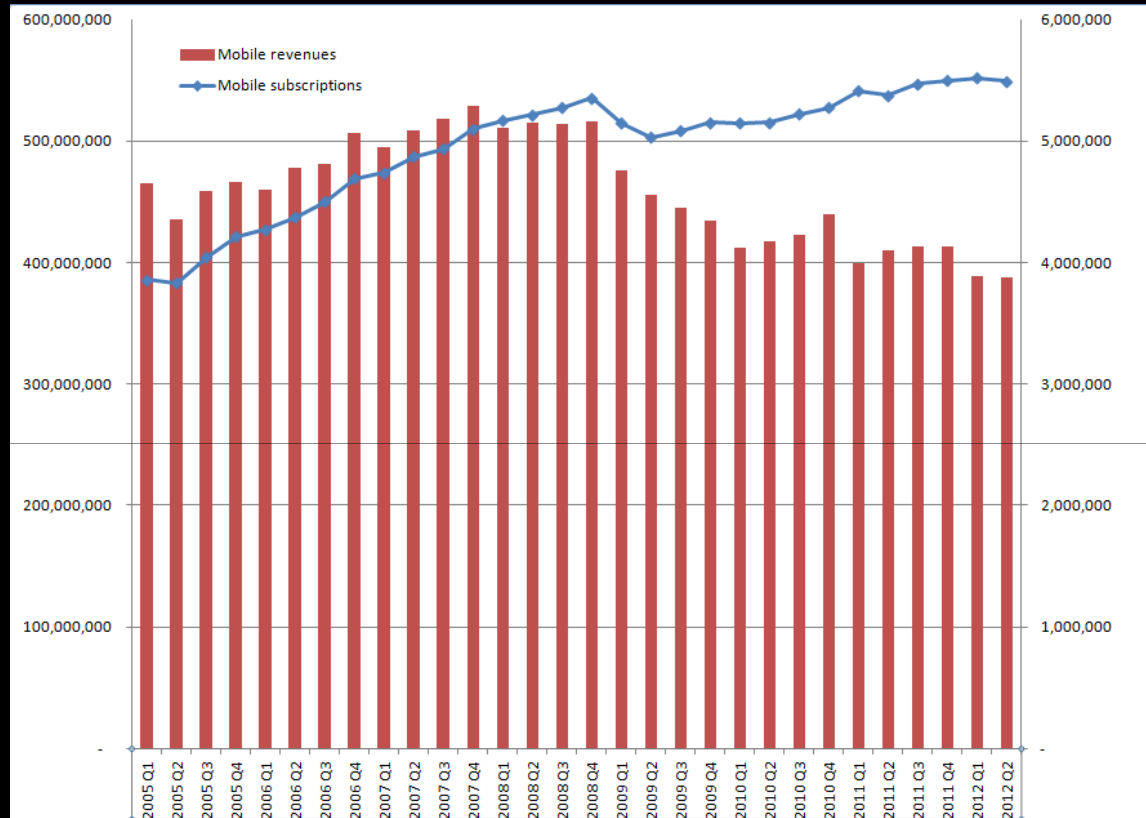Waterford City Enterprise Board
Network Lunch
Thursday 25th Oct

Business Apps
for SME's

Agenda

- Trends and Statistics (?)
- Web Apps versus Native Apps
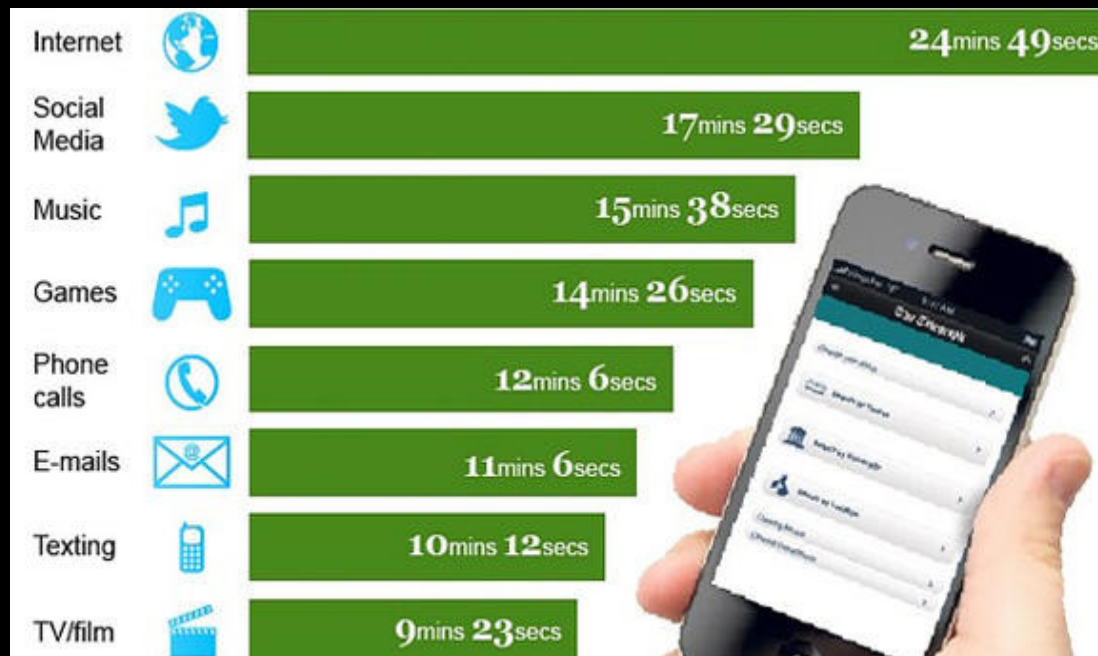- Apps for Business
- Competitive Advantage

Irish Phone Stats

Q2 2012
Over 5.4 Millions
Subscriptions

Mobile Revenues
has fallen Since
2008

Source Comreg

How we use our mobile

Internet
24 mins 49 secs

Social Media
17 mins 29 secs

Music
15 mins 38 secs

Games
14 mins 26 secs

Phone calls
12 mins 6 secs

E-mails
11 mins 6 secs

Texting
10 mins 12 secs

TV/film
9 mins 23 secs

Internet Usage
Ranked No. 1

Phone Calls Now
ranked 5th !

Source http://www.techradar.com

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Ubiquitous

Place of Use

Location	Percentage
Home	97%
On the go	83%
In a store	78%
Restaurant	71%
Work	71%
At a social gathering	60%
Doctor's office	56%
Café or coffee shop	50%
Airport	49%
Public Transport	36%
School	30%

97% At home
83% On the go
78% In a store

OPEN
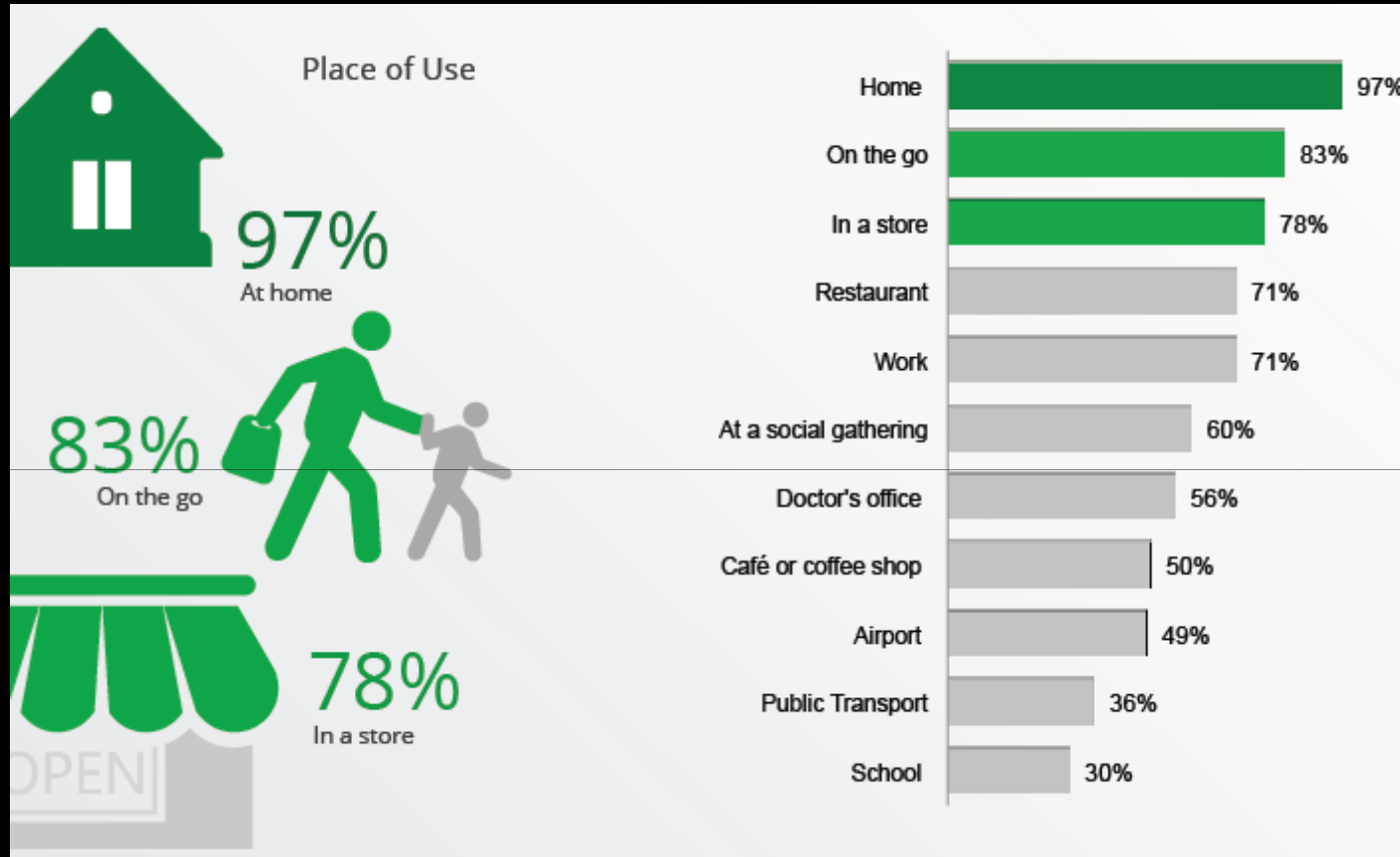
See this link for the full google presentation http://services.google.com/fh/files/blogs/our_mobile_planet_us_en.pdf

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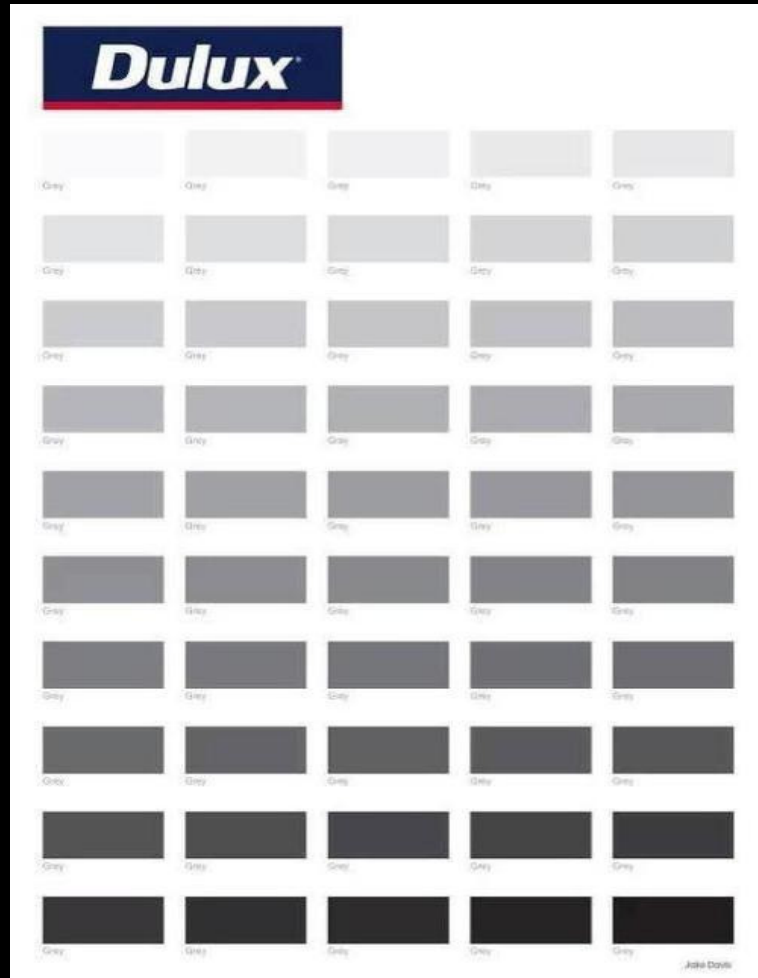Business solutions for over a decade

Mobile Data -Beware

- 4 Digit Postcode – took 15 minutes to Crack

- 8 Digit Codes can take 8 years

- Mobile Data – gives mobile access – Think Security

- Backup – If its lost or stolen what would you miss ?

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Mobile Facts (?)

- Primary use of Smartphones is now searching
- Mobile Penetration is now 120% of our population – 25% of users have a second mobile!
- By 2015 Mobile devices will out sell laptops and PC
- How will this affect your business?

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50 Shades of Grey !

Its a grey area between web apps, mobile apps and cloud computing.

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Mobile Web Apps versus Native Apps

Native App (iOS)

Mobile Web App (viewed in Safari)

- Native Apps are device specific
- Web apps run on all devices
- Speed – web can be slower requires data connection
- Access – App store versus web search
- Do you require camera/native features?
- Monetising?

Source http://sixrevisions.com/mobile/native-app-vs-mobile-web-app-comparison/

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Apps for Business

- Evernote : Store, organise and share text, photos, and voice notes
- CMR – Zoho, Salesforce
- Google Drive/Dropbox – Storage and sharing
- Mobile Documents - Quickoffice
- FormMobi – Data Capture
- Time Management and Billing – HoursTracker/Freckle/Harvest
- Online Accounting Systems – Freshbooks /Twinfield/Sage/Quickbooks
- Email Marketing – Newsletter.ie, Constant Contact , Mail chimp
- Communications – Skype/Viber
- Task Management – Remember the Milk
- Remote Support – Logmein/Jump Desktop
- Social – Linkedin/Twitter/Facebook/Blog Sync /Bump/Fring (all IM's)

Storage & Sharing

Dropbox is a free service that lets you bring your photos, docs, and videos anywhere and share them easily. Never email yourself a file again!

Google Drive is a free service that lets you store all your files including documents, photos, videos and Google Docs online and access them anywhere.

Evernote lets you take notes, create to-do lists, search through images, and share your memories. Everything is seamlessly synchronized across all the devices and platforms you use, including Evernote for Mac, Evernote Web, and Evernote for Windows.

CRM

Salesforce Mobile - Your critical records and information are at your fingertips no matter where you are with Salesforce Mobile. You'll stay on top of late-breaking developments in real time from anywhere, making it easy to collaborate with your team and seal the deal quickly.

Zoho CRM, a flexible CRM for Small Business, helps you find, attract, and win new clients. Nurture and retain the existing customers and reduce the costs of marketing and client service. Track Leads, Prospects, Business Opportunities. Plan effective marketing activities 360-degree view of your customer interactions

Mobile Documents

Quickoffice is a suite for mobile devices which allows users to view, create and edit text files, presentations and spreadsheets. It consist of Quickword (a word processor), Quicksheet(a spreadsheet) and QuickPoint (a presentation program program). The programs are compatible with Microsoft Office file format. Quickoffice is now owned by Google

Documents To Go is an all-in-one application with support for Microsoft® Word, Excel & PowerPoint, PDF, Apple iWork and other files and attachments. It includes a desktop application (Win and Mac) to provide 2-way file synchronization and a version with support for Google Docs, Box.net, Dropbox, iDisk and SugarSync is also available.

Data Capture

FormMobi is making the clipboard digital and easy to use. Create custom forms for yourself or your staff to use on their mobile devices. Gather data via your custom forms or use pre-built forms, then sync everything to the FormMobi cloud. From there, it's a snap to export and use the data you've collected.

iForm was created to kill clipboards, eliminate waste, and to make mobile data collection quick and easy for companies of all sizes. It's dynamic, simple interface, and powerful form building software, enables quick implementation and secure data collection.

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Time Management

Hours Tracker allows you to keep track of your time and earnings at your hourly job, or track time as an independent contractor. Jump in and start a timer with two taps of the finger. Or, track your time by entering in your punch times manually.

Freckle is a sleek time management web app that allows anyone to easily and quickly log the time spent on projects from its well-designed interface. Time can be logged in a unique way that streamlines the process and makes it possible to easily reference these times when required.

Harvest allows you to track time for the projects you are working on, management, invoicing, and expense tracking of those projects are handled by the online system.

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On Line Accounting Systems

With **FreshBooks**, your business is accessible everywhere, from your iPhone to your desktop, and your data is secure and backed up in the cloud.

Sage Mobile allow you to access the tools you need to run your business from your smartphone or tablet device giving you greater flexibility than ever before

QuickBooks Mobile is the free, easy-to-use app that syncs with QuickBooks to let you manage customers, invoices, sales receipts, and estimates. Keep organized and stay productive from home, work, and on the go!

FRESHBOOKS
painless billing

INTUIT

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E-mail Marketing

Newsletter.ie was designed to help you be successful in minutes, the email platform is affordable, easy to use and rated best inbox delivery by it's customers.

Constant Contact is easy for you to connect with your customers and for customers to share your message with their networks. And the more Customers spread the word about your business the more your business with grow.

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

NEWSLETTER.IE

Constant Contact®

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Communication

Skype lets you say "hello" to friends and family with an instant message, voice or video call on Skype for free. There's so much you can do, right from the palm of your hand.

Viber lets everyone in the world connect. Freely. Millions of Viber users call, text, and send photos to each other, worldwide- for free

Task Management

Remember the Milk **T**he best way to manage your tasks from anywhere, get your email, SMS or IM reminders, share your tasks, access from your phone, link with Google calendar

Wunderlist is a very simple, well designed and easy-to-use task management tool. You can create to-dos from jobs that fill your daily life and assign them to certain lists such as "Clients", "Administration", "Private" or anything else you would like.

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Remote Support

Use **Logmein** from your couch, on the train or in the air – get anytime, anywhere access to your PC or Mac.   You can remotely access your files, run your applications and control your desktops from anywhere.

Jump Desktop for Windows connects you to any PC or Mac around the world. Reliable, unattended remote access to your computer from anywhere. Simple to setup: anyone can do it, it only takes a few minutes to setup. Free for any use: No limits, no trial, no ads.

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Social Media

LinkedIn

Fring(IM)

Twitter

Bump

Facebook

Blog Sync
Linking all your
content

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App Usage on Mobile Devices

Smartphone usage and the usage of apps in the next 12 months. How will your app usage change? Please select one. (in %)	I will use more apps in the future	43
	I will use more or less the same number of apps in the future	45
	I will use less apps in the future	4
	Don't know	8

Source
http://www.thinkwithgoogle.com/mobileplanet/en/downloads/

Competitive Advantage

- Web Presence

- Web Design – Target Mobile Users
  (Your site should work for both Desktop and Mobile)

- Business Apps - What's your policy – Free apps have a cost - your time

- Marketing – How would an app benefit your business?

- Video versus Text

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About Bizapps.ie

- Launched in April '12
- Focused on Affordable apps for Business
- Build from Templates or using our wizards
- Self Service – or – Delivered Apps
- Contact Brian 053 941 0099 / Pat 086 2620005

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My Details