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 coworkers.

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

Technology is the MEANS, not the END.



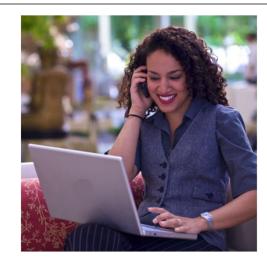
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What are we going to cover?

- > 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</p>





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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 Computer 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

For computer support, call 301-869-8690 24/7/365 or go to:

www.GeeksMD.com



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