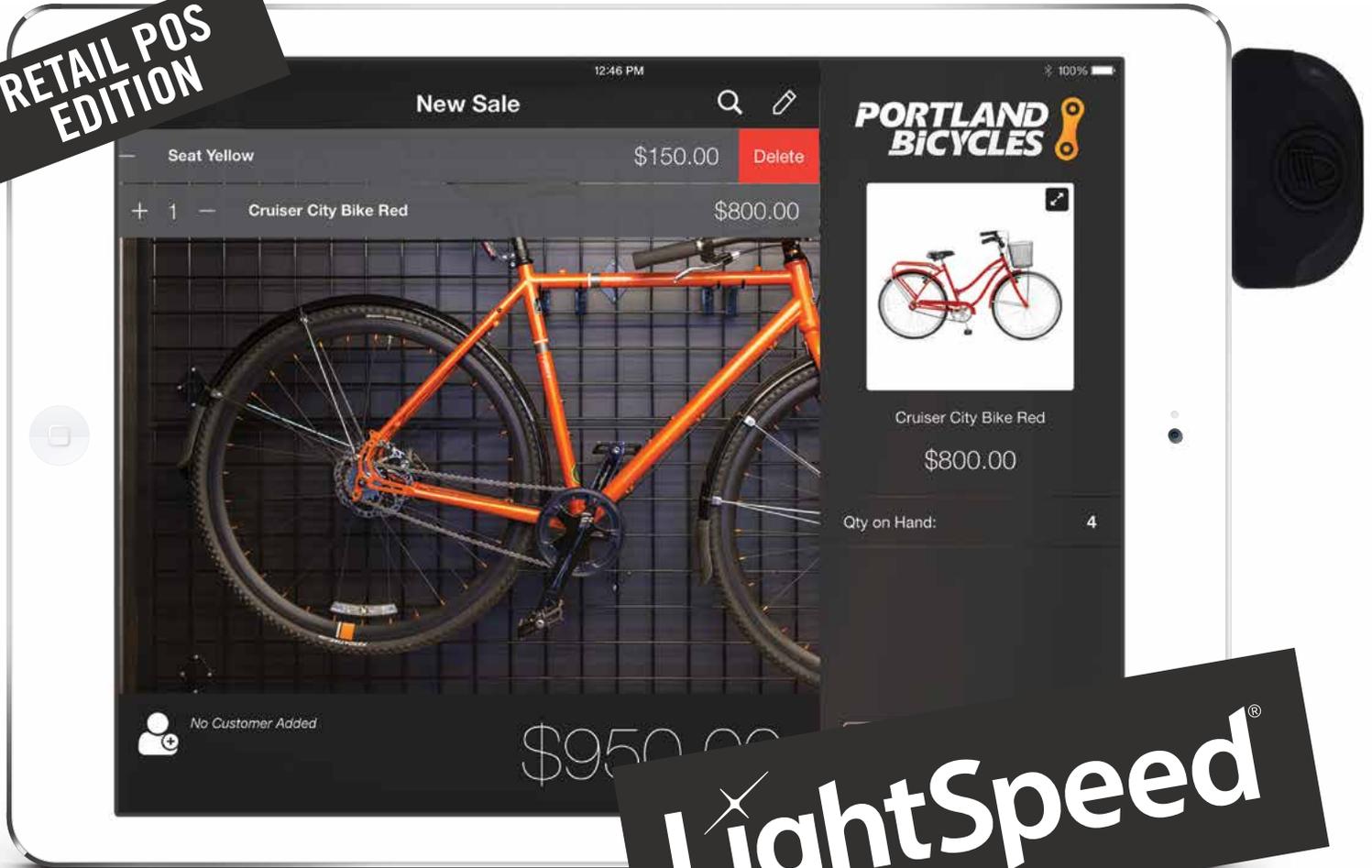


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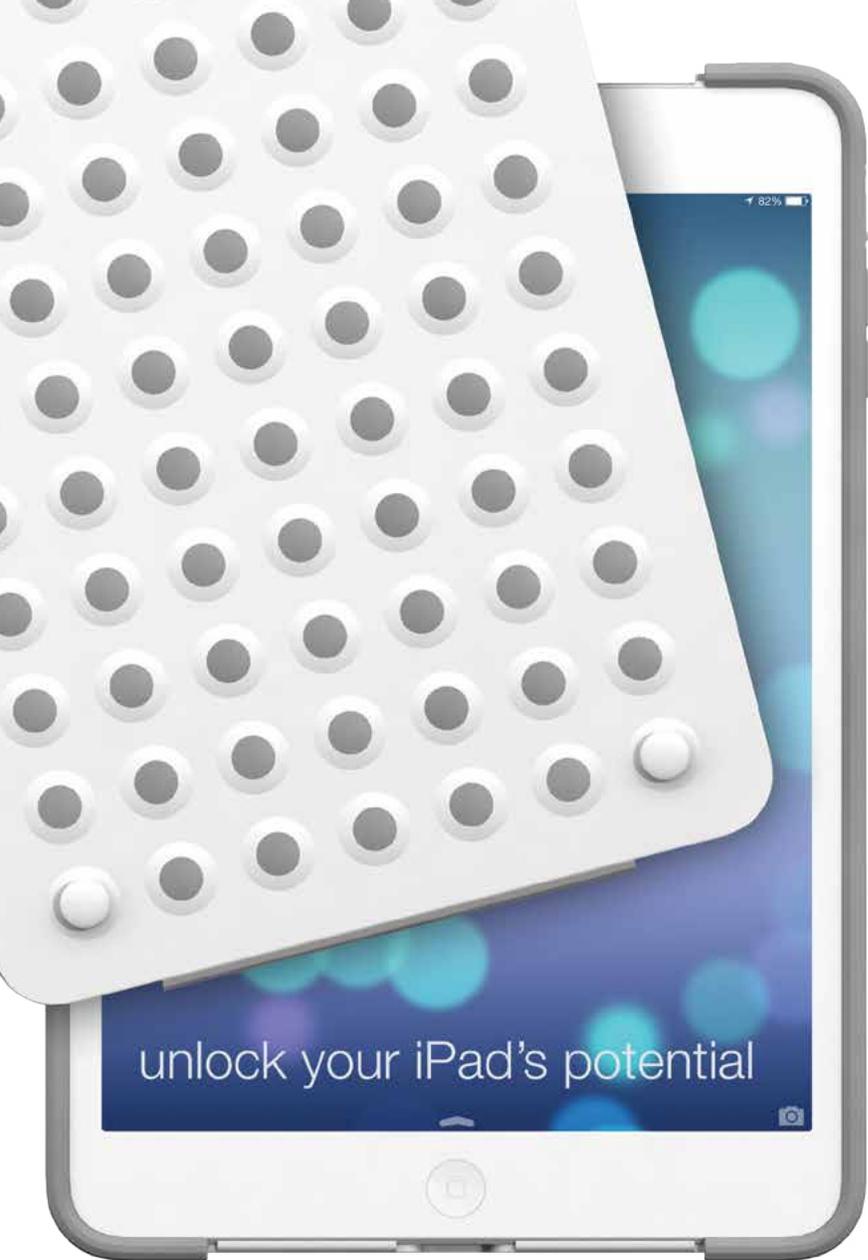
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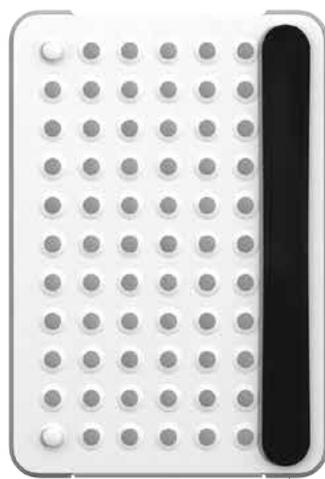


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Meet the Future of POS with Revel Systems

Terry Jarrell

Stop and think about it... iPads are popping up everywhere. If you really give it some thought you will realize that you aren't just seeing them at work, schools or simply seeing others browse online at Starbucks. There are new and exciting directions that Apple's amazing mobility device is rapidly growing into and the hottest area right now is Point of Sale (POS). Maybe you've already been handed an iPad to view a wine list or some other limited function but it's a start. But let me tell you, there is a whole other universe of capability to be enjoyed with the right tools to make iPad the top choice for POS systems starting today.



With this centralized data storage, storewide changes to price, products or other details is done from a single login. The same goes for report in for all store locations, again from a single login.



Another interesting and forward thinking aspect of Revel is the open architecture. With Revel's open API, 3rd party accounting and reporting integrations are possible, as well as emerging technologies. A nice way to future proof your investment knowing that it is ready to play ball with applicable new technologies.

The biggie - SECURITY. Revel is the ONLY iPad POS that meets all PCI Compliance requirements. Security is something taken very seriously, as it should be.

And the icing on the cake is the incredible level of support service. Revel's 24/7 support team is among the brightest, quickest to respond you will ever find. Each member of Revel's support team has an engineering background so your needs and concerns are never outsourced. As an authorized Revel Reseller here in Florida, we offer a further extension of onsite and remote help in selecting and deploying the right Revel set up for your needs and training.

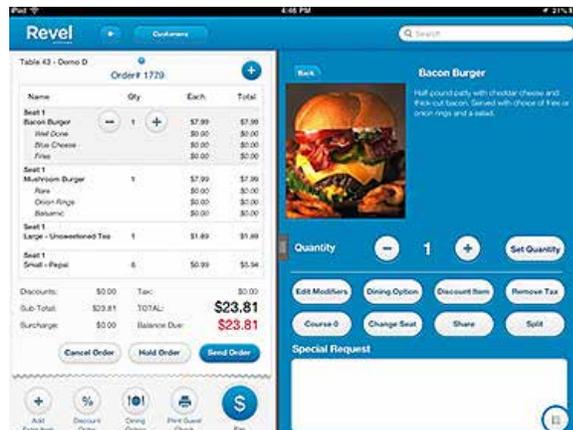
While these are just a few highlights of the most incredible iPad based POS system in the industry, we can only scratch the surface in this article. For more information please visit www.maxyourmacs.com or www.revelup.com.

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Terry Jarrell founded Max Your Macs LLC in central Florida in 2004, serving the needs of Mac users in Daytona Beach, Orlando and literally all over the state. As a long standing member of the Apple Consultants Network, Terry also served three years on the Apple Consultants Network Advisory Council. As a writer, he has authored various Apple training guides as well as articles for online and print publications including MacsimumNews, Techware Labs, Cult of Mac, Daytona Beach News-Journal and many others.

We have explored several major players in this emerging field and there is a clear winner in Revel Systems. While others offer a nice assortment of various levels of functionality, Revel gets it all together under one umbrella - and the execution is darn near perfect. Everything from ringing up sales at a quick service station to handling multiple iPads in the hands of wait staff roaming around a full service restaurant can be managed efficiently from a single dashboard back end. And since the dashboard is cloud based, multiple locations, brands and establishments can be easily managed from the same spot. Not only does this raise the ease-of-use bar but it also eliminates the need for separate servers at each location saving thousands of dollars in hardware costs and the need for running from location to location to collect data.



Not only does Revel take orders and process payment, but it can also replace a number of separate tools you may already be using. Things like employee scheduling and time sheets as well as inventory management are key features as well.

Revel

SYSTEMS

POS Solutions: Where Do Mobile Devices Fit In?

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Anyone who has frequented an Apple retail store has undoubtedly admired the expediency and efficiency by which the sales representative was able to effectively manage the transaction right from his or her iPhone or iPad point-of-sale (POS) solution.

Indeed, much to the benefit of the consumer, we are rapidly approaching a dramatic point in our history whereby, dare I say, we will no longer be required to wait in long lines, nor be provided sales receipts nearly the length of our favorite golf club.

According to a recent survey conducted by Aruba Networks regarding in-store mobility, Apple's iPhone and iPad were considered best-in-class devices for businesses planning to more effectively navigate POS purchases.

The survey also revealed that 56 percent of businesses intend to implement mobile technology solutions through the iPad and 38 percent through the iPhone for POS purposes.

Furthermore, a mobile retail study conducted by Forbes and RIM found that 73 percent of retailers had a mobile initiative in place for their retail stores.

Clearly, the trend towards improved POS solutions through innovations tools such as the iPhone and iPad is expected to continue, if not dramatically increase.

Retailers are increasingly finding that they can drive improved sales, improve the customer experience, and more effectively manage the business as a whole.

Just as important, product and application developers are responding to this trend through the introduction of new products designed to integrate with existing retailer loyalty systems, facilitate payment from any location, while directly linking in-store experiences to e-commerce systems.

To be sure, a lightweight, mobile, powerful, and easy-to-use tablet device offers retailers unprecedented functionality, with benefits that include increased employee productivity and efficiency. POS solutions are moved from behind the cash register and onto the sales floor, al-

lowing associates to interact with customers, enhancing the customer experience while improving sales volume.

With Apple's iPad and iOS, developers are provided a platform to engineer outstanding retail applications, with three primary options provided to retailers when considering the implementation of a POS solution on their iPad:

- Web-based POS software. While not specially developed for the iPad, these applications can be accessed via the iPad's Safari web browser.
- Point-of-sale iOS applications. Many of the biggest retail software vendors are beginning to offer iOS apps in addition to their other solutions.
- iOS payment processing applications. Combined with a credit card reader attachment, these applications can process transactions from anywhere.

The iPad and iPhone are driving significant change throughout multiple industries. Whether utilized as a kiosk for patient check-in at your local physician's office, menu at your favorite restaurant, or hand-held cash register for POS transactions through retailers, businesses

are looking to create an enjoyable shopping experience, increase productivity, and drive improved sales volume.

iPAD and iPhone POS solutions are affording retailers the opportunity to meet the demands of an increasingly volatile marketplace, while improving business performance.

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John Garrett serves as CEO of Facilities Management Advisors, LLC. Prior to founding FMA, Garrett maintained over 18 years of experience within the Facility Management, Corporate Real Estate, and Facility Services Industries.
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Jens Lodholm
@doctor_mac

A Compelling Case for Mavericks Server

Much has been said about the new Mac OS X 10.9 Mavericks client OS, but reviews of Mavericks Server are much scarcer. This article will focus solely on 10.9 Server, especially from my own perspective as a long-time Mac system administrator.

Snow Leopard Server was far from perfect. But it was the last of the full-featured Mac servers aimed at enterprise customers. With Lion Server, features were removed or hobbled. There were a variety of reasons for this, including a change in the open source license for Samba, the Windows-compatible file sharing service. In the field of professional system administration, the proverb goes “If it ain’t broke, don’t fix it.” And years of experience supporting servers has taught me that. Unless there’s a strong reason for upgrading a working server, you don’t jeopardize a solid configuration. That’s why my feet remained firmly planted on 10.6 Server. It had a lot of quirks to deal with, but once you learned them, you could keep the server running reliably, for the most part.

Too many negative reviews of Lion Server kept me from even taking a chance of breaking working servers, so I stayed far away. The removal of key services cemented my decision. With Mountain Lion Server, however, two separate cases forced me to support servers running the new OS. Each experience led through a wilderness of frustration, ending with a barely-satisfying workaround.

In one scenario, Windows-based 3D artists discovered that the server did not want to respond to their software’s requests for supporting files for their projects. After a 2-minute or more timeout, the server yielded an error, but not the files themselves. After much effort, I succeeded in serving these files to the artists by disabling 10.8 Server’s built-in Windows sharing, and installing the open-source Samba service that 10.6 and earlier had included. Although this restored the function and performance needed by Windows clients, it was excruciating to administrate, and omitted key features such as integration with the Open Directory service.

In another case, a lab of Macs needed to load centrally-managed preferences from a server. Unfortunately, although Profile Manager promised big, it failed on the ground. Settings applied to these Macs often failed to behave as expected, causing simple changes to take hours of troubleshooting in order to obtain a desired client behavior. This made administration less like science and more like voodoo—until I gave up and rolled back to an older solution, Workgroup Manager.

Thus, when Apple released Mavericks Server, you can understand my hesitation to install it on servers that I had finally gotten running more or less as I wanted. Despite the recommendations of a colleague who had helped implement an improved feature in Mavericks Server, I stayed safely behind my line in the sand.

Benefits

It was by pure accident that I discovered my foot-dragging had, in this case, cost me. Only after the need for making software updates available to Mavericks clients drove me, did I experiment with Mavericks Server. Although many services remain unchanged from 10.8 server, my research and testing revealed some very useful features:

- **Updated Windows File Sharing** - OS X Server now supports SMB version 2, which was released for

Windows in 2007. Benchmarks of this service compare very against older versions.

- **Improved Profile Manager** - New features and distribution options make this a worthwhile upgrade.
- **Time Machine Quotas** - A long overdue feature that can restrict client backup consumption on shared storage; there are some limitations to be aware of.
- **Software Updates for Mavericks Clients** - 10.9 Server is the only OS which can supply Software Updates for 10.9 clients.
- **Caching** - The Caching service stores updates and other content for newer Macs and iOS devices, in order to make more efficient use of an internet connection. Its limitations may require the Software Update service to run alongside it.
- **Mavericks Client Benefits** - 10.9 Server includes all the benefits of the Mavericks client OS, such as power usage info, app nap, finder tabs, and so on.

Cautions

In deploying a Mavericks Server to replace or supplement an older server, refer to the Apple Knowledgebase article, OS X Server: Upgrade and migration from Lion Server or Snow Leopard Server <<http://support.apple.com/kb/HT5381>>. It covers the advantages and details of upgrading versus migrating. In my quest to implement Mavericks Server in real-world environments, I discovered some challenges in upgrading from older servers such as 10.6:

- **Wiki Storage** - The data location and storage format for wikis have changed, so old wikis may not cross over without help.
- **Open Directory** - Servers of a certain OS, such as 10.9, cannot usually become replicas of a server running a different OS, such as 10.6, so plan accordingly. You need a way to backup your directory data and provide a failover directory service. The migration or upgrade of an existing Open Directory server may offer challenges as well.
- **Server Administration Changes** - Administration of services has changed, especially since 10.6. Many settings which could be controlled from the Server Admin app now must be managed from Terminal, such as the data storage location for the Software Update service.
- **App Nap** - Some applications in your environment may encounter performance problems with App Nap, the feature which reduces an application’s power consumption. This feature can be suppressed in the Application’s Get Info window; I had to do this with virtual machine software that hosted a virtual server.

While this article cannot be taken as a replacement for technical documentation, it should hopefully encourage you to invest the time and effort to explore the applicability of Mavericks Server for your own environment. If you desire a more thorough review of 10.9 Server, refer to the following excellent and comprehensive article at Ars Technica, A Power User’s Guide to OS X Server, Mavericks Edition <<http://arstechnica.com/apple/2013/12/a-power-users-guide-to-os-x-server-mavericks-edition/>>.

If you’ve never owned a Mac server, but support a Mac/iOS environment, there are compelling arguments for buying one.

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Jens, the owner of a corporate Macintosh consulting business in Colorado Springs, CO, has carved out a niche corralling Apple products into playing nicely with others in enterprise environments. This has been his livelihood and area of expertise for years, whereas writing is his hobby and passion.

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Keeping Cutting Edge Means ShopKeep POS

Running your own business can be tough enough. Keeping track of sales, customers and growing your business can be even more difficult. There are a number of POS (Point-Of-Sale) systems on the market that include everything from full-on server rooms with client stations (like you might see in a department store) to the use of an iOS device. An iOS based POS system uses the Apple™ hardware of an iPad™, iPhone™ or iPod Touch™. Accessories can include printers, barcode scanners, credit card scanners and cash drawers.



The advantage of using the Apple™ hardware platform is simplicity, mobility and familiarity. Clunky client stations and miles of wiring are gone. Full IT support staffs and thousands of dollars in equipment can be tossed out with the weekly garbage. Let's not forget that an iPad™ sitting on your shop counter looks pretty good too. ShopKeep POS solves the problem with a clean, simple to use interface that is synonymous with Apple™. Typically, you will find iOS based POS systems in small boutiques that range from bakeries to wine shops to coffee shops, although ShopKeep POS is robust enough to handle hundreds of thousands of transactions a day.

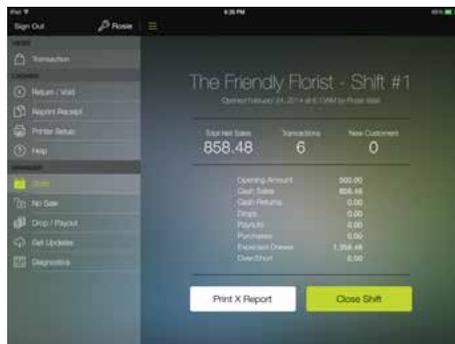
ShopKeep POS is a cloud based transactional and inventory system that can handle both credit card and cash transactions. Setup is as easy as any other sign up process that you are familiar with. Once you have created an account, attached business banking information and loaded in your inventory, you can start making money immediately.

ShopKeep allows for the use of any credit card processor, including the one that you are currently using. They even offer help in choosing the one that best fits you. You can access data from anywhere, anytime. With their comprehensive reporting software you will never be in the dark. It offers easy to read graphical snapshots of your business including inventory man-

agement, tracking employee hours and even QuickBooks® integration. One of my favorite features is being able to see my top 5 selling items at any given moment.

As mentioned before, ShopKeep POS supports a myriad of accessories, including Star Micronics printers, MagTek card swipe plug-ins, Socket barcode readers and APG cash drawers.

In the startup phase of transitioning to ShopKeep POS you will be offered a free, personalized hardware consultation where they will help you hand pick the right hardware package. In addition you will receive free unlimited support, something you can't live without when you are in the infant stages of transitioning one of the most important parts of your business – the money part.



The Register App that ShopKeep POS uses runs only on the iPad™, however they do offer a free Dashboard App that lets you see your day at a glance, the app even works on an Android phone. You can track live sales data at one store or multiple stores giving you full control over your business while on-site or away.

ShopKeep POS, like many other software companies, offers a free 30-day trial and after the trial expires they charge \$49 / month / register. They offer phone, email and online chat support for all of your hardware questions.

Although focused on the retail environment specifically, ShopKeep POS is a great option if you are looking for simple to setup, simple to use and plenty of data to analyze your business. Although they don't offer 24/7 phone support, they are available during normal hours. They are also one of the only POS software companies that are compatible with a number of other hardware solutions.

Review written by **Billy Trimble**



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Kenneth Cole and Z Nitro

Dave Park
dave@xcel.on.ca

Kenneth Cole Laptop Backpack

I wanted to start taking a 17" laptop to and from work. I couldn't see myself carrying a high-end satchel or briefcase. Yet I still wanted something stylish that would look good enough to bring to a meeting. Xcel Source, where I work carries the Kenneth Cole line of bags and tablet cases. I picked up the 17.3" backpack it is from the Kenneth Cole Reaction line.

The bag is stylish and rugged; it is packed with pockets and zippered pouches, enough places to organize everything. The bag has a limited lifetime warranty. The zippers are extra durable, made of metal. They are also oversized for ease of use.

Even though the bag is extremely durable, empty it weighs little. Another added feature is the padded carrying handle, relief for your hands when carrying a heavy load.



The product also allows you to customize your phone with colors. Currently black, blue, green, orange, pink, purple, red and white options are all available to purchase. There is even an option to purchase a matching colored home button.

Nitro Glass is made out of tempered glass and as the video on the companies website shows, it literally makes your phone hammer proof. The covering is scratch resistant and it will not leave a sticky residue behind if ever removed.

For wholesale information on these products and many more please contact the author.

SMB



Dave Park has been an avid computer hobbyist for over 30 years. For the past 10 years he has been selling all the greatest computer products to retailers all over the world with Xcel Source Corp. Contact him at 1-905-564-9235 ext.

Z Nitro iPhone Glass Cover

Z Nitro Makes a "Hammer Proof" glass cover for iPhone. They make versions for iPads and iPad minis as well as other phones. The Z Nitro cover is a thin sheet of glass that presses onto the phone. It protects it with a layer of ultra tough glass that does not interfere with the phones operation.

Statistically a quarter of all iPhones end up getting damaged, and screen replacement costs are high.

The Z Nitro glass doesn't add a heavy bulky case to your phone, but does offer protection from drops and tumbles. Being stronger than just a wrap protector, it not only protects the phone from scrapes and scratches but from being dropped as well.

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Benseron Turns Your Restaurant Into A Powerhouse

POS (Point-Of-Sale) systems have come a long way. From Ritty's Inscrutable Cashier to swiping a credit card on a smartphone the history of collecting money from customers mechanically dates back to the 1800's. Yes, we have come a long way. Although the actual transaction takes about the same amount of time (with cash at least), the advent of credit card processing has certainly improved. Time is money, as they say, and merchants demand speed. As I am sure you are enjoying the plethora of reviews on POS solutions, Benseron is certainly one to throw in the mix.

Benseron, as many do, started with a problem. A late night call from a friend to fix a software glitch at his Subway restaurant turned into a solution for an innovative, efficient and cost effective product in the POS marketplace. Being a small firm, comes with its benefits. Onur Haytac, founder of Benseron, insures the highest level of customer service and products because he was one of you; he gets what it takes to run your own business and the challenges that are presented. Their focus is quality, not quantity, which we like.



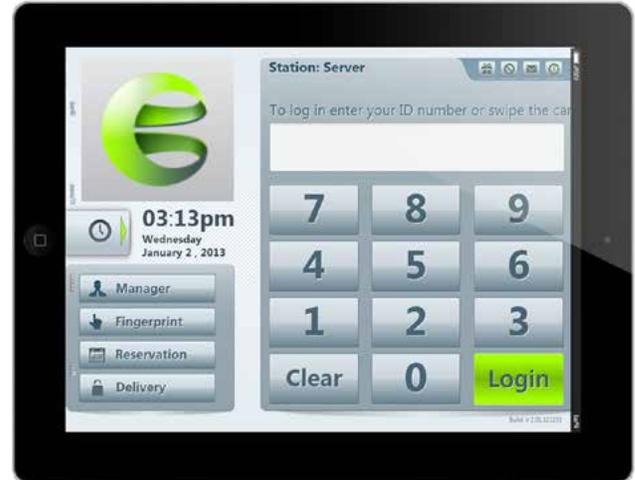
Benseron, like a lot of the their competition, offers a number of features that will be familiar. They offer three different hardware solutions: iPad™, Atom and Elite. Their POS software will run on all three hardware solutions. I won't go into as much detail on the iPad™, as everyone reading this is very familiar with the operation of that hardware device. The Atom is a 15" touch display device that houses a 32GB HDD and a 1.6 GHz processor. The Atom runs WEPOS/XP/CE, LINUX OS's and comes with a built in swipe. The Elite is 15" touch screen display as well with 32GB HDD and 1.86 GHz processor. The Elite offers a VESA compliant mounting structure and runs WinXP/Vista/Win7/Linux.

Software solutions for Benseron include Table Service, Quick Service, Phone Service, Bar Service and Back Office, they focus their attention on the restaurant industry. Each software solution comes with the user in mind. For example, Quick Service offers speed, audit control, inventory, full credit card integration, combo orders and much more. Phone Service is designed for phoned orders and has a quick access delivery screen, driver assignment, tracking, Google Maps integration, future orders and much more. Be sure to check out their site for more detailed information on all of the benefits each software solution offers. The Back Office couldn't be more simple to use with dashboard performance, custom store information, set employee access credentials, menu programming, report management, regulate customer database, daily special lists.

Unique to the POS industry is Benseron's financing options. They understand what it is like to start your own business and over 95% of their customers are approved for financing to make your transition to a new POS system painless. You can apply for financing online, making the process even smoother.

Hours of operation are 9am-6pm, Monday – Friday (Eastern Time Zone). They do offer emergency technical support 24/7. You can also schedule a quote or demo directly from their website.

When it comes to restaurant POS, nothing can be more important than simplicity and speed. Being able to train your employees in an expedited fashion is more money in your pockets. Benseron certainly offers these benefits and shouldn't be overlooked when transition to your new POS.



bevo pos



Billy Trimble is the founder and owner of inrich, LLC, a technology training and consulting company based in Louisville, KY. Most recently working for Apple™, arguably the best technology company in the world, his experience allows him to cater to virtually every need. billytrimble@mac.com

Star Micronics Cash Drawers Provide Mobility **AND** Flexibility



Star Micronics' addition of the SMD2 series to its mobile point-of-sale (mPOS) solution lineup will help seamlessly facilitate the adoption of mPOS into a variety of sales environments – from retail to restaurants. You'll soon find that SMD2 cash drawers will be a vital part of your mPOS efforts.

You will enjoy the ultimate flexibility the SMD2 cash drawers have to offer. They support wireless operations to give you more options when configuring your store layout — without restrictions due to wiring or other traditional infrastructure limitations. With the ability to communicate via a standard printer driven interface with included cable or Star's DK-AirCash wireless option for Ethernet, Bluetooth 2.1 or MFi certified Bluetooth communication, Star's SMD2 cash drawers enable secure cash management in any sales environment. When you integrate mobility into your sales floor, customers will appreciate having more access to your sales associates, as your business takes customer service to the next level.

SMD2s are available in small (SMD2-1214), medium (SMD2-1317) and large (SMD2-1617) sizes. And with the choice of the chic new white finish or the standard black color, Star's SMD2 cash drawers have a look and fit suitable for any application.

Want to know more? Here are the SMD2 cash drawer specs you need to know:

Star's SMD2-1617

Star's SMD2-1617 is full sized and offers robust payment storage. It combines the storage capacity needed for high cash volume with the connectivity options necessary in any sales environment.

- Full size cash drawer for high cash volume situations like lunch hour rushes or weekend sales.
- Quality and all-steel construction to stand up to heavy usage
- DK-AirCash connectivity options include Bluetooth 2.1, MFi Certified Bluetooth or Ethernet for mPOS
- Convenience of two media slots for check and cash management
- ABS five bill/five coin removable cash till
- Kensington lock compatibility for added security
- Printer driven interface (cable included) or Star's DK-AirCash wireless option for Bluetooth 2.1, MFi certified Bluetooth or Ethernet communication

Star's SMD2-1317

Ideal for any retail or hospitality environment, the SMD2-1317 is a standard sized cash drawer with the connectivity options necessary in any sales environment.

- Standard size cash drawer
- DK-AirCash Connectivity Options include: Bluetooth 2.1, MFi Certified Bluetooth or Ethernet for mPOS
- Quality and all-steel construction to stand up to heavy usage
- ABS four bill/four coin removable cash till
- Kensington lock compatibility for added security
- Printer driven interface (cable included) or Star's DK-AirCash

wireless option for Bluetooth 2.1, MFi certified Bluetooth or Ethernet communication

Star's SMD2-1214

The SMD2-1214 is the most compact cash drawer in its class. It's the perfect solution when space is limited or for low cash volume situations. The SMD2-1214 offers the functionality of a full-sized cash drawer combined with a space saving small footprint and connectivity options necessary in a mobile POS environment.

- Small footprint for space sensitive and low cash volume situations
- Printer driven interface (cable included) or Star's DK-AirCash wireless option for Bluetooth 2.1, MFi certified Bluetooth or Ethernet communication
- Quality and all-steel construction to stand up to heavy usage
- Single long media slot for check and cash management
- ABS five bill/four coin removable cash till and coin tray
- Kensington lock compatibility for added security
- Printer driven interface (cable included) or Star's DK-AirCash wireless option for Bluetooth 2.1, MFi certified Bluetooth or Ethernet communication

Cash drawers and mobility: a perfect combination

Star Micronics has made it simple to go mobile with the compact modular design of the DK-AirCash that can be easily integrated with the SMD2 cash drawers. It delivers a true mPOS solution that enables communication from your tablet device and mobile printer to the cash drawer. The DK-AirCash connects through the cash drawer's drawer kick port. This effectively enables you to upgrade the existing cash drawer's interface from a 24V printer connection to an Ethernet, Bluetooth or MFi Bluetooth connection.

The DK-AirCash MFi Bluetooth model is compatible with popular Apple devices such as iPhone®, iPad® and iPod touch® in addition to devices running on Android and Windows platforms. Once physically connected, simply integrate the StarIO SDK (software development kit) into your application to start using DK-AirCash. By allowing secure control of your cash drawer wirelessly, you will have flexibility to configure the store layout without restrictions due to wiring or other traditional infrastructure limitations. Unrestricted by a cash wrap station, sales people can step out from behind the counter and engage with customers on the sales floor. Star's DK-AirCash makes customer service and clienteling the forefront of every retail operation.

Star Micronics is staying true to its motto: "always Leading- always Innovating" with the addition of the SMD2 series cash drawers to its expanding mPOS solution lineup. We want to help you seamlessly integrate a sleek and functional mobile POS into your unique retail or hospitality environment.

Review written by **Billy Trimble**





Apple™ is on **LOCKDOWN!**

Since 1986 MacLocks has been designing and manufacturing security for your most precious hardware – your Apple™ devices. Dealing with some of the smallest, thinnest and lightest devices is not an easy task. Innovation is at the forefront of functionality and holding true to Apple's™ most beautifully designed products. MacLocks produces hundreds of products for individuals, institutions and enterprise. This review will not have the opportunity to go through each one but we have handpicked a few that we think you will be most interested in.

is made of aluminum. It is only 1mm thick making it almost a part of the MBPR. It attaches to the bottom backside of the MBPR using four original screw holes. Security is at its finest with this lock. Pricing is \$69.95.

Whether you are looking for business security or home security, look no further than MacLocks. They truly do offer the best and largest selection of locks for Apple™ products. From iMacs™ to MacBook Pros™ to iPads™, they have everything under the sun and more. Be sure to visit their site, but prepared to stay a while.



Billy Trimble is the founder and owner of inrich, LLC, a technology training and consulting company based in Louisville, KY. Most recently working for Apple™, arguably the best technology company in the world, his experience allows him to cater to virtually every need. billytrimble@mac.com

Keeping with the theme of POS we will start in the iPad™ world and share with you the Slide Basic iPad™ POS Stand which comes in white or red and is made of high-grade aluminum for durability and security. Almost every card reader will still work with this case/stand. The Slide Basic can be secured to a table or used with a cable lock so you can feel confident that nothing will happen to your device. Pricing is \$119.95

Another option for your retail or restaurant environment would be the Slide Pro iPad™ POS Kiosk which also comes in white or red and is made of high-quality aluminum for security and durability. This enclosure allows you to rotate the device in portrait or landscape mode and boasts a steel base for extra stability. As with the Basic, this can be secured to a table or used with a cable lock. Pricing is \$159.95.

As you will find by searching their site, there is a plethora of options for mounting iPads™ and even iPad minis™. The options are virtually endless.

One of the more interesting items we came across was the iMac Lock. For some of the business owners out there the iMac serves as a very nice all-in-one computer to run their business from. This product securely mounts to tabletop and the iMac slides into the mount. The plate swivels so you can share things with your customers and provides outstanding theft and safety protection. It is cable free and has a master key for added protection. Pricing is \$98.95.

For those users that prefer the MacBook Pro Retina as their tool of choice, MacLocks has won awards for their new Wedge Lock Technology and the MBPR Lock Bracket. This lock works with both the 13" and 15" and



Bitcoin in a Retail and POS environment

Marni Melrose
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In a recent Harvard Business Review article, David Hoffman writes, "Discussions of privacy and security policies are now happening in boardrooms across the globe, and many of these conversations are zeroing in on what should be done to integrate privacy as an added value to the business."

Accepting payment in bitcoin is one of the best ways that you can serve your customers. Unlike a credit card that reveals too much identity information, a bitcoin payment reveals nothing but the sending bitcoin address, unless you choose to ask for more. In addition to that, people who have bitcoin tend to be more affluent and are looking to spend their coin. This may change as more people embrace the currency but at the moment accepting bitcoin can get you more publicity and press.

There are additional benefits as well, Dan King, president of New West Technologies says, "Bitcoins offer Bricks and Mortar retailers an opportunity to reduce fraud and identity theft, eliminate chargebacks and lower processing fees by more than half." This can make a big difference to retailers whose profit margins are already very tight. Processing fees in the United States generally run 2-2.5% for a generic retailer, and card not present can add a half a percent higher.

Chargebacks were an issue for Swissa Jewelers who wanted to be able to sell their Jewelry online worldwide. Bitcoin was a great answer for them. Coindesk recently did a survey of over 200 bitcoin accepting merchants. 97% of them said that they were satisfied with bitcoin and 96% of them said that they would recommend accepting bitcoin to another business.

There are several options available for you to accept Bitcoin in your retail store or in your POS system. Unfortunately, at the present time, Apple is not exactly friendly towards Bitcoin so the selection of options available are fewer.

Blockchain.info has a simple android app. It allows you to request payment in person from a customer. Blockchain does not provide a way to move from bitcoin to your home currency so you would want to send your Bitcoin to an exchange first.

Coinbase has a very simple merchant App for Android where you just enter the amount to request, it display's a QR code and the customer scans it with their bitcoin wallet and makes payment. Coinbase is an exchange as well. They allow you to stay in BTC or cash out into US dollars for free for your first 1 million in sales, after that there will be 1% fee per transaction and .15 for the bank transfer.

Coin of Sale, a Singapore startup that is gaining global attention charges a .59% fee per transaction. You can use an Android, iOS or any device with a web browser, as long as it has an internet connection. Coin of Sale has a lot more retail friendly functions and I would say is the first true POS system that I have listed so far. The drawback here, like Blockchain, is that it does not allow you to withdraw automatically into your local currency. You would need to send it to an exchange first.

Coinkite is a good entry level POS system and it can also act as an exchange terminal. Like some of the others here, you can outforward to any exchange of your choice. The Bitcoin payment &

exchange terminal \$ 797.98. Starter 1% on withdrawals 1% on POS sales 50% exchange markup share Personal is \$ 9.81/mo 0% on withdrawals 1% on sales

Professional \$ 29.42/mo 0% on withdrawals & 0% on sales up to 3 terminals

Business \$ 267.44/mo up to 10 terminals Enterprise is \$ 2674.40 unlimited terminals. Dedicated account manager.

SumoPro by BitxATM is on the other end of the spectrum. It is an ATM as well as a POS. At \$ 3,993 it can accept or dispense any digital currency as well as any fiat currency. In the POS mode, a server sets up the transaction for the table and prints a paper receipt for the customer who can then scan the QR code and makes payment. The Sumo Pro will show that the customer has paid and they are free to go. Like blockchain, coin of sale and coinkite, you are free to cash out via any exchange.

BitPay is the industry leader for accepting bitcoin, with over 30,000 businesses using them. You can use any iOS device or an Android as well as other traditional POS systems listed below. They allow you, like Coinbase to cash out in to US dollars, and they also support over 150 other currencies worldwide. Bitpays prices are as follows: 1% transaction fee at the starter level; Professional \$ 30 a month No transaction fees; Business \$ 300 a month - import sales into quickbooks Phone support 3 domains; Enterprise is \$ 3,000 a month Account manager, unlimited domains VPN access.

Softtouch is the first company to natively integrate bitcoin payments into their POS system.

In order to use Softtouch, you would need a BitPay account. They are the first fully integrated POS solution for restaurants in the USA. You can also integrate with your website to accept orders online. They have a counter Mode, full service mode and quick pay mode. Their systems start at \$ 1,295.00 and are currently available in the US and in Canada.

Bitcoin for RMS is an extension for Microsoft Dynamics Retail Management Systems. The extension is \$ 100 if you already have RMS. If not RMS starts at \$ 1,100 per register. Like, Soft-Touch, you would need a BitPay account.

Stay tuned to our guide on accepting bitcoin in a retail or POS environment

SMB



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www.macangel.com
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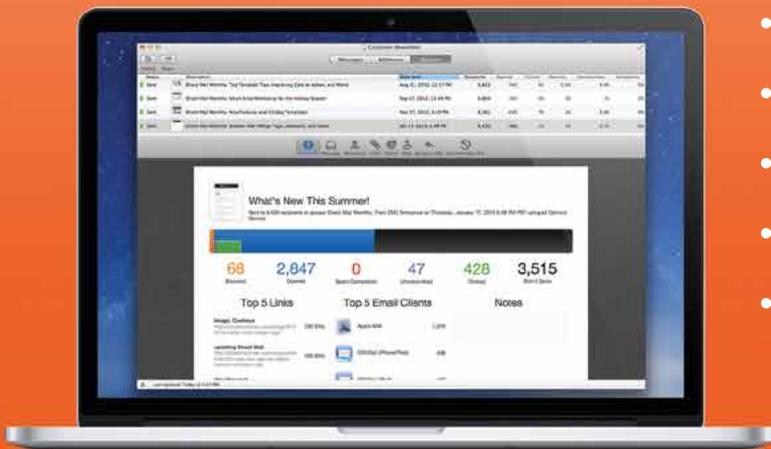
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Everyone else is getting a technological makeover, why not the hospitality industry? They have the same makeup as other business: customers, employees and products/services. When it comes to marrying the hospitality industry to information technology, look no further than LogicLink. In 1990, LogicLink brought the vision of efficiency and automation to the hospitality industry, specifically connectivity and business solutions.

LogicLink offers six main products that we will discuss in brief:

Business Automation Center

At the root of their business hotels need services for their clients centered around copying, faxing, computer access and printing. Business Automation Center (BAC) offers simple touch screen interface, easy three-step instructions, multi-lingual, 24-hour technical support, automatic billing, concurrent multi-user access, conventional name-brand equipment, and much more.

Cyber-Shell Business Center

The unmanned, key card access room that you spend half of your road trip in because you forgot to print all of the supporting documents for your presentation – that's Cyber-Shell Business Center. They offer concurrent multi-user access including a wide range of site applications.

Cyber-Shell Coffee Table

Much like Cyber-Shell Business Center, Cyber-Shell Coffee Table is typically a one-person location in a hotel lobby where users can comfortably and reliably surf the internet and complete business needs.

GoldenEye HSIA

GoldenEye High Speed Internet Solution offers real time web access management, remote monitoring and control of billing, high speed ethernet connectivity for guest rooms, customized billing and reporting as well as added amenity for guests to stay connected on business or leisure.

"I-License" Internet Station

"I-License" internet station is a proven solution for large deployment. Advantages include simple maintenance, flexible configuration and highly reliable performance. "I-License" is the premiere provider of internet access on-board cruise lines.

Web Office: Transaction Processing System

LogicLink comes to the market with an industry first in online management tools that allow for real-time revenue transaction status to all LogicLink clients.



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Square and Simple Go Hand In Hand

So you run your own lawn mowing business for the neighborhood – and you are 14. Or maybe you set up a lemonade stand on the weekend. Possibly you have a garage sale twice a year. You may not think of it right away but all three of these examples have one thing in common. Money is exchanged for products and services. Let's face it, cash just isn't that convenient anymore. You can't just go down in the business and withdrawal money. You have to get in the card and drive to the bank or ATM. It's debatable who started the credit card but whoever did began the process of making cash obsolete. Okay, I've gotten a little off topic here but the point is everyone needs a quick easy way to make payment for a product or service. According to postconsumer.com, Americans carry, on average, 3.5 credit cards. Three and a half different ways to pay for a good or service! Square's philosophy is simple, everyone should be able to accept credit cards – and they did just that.

Let's hone in on the word simple, because Square perfected it. No sign up fees, no activation fees, no cancellation fees, no bank routing fees, no monthly fees, no inactivity fees, and no chargeback fees. A lot of NO's there and it can't get anymore simple than that. Download the app, for iOS or Android, sign up and connect your card reader (free to order from their website) – that simple.

What's the catch you might say? Some might say their transaction fees but from a convenience perspective for you and the customer, we think the fees are very reasonable. You have two options: swipe a card or enter it manually. Swiping a card, Square takes 2.75% of the transaction (\$100 swipe puts \$97.25 into your account). Manually entering a card Square takes 3.5% + 15¢ (\$100 transaction puts \$96.35 into your account). They accept Visa, Mastercard, American Express and Discover. Still pretty simple, don't you think?

Over time, Square has gotten clever and added more products and services. In the theme of POS, they have offered an app called Square Register and even offer a sexy stand to mount your iPad™. Square Register offers many features including custom amount entry, add and organize items for sale, tipping, customer signature, digital receipts, receipts via printer, discounts,

issue refunds, connecting a cash drawer, connecting a barcode scanner and much more. Most importantly you can manage inventory through Square Register. You have the full functionality of reporting from anywhere you have internet access. The backend of square allows for so much control. Square also offers control of employee credentials and adjusting tax rates as well as reviewing employee activity – again super simple.

Square recently introduced Square Market, an online shop from neighborhood businesses. This can help you reach more customers and converting more sales.

Getting back to my mention of cash being a nuisance, Square offers an app called Square Wallet and you, as the business owner can accept it, making transactions even easier for your customer. Square Wallet works just like it suggests – its your wallet. No need for cash and wait, no need for a credit card. When a customer walks into your place of business, Square recognizes them being there and opens up a tab. As they order or purchase things, it shows up in their wallet and the can pay directly from the mobile phone. No need for a bill at the end of the night or a credit card to swipe. When the customer leaves your business, the tab is closed out and a way they go – with "money" in your account – simple, again.

Maybe Square should have called themselves Simple, that is taken – by you guessed it – a bank. We love a good dose of irony.

There is no question that Square is a solution for the majority of small businesses. From ease of setup to many different solutions that carry over through one login credential, Square is a must have, regardless if you are looking for a POS.

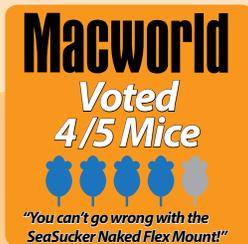


Billy Trimble is the founder and owner of inrich, LLC, a technology training and consulting company based in Louisville, KY. Most recently working for Apple™, arguably the best technology company in the world, his experience allows him to cater to virtually every need. billytrimble@mac.com

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POS Software You Lavu!

Simplicity and affordability are the theme when it comes to POS (Point-Of-Sale) systems. There are many solutions that meet both criteria in some way or another depending on what your needs might be. Features are very competitive in this market. As you continue your research on the best solution for your business you will find some software developers that have given you everything under the sun and some that are more minimalist and a feature or two are missing. Either way, all are determined to solve the two most important problems – making things simpler and making them cost effective. POS's are a necessary evil and should not be taken lightly because they can truly enhance your business.

Restaurants and retailers have dreamed of moving to a wireless solution for their transactions. Allowing them to spend more time with the customer and less time in front of a screen. POS Lavu solves this problem with an easy to use iPad™ centric solution. Before the iPad™, wireless solutions were slow and far too expensive for a small business to bear. Once the iPad™ hit the market, multiple developers jumped at the opportunity to cut the cords for their future POS customers. Lavu did just that and born was a product that was powerful, simple to use and affordable. Focussed primarily on the restaurant industry Lavu offers a feature rich solution that includes specific multi-room layouts, easy-split checks, employee timecards, seat and course numbering, multi-printer routing, customer email tracking, remote backend office, standardized and exportable reports and inventory management. They pretty much offer everything you would need.

Backend is important when running your business. You want to know where you stand at all times and Lavu answers the bell. You can access Lavu from anywhere in the world via their web browser solution. There are also multiple

reporting options giving you the opportunity to export data to your favorite accounting software.

Setup is easy and offered in two different ways. You can do it yourself (hardware not supported) or you can contact a distributor who will insure everything is up and running exactly the way it was designed to work. Lavu works with Zephyr hardware to provide you with the latest in hardware technology including iPad™ stands, networking, printers, cash drawers, scales and much more.

Signing up with Lavu is as simple as going to their website. They offer a 14-day trial period, contrary to most of their competition, which is 30 days. Once the trial has expired you will have 3 options to choose from: Lavu Silver, Lavu Gold and Lavu Pro. Lavu Silver has a flat license fee of \$895 and \$39/month which gets you a single terminal software seat. Lavu Gold has a flat license fee of \$1,495 and \$79/month, which gets you a dual terminal (2 seats). Lavu Pro is for the multiple device location. For the \$2,495 license fee and \$149/month you get 3+ terminals (\$20 / month for each additional terminal, maxing out at 23 terminals). Software updates are always free.

Pricing may seem a little high but we think you get what you pay for and Lavu is one of the leaders in this industry. There are no contracts and no obligations so you can always cancel at anytime. Lavu offers 24/7 support and even provides on-site technicians where necessary and available. Being a leader in a saturated market like this is tough, but Lavu has earned that spot and should be a heavy contender when you make your POS software decision. Be sure to contact them or a local distributor to get "fit" for the right system.

Article by: Billy Trimble

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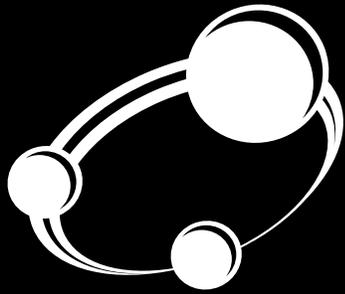


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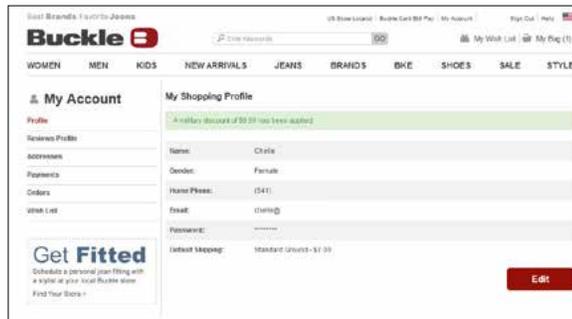
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The Role Of Verification Technology In The Retail Vertical

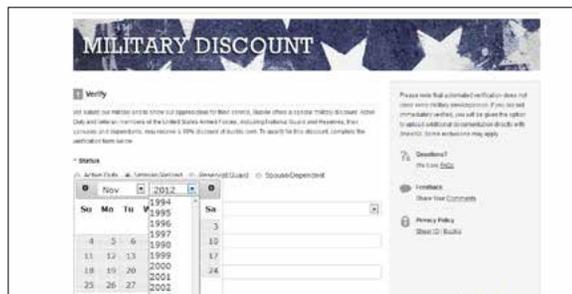
Jake Weatherly

The retail landscape has shifted rapidly in recent history, as consumers have embraced new technology. With the rising popularity of laptops, iPhones and tablets, retailers have witnessed a sharp increase in online sales and mobile transactions. Branding Brand recently released an index that demonstrates that mobile orders have increased 130% and revenue from mobile transactions has risen 168% in the last year. Consumers no longer differentiate between channels, and they expect the same shopping experience whether they are standing in a store, logging onto a computer, or browsing from their iPhone or iPad. Meeting customer expectations can be challenging for retailers, especially those who are accustomed to operating primarily out of brick and mortar locations.



Many brands like Costco, Foot Locker, The PGA TOUR, and Spotify recognize the value of presenting exclusive offers to specific consumer groups like students, military, teachers, and loyal customers. Military offers increase goodwill and incremental revenue, as 94% of members of the military community report that they notice when companies are military-friendly and are more likely to support those brands. Student discounts cultivate brand loyalty among the young and increases the lifetime value of the customer. Rewarding loyal customers with exclusive coupons and personalized offers drives repeat purchases.

In the past, verifying eligibility for these kinds of exclusive offers was as simple as asking customers to show an extra form of ID or scan a reward card during check out, but confirming eligibility in the digital world can be much more difficult. The "show and save" model doesn't work when a customer is shopping remotely from their smartphone, computer, or iPad, and online fraud can have serious implications. For example, when one popular apparel company announced a limited time offer of 25% off for college students who placed orders online, 35,000 shoppers responded within twenty four hours. 60% of the shoppers who tried to redeem the college student discount were not currently enrolled in classes. Because the retailer had an eligibility verification solution in place, the 21,000 shoppers who didn't qualify were turned away or presented with a secondary offer.



resses. Using .edu email addresses for verification isn't effective because 41% of alumni keep their .edu email address, and 34% of students never receive a .edu address in the first place. Incoming freshman can be validated by eligibility verification services, but won't be issued .edu email addresses until orientation, if they receive one at all. Verifying with a .edu would mean a retailer would miss out on the lucrative Back to School season because they would turn away all those incoming freshman. Retailers attempting to weed out customers who don't qualify for military, first responder, or teacher offers run into similar issues unless they have an eligibility verification solution in place that has been optimized for online and mobile.

Similarly, many retailers who rely on online or mobile coupon codes to protect gated offers for loyal customers or customer groups open themselves up to fraud. Promotional codes are frequently published on coupon aggregator sites like RetailMeNot or shared through social media and email. In addition to verifying a consumer's professional or student status, an eligibility verification provider can also validate whether or not an online or mobile shopper is a new or returning customer. Upon determining the customer's status, the retailer can present them with a single-use coupon code, or apply the discount directly in their shopping cart. This technology makes it possible for shoppers to access special pricing or gated promotional offers at their convenience, regardless of where they choose to shop. Developing an omni channel customer experience is good for a company's bottom line, as a study by Deloitte noted that omni channel shoppers spend 208% more than those who shop in-store only.

Another upside for brands is that once effective eligibility verification gateways are in place, companies can connect directly with the consumers who qualify for their special offers. There is no longer a reason to require customers to sign into portals, join third-party communities, or visit hidden landing pages to access discounts, reward perks, or exclusive promotions. Brands can broadcast their offers with confidence, knowing that only qualified customers can redeem them. Because they are free to actively promote their special programs, retailers can expand their reach and grow their customer base-increasing incremental revenue. For instance, Foot Locker recently expanded their military appreciation program after implementing an eligibility verification solution in stores and online. Now that Foot Locker brands can protect their military discount, they've posted signs in their retail stores to increase awareness about their offer for active duty and retired military.

Shindigz, an online party supply shop, is an example of a retailer than has grown their business by successfully marketing a military discount. Prior to putting military verification in place, they offered the 20% military discount, but didn't feel comfortable promoting it through social media, broadcasting it to their existing customer base, or distributing press releases. After aggressively marketing their military appreciation program for one year, Shindigz saw a 185% increase in orders and a 235% bump in overall sales.

The ability to definitively verify eligibility is liberating retailers and their marketing teams by preventing fraud and allowing them to connect with their customer base on a personal level. As consumers' expectations continue to rise and the prevalence of omnichannel retail continues to expand, it is becoming more important than ever for businesses to implement secure eligibility verification solutions that can validate shoppers online, via mobile, or at POS for a consistent user experience.

Feature



Jake Weatherly, CEO of SheerID

Before the advent of eligibility verification, some e-commerce stores attempted to verify students by requiring .edu email ad-



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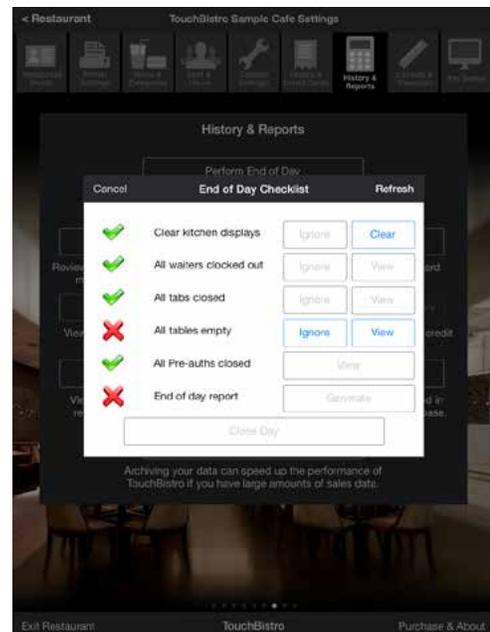
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TouchBistro Is Easy To Understand and a Great UI

Restaurants demand speed, efficiency and cost savings. From employee training to product ordering, to menu setting and most importantly, customers through the door; POS systems can't be difficult to use and need to align with the product you are offering. Although there are many POS solutions on the market, that offer a multitude of features and benefits, it is hard for us to look past TouchBistro. From the first visit to the website, you can tell that they have it figured out. It's refreshing and confident. To take it one step further, they are the #1 Grossing Food & Drink App in 27 countries in the Apple App Store. That's enough for us to continue looking further.

Both solutions offer over 150+ features including printer and cash drawer support (popular brands like Epson, Star Micronics and AirPrint support), payment hardware support (even accepts PayPal), restaurant management, staff management, menu management, and payment and tax handling. To view the complete list, click here. STANDARD solution offers a one-hour over-the-phone setup session, insuring that you can be up and running very quickly. STANDARD also offers complete backup to Apple's iCloud™ service. PRO offers backup to the server solution (Mac Mini) and completely syncs across all iPads™ being used within the restaurant. Both offer full 24/7 phone and email support which is so important when things aren't going quite right.



TouchBistro offers an iPad™ centric solution to the restaurant POS market. With their clean, easy to use interface that is well laid out, you want to use their software. They focus their business model around different dining experiences including: Restaurant, Quick Service, Coffee Shop, Bar, Food Truck, Pizza, Stadium and Food Chain. Each solution carries a similar, familiar layout making training and integration simple. The website does a great job of making recommendations based around the business you are running including all of the necessary hardware. They are very Apple focused and you will find that even the hardware, where possible, is Apple based.

The TouchBistro website offers many success stories from different restaurant genres. You are certain to find a comparable business to the one you are running or looking to startup. Some of their featured customers include: Trambusto, Roast Butchers, Spirithouse, Le Dolci, Café Oranje and Steamwhistle Brewer.

Digging deeper into the Restaurant POS solution, the focus is around server error reduction, spending more time with customers and most importantly providing product knowledge to the server to help the customers make the right decisions. Bill splitting, menu variation and odd food requests are all easily accomplishable at the touch of the screen.

TouchBistro offers a 30-day trial, much like the other POS software companies we have reviewed. Pricing beyond the 30-day trial is simple -- \$39./month/device. Pricing is billed annually on the PRO version and monthly on the STANDARD version. STANDARD is for a single iPad™ only.

One feature that sets TouchBistro apart is the "touch". They offer a "Pay-at-table" solution so the server can quickly handle the transaction, no running back and forth and the customers enjoy the prompt service. Oh, and it frees the table up quicker to be filled by your next customer. We like that too. Receipts are printable and emailable, whichever the customer prefers, reducing paper costs and furthermore less to carry around in the customers pocket.

For simplicity, ease of setup and great user interface, TouchBistro is a great option when searching for the POS system that best fits your needs.

TouchBistro offers two versions of their solution: STANDARD and PRO. The biggest difference that we can tell is pricing is billed monthly vs. annually. Some other features to consider are Onsite Installation, Onsite Training, Syncing multiple iPads™ and the PRO server application.



Billy Trimble is the founder and owner of inrich, LLC, a technology training and consulting company based in Louisville, KY. Most recently working for Apple™, arguably the best technology company in the world, his experience allows him to cater to virtually every need. billytrimble@mac.com

Technology and the Hermès Handbag

How LightSpeed Cloud and its mobile point of sale are helping retailer LXR & Co. craft unique customer experiences and carve out a niche in the competitive luxury goods landscape.

Vintage stores often have an in-store ambiance that's as dated as their merchandise. Cutting-edge software and superior customer service aren't typically the images conjured by consumers when think "vintage boutique", but LXR&Co's stores in LA and NYC seek to reinvent what it means to be a vintage vendor. The company boasts one of the largest selection Hermès Birkin bags and other luxury accessories (think Chanel pearl clip-ons and Cartier clutches), even compared to other major chain retailers. In addition to their extensive collection of mint-condition luxury merchandise, they arm their expert sales team with iPads running LightSpeed Cloud—a piece of technology transforming how they do business in a traditionally low-tech industry.

From online to brick-and-mortar

LXR&Co started as a wholesale business in 2010, selling their high-end accessories to various "flash sale" sites before launching their own website in 2012. Shortly after, they opened their first brick-and-mortar store in Beverly Hills, followed by their newest store in SoHo in November 2013. They entered the brick-and-mortar world for a simple reason: to differentiate themselves from other luxury eTailers. "We wanted our customers to have a more intimate experience with the products," explained Yann Berube, the company's creative director. "We wanted them to appreciate the craftsmanship in real life, and to enjoy expert advice from our knowledgeable sales team."



They also want customers to receive a top-notch experience, which includes the use of new technology. In 2013 they switched from another POS system to LightSpeed Cloud, because they wanted a cloud system to better sync with their own accounting system. While allowing management to see transactions in real-time made life easier on the back end, they discovered that the system could also augment their existing high standards of customer service.

A refreshing approach to customer service

LXR & Co's President Frederick Mannella describes the brand as "fun and bold". This means the experience, though a "white glove service", must be inclusive and accessible to all customers. He describes the typical luxury retail experience to be extremely "stiff, stuffy, and sometimes uncomfortable" for someone coming in as a new customer. Moreover, he explains how shoppers at some luxury retailers are often denied their choice of exclusive handbag, as the coveted bags are on hold for a preferred customer to see first. They operate on an "old school" whos-who mentality that couldn't be further from the welcoming atmosphere at LXR&Co. They want to share their passion for prestigious brands with customers, and technology helps the team find a particular item the client might be looking for.

Some LXR&Co customers are willing to drop over \$15,000 on a handbag – but not just any handbag, of course. They're often searching for a unique mod-

el from a specific year, and this devotion to the hunt drives them to explore every retail channel using various devices. "Whether our customers want to be technologically-savvy or not, their hunt for a specific bag attracts them to eBay, flash sale sites, email lists, and into many, many stores. We have to be as resourceful as they are, and know where it is they've been looking so we can help find them the specific product. Having the right tools to track down what they're looking for, be it a certain color or size, and displaying it on a tablet makes the entire experience seamless," said Berube. The use of LightSpeed Cloud allows LXR&Co staff to help customers locate specific models on the spot, be they at their other location or online.

In addition to Cloud, LXR&Co. will soon be implementing Thirdshelf—a branded retail loyalty application that integrates with LightSpeed. The Thirdshelf App enables consumers to access customized LXR&Co promotions, digital catalogues, loyalty programs and more. "Being on the frontline of what's cool and new is who we are, and technology is a part of it," said Mannella. It has changed the way the back-end operations have become streamlined and automated, as well as the customer experience in-store, but LXR&Co. has taken things one step further by extending their product reach outside the confines of the emporium.

"We go where the customers are"

Prestigious hotels such as the Peninsula and Montage hotels in Beverly Hills and the SoHo Four Seasons in New York (to name just a few) now feature LXR&Co's products in window displays that line their corridors and lobbies. Hotel clients account for almost 20% of their business, and it's easy to see why. Jet Set customers who have healthy wallets but are poor on time can pick what they like at the hotel, while a sales associate arrives promptly with an iPad--ready to make the transaction in the lobby or in their room. This ability to bring the store to the consumer is what makes LXR&Co a truly innovative retailer.

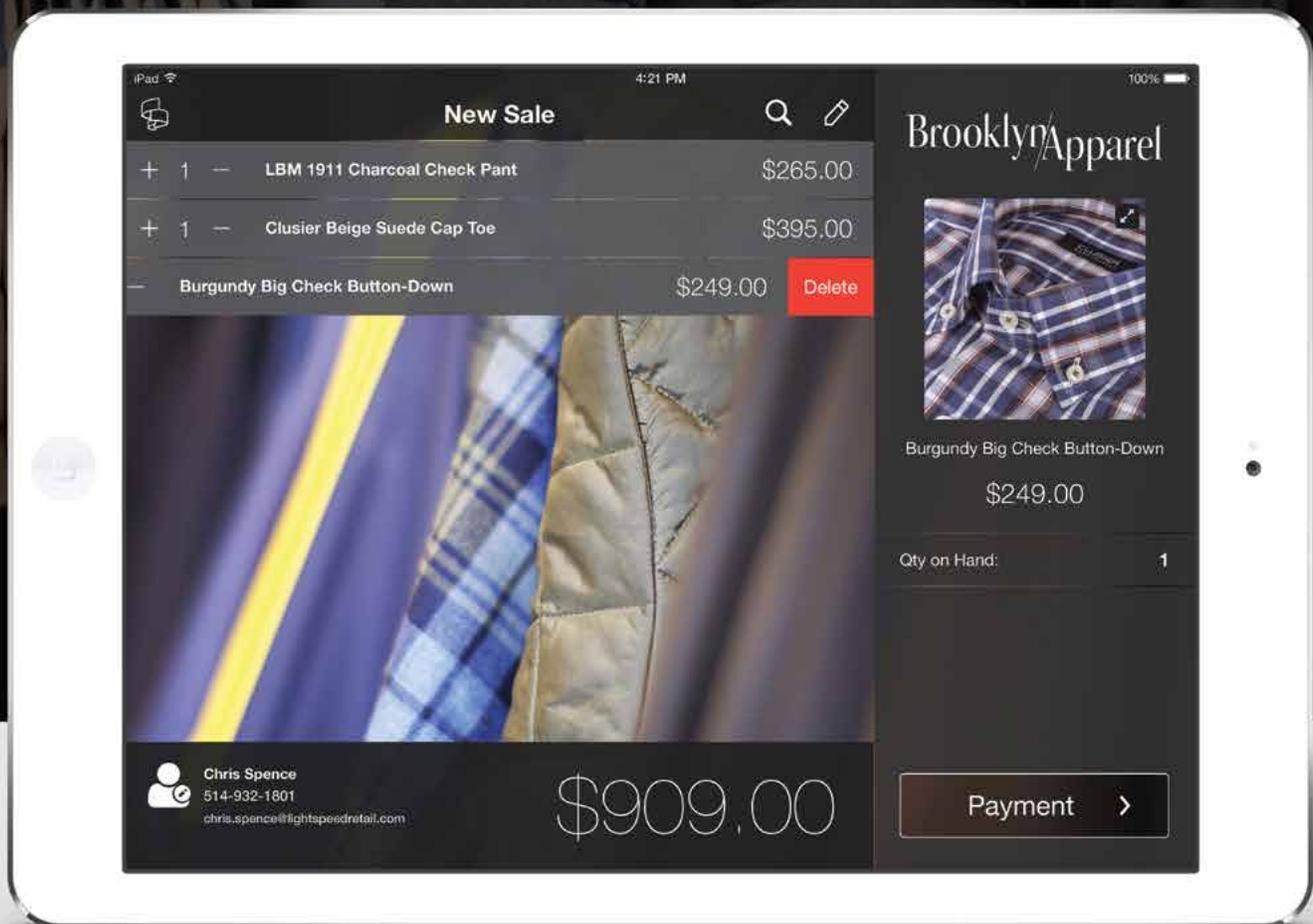


With such a light and agile, portable solution, the possibilities for new sales opportunities are endless. From expanding their reach in hotels to events in the Hamptons, the brand is able to reach customers where they are, and in a convenient place. This new form of catering to clients is part of being a prestigious brand, as well as using tech trends to remain competitive. According to Mannella, "People are getting so used to these catered experiences online, and it's going to start spilling into the brick-and-mortar world more and more. So whether it's catered advertising or sales promos or just buying on the go, we want to be able to offer the best and more."

LXR&Co is poised to open a location in a major department store in Toronto this year, with plans to conquer Vancouver, followed by Europe in early 2015. Their business model is a breath of fresh air in a sector where luxury goods are sold in uptight environments. As early adopters of new technologies, especially LightSpeed Cloud, they're able to connect to customers in ways that are currently unmatched by most competitors. In the space where old meets new, LXR&Co has carved out their growing niche. Review written by **Billy Trimble**

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Revel In Feature Rich POS Software

POS (Point-Of-Sale) systems can often times be time consuming and challenging to use. Recently we have seen an influx of POS solutions that are based around the iPad™ hardware which offers familiarity, flexibility and mobility. All three of those words are music to an entrepreneur's ear. Whether you own a small bakery in a small town or you have a sporting goods store with thousands of SKU's, you still have to have a way to accept payment and manage your inventory. There are obvious, powerful but costly systems available to you that require an overhaul of infrastructure including hardware, wiring and computers. For most businesses, this is not an option, so how do you solve this necessary evil in the most cost effective way?

Revel Systems offers an iPad™ based solution that gives you both flexibility and mobility in a very cost effective package. Touted as the complete POS system they offer solutions for the restaurant industry, retail, grocery store and many more. Much like their competition the system works with a WiFi connection as well as 3G/4G cellular connections. This allows for mobility and ease of setup. One great feature that I uncovered was the "Always On Mode", insuring that with an internet outage, the system continues to process payments without losing any data. This is vital when running a fast-paced business where downtime is not an option.

Features of the Revel Systems POS are extensive including Employee Login and Swipe Cards, User Access (for business reports), Social Media Integration, Split Bill (for restaurant use), Table Layout (sectioning for servers), Inventory Management, Payment Encryption, WiFi Management, Gift Cards, Delivery Management (track orders and drivers), Intelligent Reporting (accessing reports anytime anywhere), Mobile Device Management, Payroll Management, Loyalty Programs, Catering Management, Matrix Inventory (quickly locate items quickly), Digital Signage Software (customer interaction tools), Bar Tabs, Employee Scheduling, Online Ordering, Purchase Order Generation, QuickBooks Integration, Franchise Management, CRM (Customer Relationship Management), Supports Bitcoin, Ingredient Level Inventory, Scale Integration (food safe scales), and Label Printing. As you can see, they offer a lot of tools to make your business run smoothly. They also offer complete integration with a number of hardware peripherals including, iPad™ stands, wireless routers and access points, credit card swipes, scales, barcode scanners, printers, digital menu boards, cash drawers and coin dispensers.

Most business put a heavy weight on reporting, and Revel Systems does not fall short. With mobile access to your entire POS solution and an extensive list of reporting options, you will know where your business stands at any given moment.

With their incredible customer service including 24/7 phone and email support, you will never be left in the dark on an unanswered question – or have to wait long. When your business requires quick response times, Revel Systems delivers.

As with most software companies, they offer a 30-day money-back guarantee on their software. The software comes in multiple flavors fetching multiple price points. From REVELite to Enterprise, there is a solution for your business. You will want to be sure to contact them at 844-399-9960 to be sure the system you trial or purchase is the best fit for your business. As with a lot of things, you get what you pay for. In the case for Revel Systems, its features, and they are loaded with features compared to their competition. Pricing was not available at time of review.

Their website showcases a number of high profile clients including Popeyes, Tesla, Goodwill, Rita's and illy to name a few. If they can trust Revel Systems, so can we.



Billy Trimble is the founder and owner of inrich, LLC, a technology training and consulting company based in Louisville, KY. Most recently working for Apple™, arguably the best technology company in the world, his experience allows him to cater to virtually every need. billytrimble@mac.com



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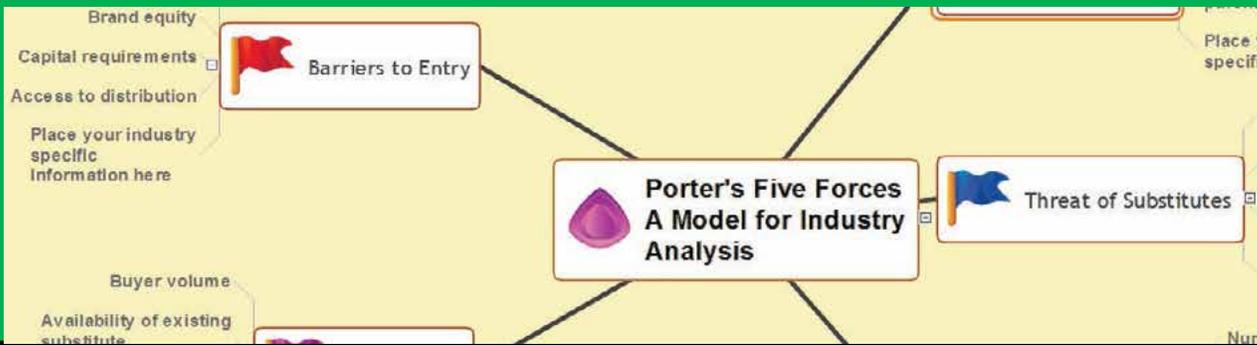
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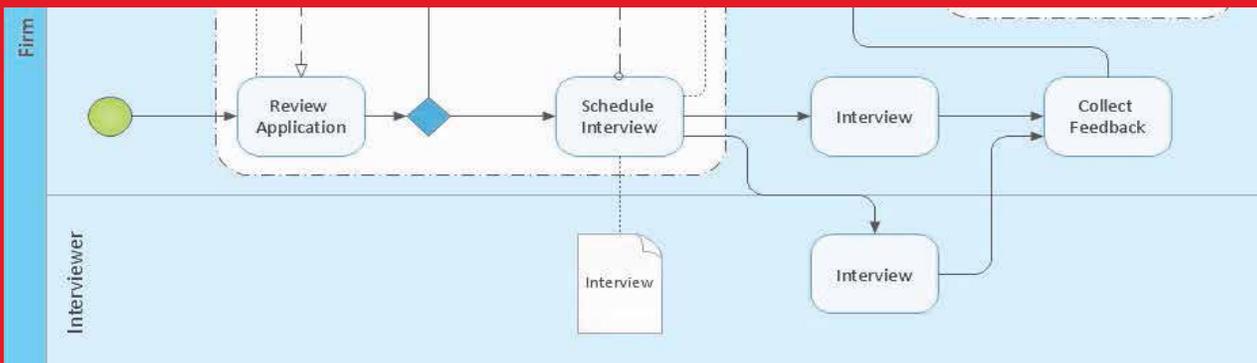
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E la Carte

Presto! A Menu & More, Right In Front Of Me

Waiting is so 1990. Patience is gone, speed is in and the collision of restaurants and technology is in full effect. Everyone is looking for a competitive edge and E la Carte is here to provide. Founded in 2008 by a group of MIT engineers, E la Carte has grown into a restaurant technology company boasting more than 65 employees and headquartered in the infamous Silicon Valley. Turning the dining experience on its head is not an easy task and as usual, change is always difficult to sell. However, E la Carte has brought a game changer to eating out.

Imagine yourself sitting down at your favorite restaurant and instead of a waitress handing you a menu, she hands you a tablet. Meet Presto. With this tablet you can obviously see the menu but more importantly you can see each dish in its completed state, offering your customers an experience before the actual experience. The beauty of this play is three-fold. One, guests can dine at their own pace, as often as they like. Two, you empower the guests to create their own dining experience and three, you set your restaurant apart, you become part of the innovation.

What are the results of these three features? Sales boost. Impulse orders occur and upselling is made easy. Customers get to “experience” the food before they “experience” it. How many times have you heard, “your eyes are bigger than your stomach”? No one likes that statement more than a restaurant owner.

So your customers have decided they are done ordering more and more food, now allow them to pay, right on the tablet. E la Carte claims a 7 minute faster table turn which you know what that equates to – more sales. The frustration of waiting on the waitress to complete your transaction or worse, having not seen her in some time – is over.

What’s even better is Presto integrates seamlessly with your POS solution, PCI compliant transactions and on-site training make this solution a no brainer. The power of the backend is where Presto can really shine. You capture as much or as little data as you like and then you can use it. From social media to powerful reporting tools, your options are endless.

Pricing was not available at the time of this review however you can request a demo on their website for more information. With such a powerful tool now available to the restaurant industry you can truly give the customer what they want: speed, dining experience and fun. The bonus is all of the information you get to collect to provide an even better experience for your customers and more money in your pocket. Take the time and check E la Carte out. They are on the forefront of a revolution and we can’t wait to dine with them.



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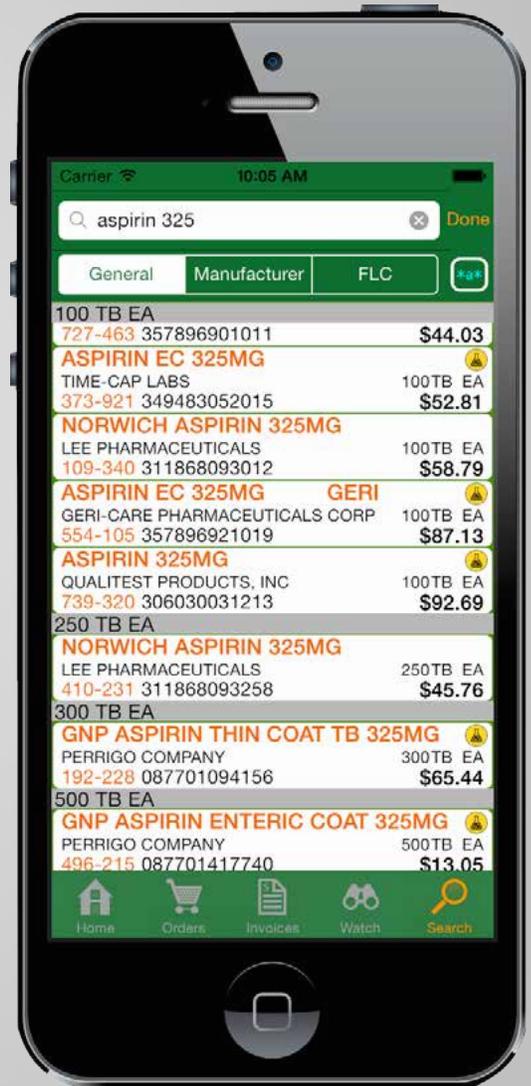
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MaaS360: MDM made simple and cost effective



As we continue to review the Mobile Device Management (MDM) industry, we find that there are some simple principles that seem to be common denominators:

1. People
2. Mobile Devices
3. Company Data

If you have all three of these things in your organization, keep reading. Virtually every MDM company focuses on these three items. They may seem obvious but when you combine all three together, businesses put themselves into a different era of corporate existence. Businesses have always had two of them, People and Company Data, however the Mobile Devices component is still somewhat new, in the grand scheme of things. You will be hard pressed to find an organization that hasn't incorporated mobile devices, which leads us to, how do you manage these three items collectively? It goes without argument that mobile devices are here to stay and a vital piece to the success of most companies around the world. So with all of this being said, we have to manage these three items – together.

MaaS360, a Fiberlink company owned by IBM, offers mobile device management solutions that collaborate the three above mentioned items in a very simple to use and cost effective approach.

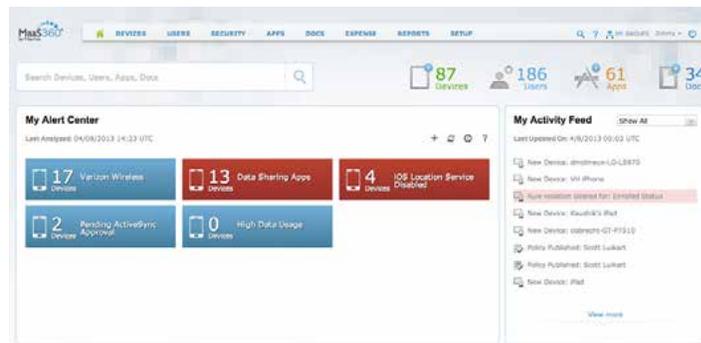
MaaS360 has made it about as easy as possible to setup and get going. Navigating to the “Get Started” link on their main page leads you to a customary sign up form to completely set up your account in four simple steps. First you configure your MaaS Services, second you configure your device enrollment, then enroll devices and finally configure device policies. Although MaaS360 doesn't seem to drill down into the depths of policies and “if then statements” as much as their competitors, they do provide enough control to be useful for most organizations.



IT will find that the dashboard is well laid out with a feature called “My Watch List”. My Watch List allows the manager to disseminate what is going on with all of the mobile devices at one time. Depending upon how you set up the policies you can see things like, “7 of my devices have Angry Birds” or “4 of my devices do not have Passcode protection enabled”. This is a fantastic feature that allows you to quickly address issues within the mobile device infrastructure.

MaaS360 does a fantastic job of drilling into specific devices. Not only do you get an overview of the device but you can also see exactly what apps are

on each device, application size and even the version. This can prove valuable when troubleshooting an end user or managing corporate policies. As with most MDM companies, you have complete control over wiping devices remotely, whether it is corporate data, personal data or both.



The main screen is full of business intelligence about your entire mobile deployment, giving you quick up to the second information about the status of your entire company. IT will be excited to know that MaaS360 integrates well with current infrastructure and can be deployed in a cloud-based format, giving you access to manage devices from anywhere. As needs changed, MaaS360 will scale with you giving you the same control, no matter what size your organization is.



Summary

As I have mentioned, each of the MDM companies that we review tend to have similar end results. They tie together People, Mobile Devices and Company Data. They display this information in a multitude of ways that gives the user full control over the entire system. MaaS360 prides itself on pricing their solution around users, contrary to competitors who tend to price around number of devices. This is something to consider when employing a MDM solution. Ask yourself how many mobile devices I will be servicing vs. how many people have mobile devices. A free fully functional version is available for download for 30 days. Free is good, it's worth the try.

Post 30 Day Pricing: [Contact MaaS360](#)

Review written by **Billy Trimble**



Creating the Restaurant of the Future



TouchBistro is a revolutionary, complete restaurant management application for the iPad. Wirelessly manage reservations, view the menu, and take orders all table side with a few simple touches.

Features

- Order Input
- Custom Floor Layouts
- Tablesides Menu
- Print/Email Customer Bills
- Split Bill by Seating

- Reservation Management
- Daily Sales Reports
- Staff Management
- Take-out Orders
- Publish Menu to Web



for more information visit:
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The What, the Why, and the How of Success

Michael Muhney
viporbit.com
@MikeMuhney

If you are like most people, you want to be more successful—be that in your career, your recognition from others, or even your social network. Perhaps you are applying yourself such that you believe your journey of improvement is taking you towards your definition of success.

Becoming what you want requires evaluating the steps you need to take to realize your goals. It requires stepping outside your comfort zone. It also requires you to make investments in yourself. And, it requires a determined commitment on your part for which no amount of self-help books on success, inspirational speeches, or encouragement from others will compensate. In its purest form, commitment doesn't require any of those things.

In order to get where you're going, it helps to acknowledge what might deter you. I suggest taking a look at yourself from some other angles, you know, those "blind spots" that we all have trouble seeing. Don't be fooled into believing that everything is fine or "under control." As the saying goes, even if you're on the right track you'll still get run over if you stand still. Instead, let's consider these three essential components that may help to shine a spotlight on those blind spots: ability, motivation, and attitude.

The What: Ability

Ability is the possession of a natural aptitude, whether physical or mental, in your power to perform. But possession does not automatically translate to the application of it. If you subscribe to the saying that there is greatness in all of us, the core of that greatness starts with the raw material that you must discover and from which that greatness will derive.

We often hear the phrase "find your passion." Discovering your passion is the genesis, but it is only a starting point on your journey. Assuming that you have a clear grasp on what your passion is, it then has to ultimately be married to an innate ability that with further practice, training, and commitment will manifest the potential within you.

The Why: Motivation

Motivation is a force or condition of eagerness such that it causes you to act. Recognizing and acknowledging your ability is the key, turning that key in the ignition of your mind requires motivation. It has been said that there is no greater personal loss than having ability and doing nothing with it. With regards to the potential for personal achievement and fulfillment of your purpose here on earth goes, I agree.

Herein, though, lay a secret that is so often overlooked. I believe this could be what causes your motivation to live or die. The secret is the difference between having a self-serving motivation versus a motivation that seeks to serve others. Winston Churchill said "We make a living by what we get. But we make a life by what we give." In my experience, for motivation to truly thrive, it must be directed toward the purpose of giving rather than getting.

The How: Attitude

Attitude is the Holy Grail, the ongoing culmination of your ability and motivation. It represents the feelings or frame of mind that determine your behavior. After all, no one can see your ability or your motivation. They see only your actions;

they hear only your words. In effect, your behavior is your brand, and your brand reveals your destiny. If birthing motivation begins in your mind, then building the attitude that gives it life comes from your heart.

There are thousands of examples of people—celebrities and civilians—who made something of themselves by joining ability, motivation, and attitude to reach their definition of success. But even if we recognize them all as "professionals" in the sense of being at the top of their game, you must understand that what it took to get there will actually intensify in order to stay there.

In a nutshell, ability is what you are capable of doing, motivation determines what you do with it, and most importantly attitude determines how well you do it.

The greatest frontier of opportunity to achieve success, however you define it, exists in your mind. To become what you envision, there are no shortcuts. Start by examining whether or not you are capable of producing more than what you are presently accomplishing. As Mark Twain said, "There are a thousand excuses for failure, but never a good reason."

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MacBook Pro with External Drives and Cloud Backup

Michael Loewenberg
mike@meshbiz.com
blogmeshbiz.com

In 2011, I bought a MacBook Pro. I have the 15 inch model with an i7 chip, 8 MB of RAM and a 500 GB Disk drive. This computer was to be my main home device and, most importantly, my digital darkroom. I'm a huge fan of Adobe LightRoom and I use Photoshop too. When I got my new Mac, I moved my LightRoom catalogs and photos from my old PC to the Mac and everything worked perfectly.

For my backup strategy, I used Time Machine, the continuous backup process built into the Mac operating system. As a second backup, I copy all of my user data to a network attached storage device in my house.

Fast forward to this year — my 500 GB drive was nearing its capacity and I couldn't safely load any more of my photos. What I wanted to do was take my user data off of the internal hard drive and move it to an external drive, giving my operating system plenty of room to breathe and my photo library room to grow. LightRoom happens to play beautifully in an attached storage environment, allowing me to view all of my photos on my Mac, regardless of whether the external drive is connected or not. My MacBook normally stays on my desk and connected to the external drive so the detachability isn't that important (but it was good to know).

As I was planning the data migration from the hard drive to the external drive, I became very concerned as I realized that all of my photos (my digital negatives), as well as my other user content, would be sitting on one external disk drive on the corner of my desk. Even with the Time Machine backup, I was worried that a corruption or a spilled glass of wine could cause me to lose everything. I guess I felt more secure with my data on the Mac's internal drive than I did with it on an external device. So...I did research and formulated my plan.

Here was my refined strategy: I would move all my user data off of the Mac internal drive onto a new 3TB external drive. Then, I would create a new Time Machine drive on an additional new 3TB drive and use my old 1 TB external drive (my old Time Machine disk) as a miscellaneous external storage device. Once all of that was set up, I would sign up for a cloud-based backup service to continuously save my data outside of my house.

Seeing my MacBook connected to a small USB hub with three external drives attached made me smile.

One of the best-known online backup solutions is Carbonite. I signed up for the free trial and quickly realized that Carbonite has a limitation: the software does not recognize external drives for backup purposes! That restriction is, unfortunately, buried in the description and I missed it; it took a phone call to customer service to realize that issue.

Further reading on the Internet along with a closer look at Mac-oriented products led me to BackBlaze (<http://www.backblaze.com/>). In addition to its ability to backup external devices and unlimited storage capacity, they have an iOS app that lets me access my backup files on my iPhone and iPad whenever I'd like. I had almost half a terabyte of data that had to be sent to BackBlaze and the initial backup took over two and a half months! I had the BackBlaze control panel running on my Mac all the time and when I was using my

computer, I paused the backup because it was impacting my computer's performance. At night before I went to sleep, I changed the settings in BackBlaze to remove the speed throttle and let it use all of my bandwidth to load up the data. With my initial data backup on its servers, BackBlaze works in the background to constantly keep my stuff in sync — no action from me is required to keep my data safe and backed up outside my house.

Today, three months after I started, my Mac has redundant external disks with all my data backed up in the cloud. I hope this inspires you to shore up your backup strategy too!

SMB



Michael Loewenberg is the president of MESH Business Solutions, Inc., located in New City, New York. MESH builds ecommerce websites and helps small businesses manage their technology infrastructure. 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.

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Is this finally the ultimate productivity suite or just another option?

Microsoft released the long-awaited Office for iPad in March, 2014.. This should be good news for die-hard Office user who had hoped that Microsoft would provide native Office for the iPad since it became clear that the iPad is a powerful productivity device. While Redmond remained silent about an iPad version of Office, the iPad evolved and Apple addressed the problems with the terribly flawed initial launch version of its own Office suite, iWork. The result was a suite of Office-compatible apps which come as close to desktop-perfect as is possible on the iPad. Apple's iWork withstood the test of time by continuously responding to its consumers' demands for product improvements.

Now that Office for iPad has launched, is this app too late to the iPad? As much as there is to love about Office for iPad, Microsoft's launch version is a mixed bag of a very credible desktop Office-like experience and Microsoft's propensity to "nudge" its users to its own products, in this case, OneDrive and the Office 365 subscription. Now that Microsoft released Office for iPad, it should have done so with no compromises other than the limitations imposed by the iPad and its operating system.

Many users are prohibited by their companies from using non-corporate clouds like OneDrive or even iCloud for business use. Many industries closely restrict and monitor file access from corporate shared drives. I am among these users. As a result, I use many apps, including iWork for non-sensitive work documents and almost all my personals document. Here is where Office for iPad almost got it right. Documents can be created locally in all its apps, bypassing OneDrive. However unlike other apps, the "Open In" feature is missing in Office for iPad, requiring email to facilitate document transfer.

Office for the iPad very closely replicates the desktop experience even further blurring the line between iPad and laptop when using a keyboard—until the user encounters a missing or changed feature. This is the most frustrating part about using an otherwise excellent suite of apps.

The Good

Native Microsoft Office on the iPad. This is an almost full featured suite of apps which includes most, though not all, of the features of the standalone Office package. It feels close enough to the software based version making it easy to forget one is working on an iPad. This is where Microsoft got Office for iPad absolutely right.

Local document creation and storage—documents can be created directly on the iPad and locally stored allowing users who cannot use OneDrive for business use to completely bypass the cloud.

Portability—The Office 365 subscription unlocks creation and editing features of Office online, allowing Office to be used on multiple computers and mobile devices. This has an upside over the traditional single-device Office software license or the academic multi-device licenses; the apps are updated online rather than requiring a new software purchase

for major updates..

The menu structure is very well done and closely replicates the desktop menus. The tabs reside on the ribbon at the top very much like the desktop version. They contain many robust features such as page breaks, orientation change, and track changes in Word, and a full compliment of mathematical and statistical functions in Excel. The View menu in all the apps seems to be the most limited.

Discrete "Save" feature—autosave can actually be disabled and the user can choose to save documents from within the app. "Duplicate" replaces "Save as" and a "Restore" feature can be used to view document version history in Safari and restore the document to a timepoint shown.

Documents survive round tripping with full fidelity between devices when created in Office. Some fidelity may be lost when opening documents in Office for iPad created in other apps and there may be formatting glitches. Also, documents created on a laptop often open in Office for iPad in an oversized Times New Roman font. The size can be scaled back and the font can be changed but this glitch is curious because Office for iPad includes the complete range of iOS fonts.

Value proposition—even though the \$100 per year Office 365 subscription to unlock full document creation and editing capabilities in Office for iPad, it may actually represent an excellent value proposition once Microsoft corrects problems which may prevent some users from subscribing early on. Subscription to Office 365 includes, in addition to fully functional Office for iPad: 1) the ability to use Office on 5 devices and, additionally, on 5 tablets or mobile devices; 2) continuous updating making annual software upgrades unnecessary (unless you use Access or Publisher which are not included); 3) 5 free Skype calls per month.

The ability to copy information between apps by keeping the apps open and switching between them by hitting the iPad's menu key twice in rapid succession. An actual clipboard is available online in OneDrive, but OneDrive is not an option for all users who want to use Office on their iPads.

The Bad

Limited Office apps—Currently Microsoft only makes Word, Excel, Powerpoint and OneNote available for the iPad. Access and Publisher users will be disappointed and I, for one, am still waiting for native MS Project and Visio for the iPad.

Absence of basic desktop and iPad-specific features available in other apps:

"Open in"—Its absence is a glaring omission. Apple already traveled this road and found a way to open documents in any app supporting "Open In" and with which Office for iPad is compatible. Microsoft could have avoided this shortcoming of Office for iPad since "Open In" is available in the Web version of OneDrive.

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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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There is an app that can help spread that love and admiration. It's easy to use and creates professional short videos highlighting your special places. It's called TasteMade (free) and is both iOS and Android based, so everyone can play.

After downloading the app from www.TasteMade.com, or your respective app store, you are presented with one of the easiest video creating apps I have seen. It will literally walk you through the process of choosing the restaurant you will be highlighting and every step of creating your own video review.

Ease of Use

First step is to choose the restaurant by having the app search your area for it, or simply typing in the name. Next choose the music that will play in the background and start taking short videos. The first one you are prompted to make is the opening credits, next is a 10 second intro, followed by

5-15 second ambiance shots of the inside. The next one is a 15 second shot of the meal, then 5 more 15 second shots of more food and/or your friend's reactions or comments and finally a 10 second wrap up. Total video time is just about 3 minutes. That's it.

You will be amazed by the quality of the video. Once you see how good they are, you will be looking for more places to review. Stop by TasteMade.com and watch some examples of what other people have done. They are first hand testaments of what real people think about real places.

Once uploaded to TasteMade.com, the videos can be shared to Facebook, Twitter, by text or by email. You can save them directly to your phone too if you prefer, so you can always have your masterpiece with you.

The app is intended to be a social way of sharing your love, but I can see that it is also a way for businesses to create a short commercials for their establishment.

At a minimum you should download the app and search for restaurants and bars in your area that you haven't been to and see what people have to say about them.

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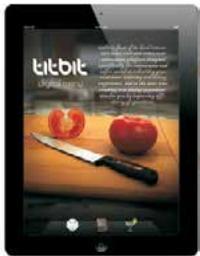


Steve Overton is a realtor in Vermont who loves technology and gladly helps anyone become better friends with their iPhone, iPad and occasionally their Android.

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“Duplicate”, which replaces “Save as” is not as intuitive and it took a lot of searching through the app to find this feature. It is documented in Help and Support for Office for iPad. However, this was not easily found and it was not obvious that this replaces “Save as”.

“Delete” should have been included in the file tab. Instead, “Files” has to be selected from the app’s dashboard and the delete feature is found by selecting the share icon.. Even after deletion, the document continues to remain in “Recents”, also accessible from the dashboard.

No folder structure. Inexplicably, one cannot create folders in the iPad MS Office apps. However, the folder structure and ability to add a new folder is available online in OneDrive.

Checkboxes—This feature, available in iWork, is missing from Word and Excel for iPad. I create many checklists for business use and would really love to have had it available in Office for iPad.

Help and Support is terribly inadequate, consisting mostly of searchable FAQs with video tutorials for basic functions. Although not dissimilar to Help in iWorks, Office users have come to expect a robust Help function. Users would have been better served had Microsoft simply placed the traditional Help icon in the ribbon which is a Web link to robust searchable online help and to a PDF-downloadable user guide.

The Verdict

This suite of apps is a very credible start to bring native Microsoft Office to the iPad. Microsoft, for the most part, was able to successfully replicate the desktop experience. Even the online versions of the Office apps render

smoothly without stutter on the iPad. The omitted or modified features are very illogical and the only for this reason seems to be to steer users toward OneDrive. In my opinion, this is Office for iPad’s greatest weakness, one that many users may find unacceptable. Microsoft should have allowed documents generated in Office for iPad to be shared with other apps and use other clouds in addition to OneDrive. The \$69-\$100 Office 365 annual subscription price to unlock document creation and editing in Office iPad might even be palatable if this capability was available.

Kudos to Microsoft for finally making its Office suite mobile across a variety of devices further untethering professionals from their desktops and laptops.

This article was written and edited entirely in Microsoft Office for iPad on an iPad Air.



Rene Siegel 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).

A promotional banner for the Beesy app. The background is dark with a pattern of light-colored hexagons. At the top right is an "Available on the App Store" badge. In the center is the Beesy logo, which is a blue rounded square containing a white house icon with green hexagons around it, and the word "Beesy" in white. Below the logo is the text "YOUR ALL.IN.ONE BUSINESS APP" in large white and green letters. At the bottom, there are five colorful hexagonal icons representing different app features: a blue one with the number "31", an orange one with a person icon, a red one with a checkmark and list, a green one with two people icons, and a teal one with a target icon. At the very bottom, the text "DAY PLANNER | MEETING NOTES | TASK MANAGEMENT | TEAM DELEGATION | PROJECT MANAGEMENT" is displayed in white.



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