

iPad for Business



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iPad for Business. **A new way to work.**



Accessorize your iPad for **business.**



iPad = Paperless Productivity



iPad: Features / Advantages / Benefits

Feature	Advantage	Benefit
Form Factor (Size)	10 inch “notepad” size	One or two hand operation
Instant-On Access	5 to 10 seconds to power-on	Start work when you’re ready
Multi-Touch Interface	Utilize the “pinch & grab”	Create powerful presentations
Incredible Battery Life	10-hour average battery use	Work longer without interruption
Connectivity Options	Connect anywhere, anytime	Work anywhere, anytime
Business Integration Ready	Mail, calendar, task ready	ActiveSync and POP3 ready
GPS Ready	Track devices on Google Maps	Meet corporate safety policies
Signature Capture	Go paperless instantly	Sign and send data to servers
Cost of the device	Less than netbook or notebook	Save on capital expenditures
Weight of the device	Less than netbook or notebook	Easier to handle, transport, etc.
Screen Shift	Horizontal or Vertical anytime	Enhances the app you’re in

Is iPad deployment simple? **Yes.**

Seamless integration.

- ✓ Microsoft Exchange and ActiveSync Support.
- ✓ Support for Standards-based Servers (LDAP, CalDAV, IMAP, and more).
- ✓ Virtual Private Networks support (Cisco IPsec, L2TP/IPsec and PPTP).
- ✓ Enterprise Wi-Fi Network support (WPA2 Enterprise w/802.1x authentication).

Secure your data.

- ✓ **Device Security** with over-the-air enforcement, configuration of timeouts and pass-code complexity and restrictions on application installations are built-in.
- ✓ **Network Security** with integration to multiple VPN protocols, and support for SSL/TLS.
- ✓ **Platform Security** assuring that all apps are “signed” by developers, apps must be “sandboxed” along with credentials.

Easy configuration.

- ✓ Build custom profiles for each user that can be installed on the device or delivered over-the-air to multiple devices.
- ✓ Profiles are preconfigured for your company’s email, network, Wi-Fi, VPN and more.
- ✓ Take control of iTunes to restrict or allow streaming, video, music, and installation of third-party applications.



Is iPad device management easy? **Yes.**

Transformyx offers a complete mobile management solution.

- ✓ Offering monitoring, management, policy management, app provisioning, security, location service and remote control for:



Configure iPhone, iPad, BlackBerry, Android and Windows Mobile Devices From a Single Platform with Transformyx!

- ✓ **Deploy New Smartphones Efficiently**
- ✓ **Track Expenses and Audit Security of All Mobile Devices**
- ✓ **Support Smartphone Users Effectively**
- ✓ **Decommission Unused Devices**

This service offering will be available to our clients January 1, 2011. Pre-sales and early-adopter special pricing begin TODAY.



How can iPad **work** for you?



Solutions for multiple market sectors

- ✓ Anyone with an outside sales organization
- ✓ K12 Education
- ✓ Legal Professionals
- ✓ Healthcare Professionals
- ✓ Hospitality Organizations
- ✓ Nonprofit Organizations
- ✓ Marketing Organizations
- ✓ Technology Companies
- ✓ Advertising Agencies
- ✓ Architecture/Construction
- ✓ Delivery & Distribution
- ✓ Supply Chain Organizations
- ✓ Local, State & Federal Government
- ✓ and many more...



The Device is just Step 1. Step 2 is the Apps

- ✓ How do I word process?
- ✓ How do I work with spreadsheets?
- ✓ How do I work with presentations?
- ✓ How do I connect to my company's data?
- ✓ How do I use existing apps to work more efficiently?

The basics? There's an **app** for that.



TaskTask HD



Mercury Browser



PDF Presenter



SignMyPad



iMap HD



iDemoWeb



QuickV2T PRO



MyRouterPro



QuickV Recorder



Folio PDF Reader



PerfectBrowser



Collections



MobileCRM



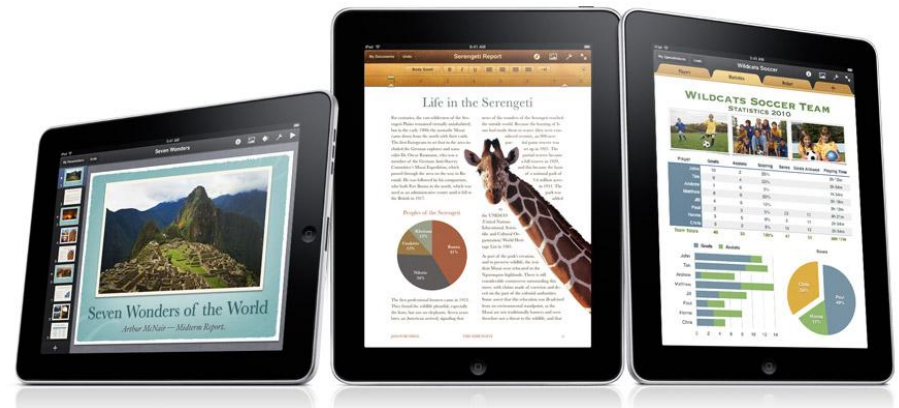
Bid Companion



OWA 2010



WebShow VGA



iWork for iPad

(includes Numbers, Keynote and Pages)

Developing **your** mobile app.

A mobile application represents an opportunity to improve customer engagement and brand awareness, and potentially drive new revenue.

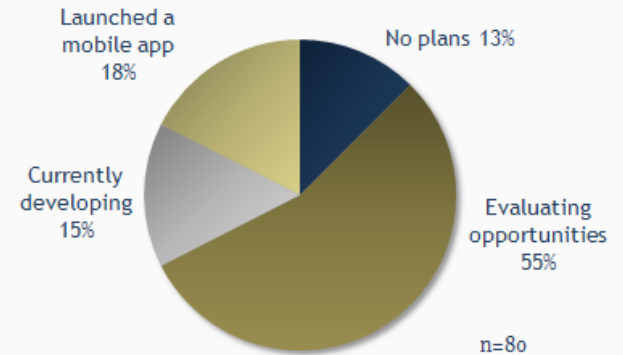
Plan in motion.

- ✓ Gauge the opportunity
- ✓ Compare mobile platforms
- ✓ Focus business requirements
- ✓ Develop the application
- ✓ Launch the application and measure the results

Keep Your App **Focused!**

Focus your customer-facing mobile application to one of three functions: utility, content or entertainment.

Majority of Organizations Pursuing Mobile Apps



Utility	Content	Entertainment
Applications that provide mobile user access to the organization's specific product/services	Applications that deliver unique content, analysis or knowledge to mobile device users – usability is critical.	Games are the most downloaded app type in all of the leading stores
Primarily designed and intended to improve the service experience for existing customers	Designed for existing customers but also commonly an opportunity to attract new prospects	A fun or quirky corporate app may serve as a business branding opportunity (though results may be short-lived)

Developing **your** mobile app.

Top 5 Mobile App Benefits:

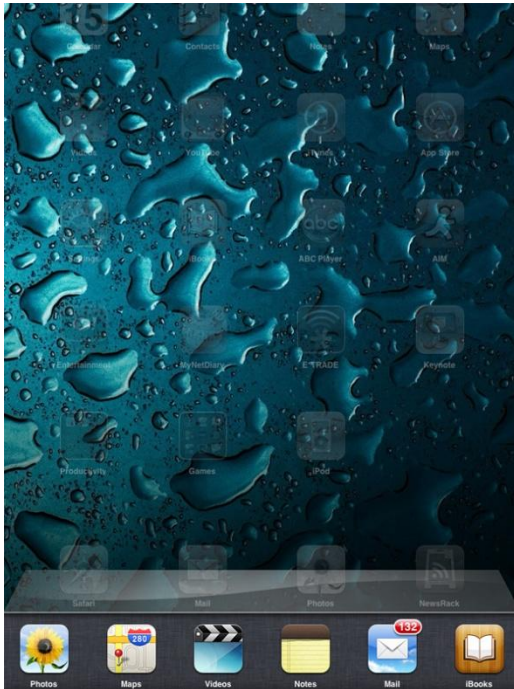
- 1. Increased website traffic.** Mobile browsing is growing exponentially – streamlining mobile access to Web resources will improve the customer experience and increase visits. Services such as Google Analytics for Mobile are widely used to track mobile traffic.
- 2. Increased customer feedback.** Mobile apps commonly serve as an additional customer feedback mechanism; built-in feedback forms, quick polls, as well as tie-ins to social media services (e.g. Twitter and Facebook integration) can all support this purpose.
- 3. Increased sales/revenue.** Organizations may realize increased revenue via indirect (a location-aware app that helps customers find nearest store) or direct (an app that supports mobile browsing/shopping and includes a built-in payment facility) methods.
- 4. Improved customer data/analytics.** A mobile app can also potentially help capture important information about the customer and prospect base, including geography, site activity, and content preferences.
- 5. Reduced customer support requests.** Few organizations realize reduced customer support requests following a mobile app launch– in fact, some see increases. A mobile app may be an opportunity to better engage and service a “hidden” customer audience.



iOS 4.2 Update November 1, 2010.

- 1. Enhanced Data Protection.** iOS 4.2 enhances security to protect mail messages and attachments stored on iPad by using the device passcode as an encryption key. Data protection APIs enable custom and commercial apps to protect business-critical information even if the device is compromised.
- 2. Mobile Device Management.** Enterprise deployment and management of iPad is even easier using iOS 4.2. Mobile Device Management APIs enable third-parties to deliver solutions to wirelessly configure and update settings, monitor compliance with corporate policies, and even wipe or lock managed iPad devices.
- 3. Wireless App Distribution.** iOS 4.2 on iPad enables enterprises to securely host and wirelessly distribute their own in-house apps to employees over Wi-Fi and 3G. Apps can be updated without requiring users to connect iPad to a computer.
- 4. SSL VPN Support.** In addition to WPA2 Enterprise Wi-Fi, and IPSec, iOS 4.2 supports SSL VPN on iPad, giving users another way to securely access enterprise resources. These protocols can be leveraged to connect seamlessly to a corporate network via VPN On Demand. Juniper and Cisco have announced apps coming soon to support SSL VPN on iOS devices.
- 5. Improved Mail.** iOS 4.2 on iPad supports multiple Exchange ActiveSync accounts, and works with Exchange Server 2010. And, iOS 4.2 features a convenient unified inbox so users can see messages from all of their email accounts displayed together in a single inbox, or they can quickly switch between inboxes to see messages only from a single account. Users that want to save or edit an attachment can open the attachment into a compatible app right from the mail message.
- 6. Wireless Printing.** iPad users can print mail, photos, web pages, and more directly to a printer on a wireless network and manage background print jobs using the Print Center application.

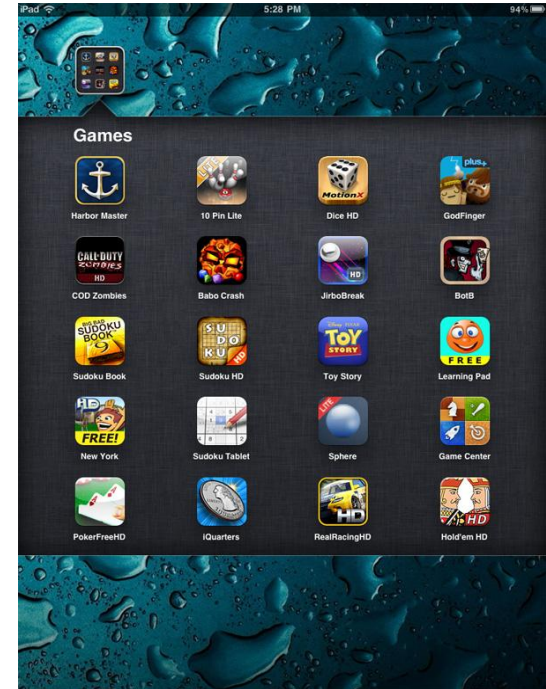
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Desktop multi-tasking to run multiple apps at once



Drag apps on top of one another makes folders



Create up to 20 folders to categorize your apps

iPad = Paperless Productivity



Who is **Transformyx**?

- We are the leading Business and Marketing Technology Management Firm in Louisiana.
- Transformyx has a 18 year track record of success with companies across the United States, servicing companies such as Coca-Cola, Culligan Water, The Chicago Board of Trade, Capital One Bank, The New Orleans Hornets, LOOP, LLC, The State of Louisiana, East Baton Rouge Parish Public Schools, Sony Entertainment, Merrill Lynch, and more. We are also known for our work in K12 Education, The Catholic Diocese of Baton Rouge, Houma/Thibodeaux, numerous nonprofit organizations and retail, mom-and-pop companies along the Gulf Coast.
- We offer a complete range of comprehensive technology and telecommunications services to all sizes and types of clients.
 - ✓ *Managed IT & Outsourced CIO services*
 - ✓ *Hosted Exchange 2010 and SharePoint Foundation services*
 - ✓ *Cloud Computing, Storage, Virtualization, Data Backup services*
 - ✓ *Wireless and wire-line broadband internet services*
 - ✓ *Premise and hosted VoIP telephone services*
 - ✓ *Technology consulting services*
 - ✓ *Mobile device management, solutions and services*
 - ✓ *Social Media management services*
 - ✓ *DynaSite website content management services*
 - ✓ *RallyPoint Business Continuity and Disaster Recovery services*