloud for business. The newer versions of GoodReader have advanced capabilities which allow disassembling of documents, moving, adding and removing pages. Documents can even be merged. Even if iCloud can't be used for business documents, GoodReader's iCloud may be used for general reference materials which can otherwise consume a lot of space on the iPad drive depending on corporate security. GoodReader has a number of file transfer options including to and from most of the popular servers and clouds, "Open In" for transfer between apps. Documents can also be emailed and printed to AirPrinters directly from the app. Web pages can be downloaded and saved in HTML format but they cannot be converted to PDF.

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Rene Siegal is a research administrator at a major hospital where she is responsible for the day to day operations of two clinical imaging research programs. She has been using mobile technology since 1994, and has contributed to FoxPop.com (a UK-based user oriented website).



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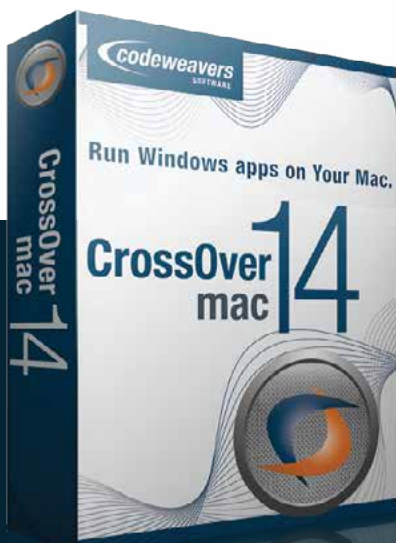
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