

Using iOS to Expand Your Business

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- Author of iOS development books
- Founder and lead developer of an iOS and Mac consulting company
- International speaker on iOS/Mac development and entrepreneurship
- Long time iOS/Mac developer
- Contributor to several open source projects

Overview

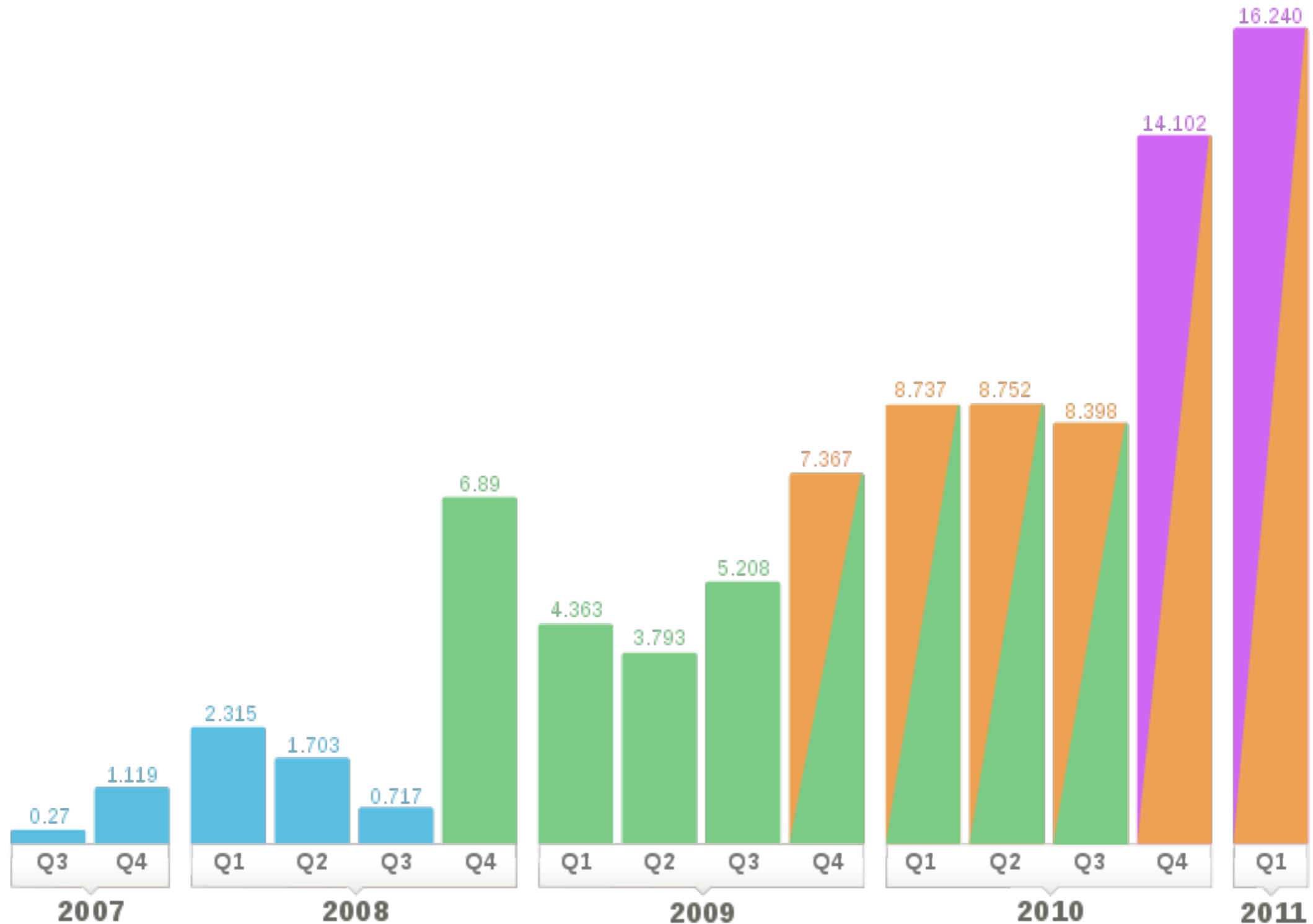
- Why is iOS important
- Making sure you existing services are compatible
- Leveraging existing iOS tools
- Customer facing services
- Employee facing services
- Staying ahead of the curve

“If I had asked people
what they wanted, they
would have said faster
horses.”

Henry Ford

Why is iOS Important?

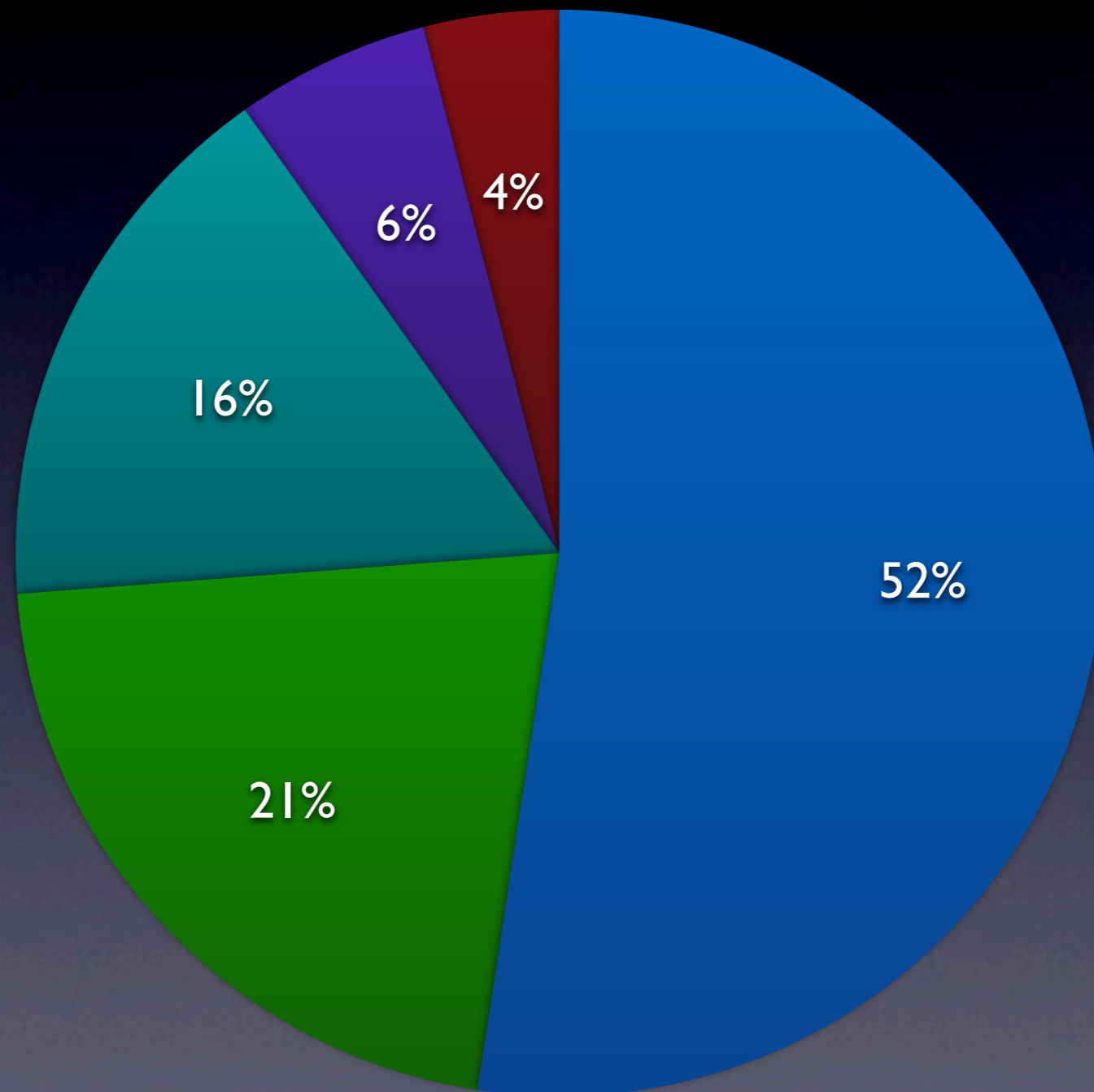
iPhone Sales Per Quarter in Millions



The Company sold 20.34 million iPhones in the quarter, representing 142 percent unit growth over the year-ago quarter. Apple sold 9.25 million iPads during the quarter, a 183 percent unit increase over the year-ago quarter...

Apple Inc - Quarterly Statement July 2011

- iOS
- Android
- Other
- Jave ME
- Symbian



Smart Phone Usage

35% of Americans currently own a Smart Phone.

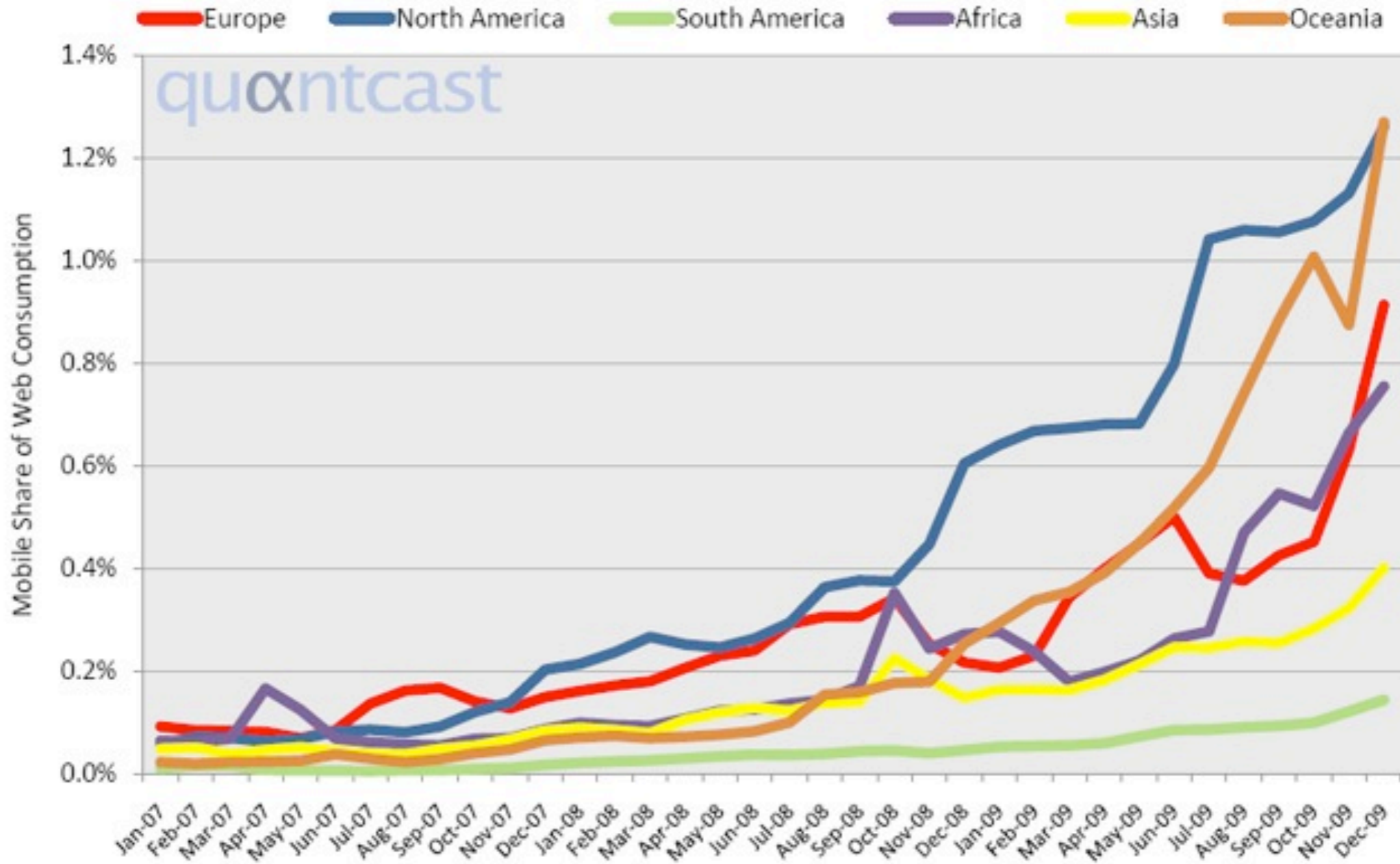
The Story of Transactions



Professionalism

Ensuring Compatibility

Pageviews from Mobile Browsers



Mobile Share of Pageviews by Continent

Flash

- iOS does not support flash, consider HTML5 for animations or better yet cut out the animations all together.

Full Website

- iOS when released was hailed as the first real browser to support the “Full Web”, make sure you dont force users into your existing mobile website.

Keep Info Up to Date

- Make sure your online presence information is correct in Google, Yahoo, and Bing.
- Update business sites with links to your website, support emails, phone numbers, and company structure.
- Ensure your website is maintained and informative, ask yourself what would you want to know.

Social Networking

- Yelp
- Foursquare
- Facebook
- Twitter
- Google+

Leveraging Existing iOS Tools

Apple Built In Software

- Full VPN Support
- Exchange Mail
- Standards Based Servers
- Certificates
- Remote Wiping
- Location Tracking
- Enterprise Wi-Fi Networks

Apple Software

- Pages for documents
- Numbers for spreadsheets
- Keynote for presentations
- Facetime for video conferencing
- iBooks for PDF viewing
- Find my friends for employee location tracking

Third Party Software

- Square for credit card processing
- Evernote or Dragon Dictation for note taking
- Omnigraffle for brainstorming
- Things for ToDo lists
- Dropbox for file sharing
- iSSH for remote access to computers

Finding Help

- Apple business team in any Apple Store
- Certified Apple Specialist hundred in North America alone
- iOS/Mac consultants
- Apple's support community

Customer Facing Software

Content Delivery

Sales

Loss Leaders

Employee Facing Software

Product Showcasing

Business Processes

Sales Force Tools

Business Data

Training

Where to Find a Developer

Finding Devs

- Like most success in life the key is knowing the right people.
- Find software you like and contact the developer
- Ask the hard questions
- Get everything in writing
- Cheaper isn't always best!

Staying Ahead of the Curve

Read. Read. Read

- Tech blogs
- Magazines
- Developer forums
- Rumor sites
- Articles from industry insides

iOS and Mobile Conferences

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Questions and Answers

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