

Shep Bostin, Geeks On Call

Empowering the Mobile Workforce

Part 1: Equipment



**What's the
goal of
technology for
a mobile
professional?**



**Technology exists to connect us to
our customers, partners and co-
workers.**

**Technology exists to connect us to
the information we need to get our
jobs done.**

***Technology is the MEANS,
not the END.***

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What are we going to cover?

- **Smartphones**
 - Apple vs. Android
- **Tablets**
 - Do I need an iPad?
- **Laptops**
 - Form & Function vs. Size & Weight
 - Can I have it all?



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Smartphones – It Starts Here



- **Phones make calls**
- **Phones access e-mail**
- **Phones connect to data**
- **Phones run Apps**



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Smartphones – Apple Pros and Cons

PROS:

- Slight ease of use edge
- Tight integration into Apple ecosystem
- Current App support

CONS:

- Technology lagging
- Fewer choices

iPhone 5 (S)

iPhone 5 (C)



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Smartphones – Android Pros and Cons

PROS:

- Wide selection
- Rapid innovation
- Open system with growing App base

CONS:

- Differences between brands and models
- Not always bulletproof



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Do you need an iPad?

- Web surfing
- LIGHT e-mailing
- Apps and Accessories

BUT...

- Expensive
- Not great for e-mail



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Ultrabooks & Chromebooks



Ultrabooks

- Light weight, features
- Same as loaded iPad

Chromebook

- VERY light weight
- Web, e-mail, light WP
- HALF the price of an iPad



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Laptops – Options & Trade-offs

- If fully mobile and ONE computer must do it all
- If you MUST have FULL power everywhere
- If you have special apps or accessories to connect
- If size+weight < features



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Putting It All Together



Everybody needs a smartphone

Laptops are good if that's all you'll have

iPads, Ultrabooks and Chromebooks fill in the gaps

Software and systems are CRITICAL – so come to Part 2 next month!



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About Geeks On Call

- Founded 1999, franchising since 2001, merged with  in 2012
- Franchises in major cities across U.S.A.
- Focus on high-quality, high-value service
- VERY selective hiring
- NOT those geeks at Best Buy!
- Compete mainly with local firms



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Questions and Follow-Up

Slides & video and more about Shep:

www.ShepBostin.com

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