Apps in Business
Getting Started Guide

Contents

Thousands of apps for iPad and iPhone are already delivering breakthrough features that transform the way employees work. This guide is intended to help you discover and choose apps that can make your business more productive. It also includes information on options for purchasing and distributing apps.

Discover Apps

Explore the categories below to learn about some of the best apps for business and discover which ones best meet your needs.

Access Files

Edit Office Docs

Create Forms

Collaborate

Take Notes

Track, Invoice, and Sell

Manage Customers

Analyze Reports

Brainstorm Ideas

Give Presentations

Manage Travel and Expenses

Quick Tip

➕ Designed for both iPad and iPhone

iPad | iPhone Separate versions for iPad and iPhone

Access Files

When you're on the go, use apps to download files from a desktop system, a hosted online service, or an enterprise content management system. Do you need to keep files in sync across multiple devices? Is it important to maintain high security on files downloaded remotely? No matter what your file-retrieval needs, there are apps that let you access your critical business documents.

Local Solutions

Access files from a Mac or PC with apps that help you:
• Get files via USB or a wireless connection.
• Transfer files without a service or integration.

FileMagnet ➕
Transfer files from your computer via iTunes or a desktop companion app.

Air Sharing ➕
Connect over Wi-Fi and navigate your files in a basic folder structure.

FileBrowser ➕
View files and folders on your Microsoft Windows SMB file servers.

Files Connect ➕
Easily connect to your Mac via Bonjour. Also connect to any WebDAV server.

Hosted Solutions

Store documents in the cloud and use apps to:
• View, save, and share business documents.
• Sync your files across multiple devices.

Dropbox ➕
Sync a folder of your files online and across computers.

Box for iPhone and iPad ➕
Store and share documents online with file-level encryption for added security.

SugarSync ➕
Manage, share, and sync multiple folders online.

Soonr Workplace ➕
Get project management capabilities (versioning, dashboards); control access for internal and external team members.

Integrated Solutions

Tap into corporate systems with apps to:
• Access file servers on your network.
• Work with content management systems.

mobilEcho ➕
Get highly secure, managed access to corporate file servers using the data protection capabilities of iOS.

SharePlus: SharePoint Mobile Client ➕
Access your SharePoint files from your iPad or iPhone.

EMC Documentum Mobile ➕
Browse your company's Documentum content management repository while maintaining corporate compliance.

Pervasent Persuasion iPad
Get access to crucial sales and marketing materials through an easy-to-use portfolio interface to SharePoint documents.

Edit Office Docs

Working with business documents is a key task for any business user. Do you sometimes need to create and edit word processing files, spreadsheets, and presentations when you're away from the office? Would you like to be able to read and annotate PDF files? Do you need to view, edit, and share CAD documents? Explore the apps below.

Create and Edit Documents

Stay productive on the go with apps that equip you to:
• Create and edit Microsoft Office documents.
• Work with PDFs and other business documents.

Pages ➕
Create letters, reports, and flyers using beautifully designed Apple templates.

Numbers ➕
Create spreadsheets and easily add charts, graphs, and tables.

Keynote ➕
Touch and tap to create stunning presentations using templates, transitions, and graphics.

Quickoffice® Pro iPad | iPhone
Create and edit Microsoft Office files. Transfer files via Wi-Fi or cloud services.

Documents to Go® Premium – Office Suite ➕
Create and edit Microsoft Office files. Transfer files via the desktop companion app.

View and Annotate Documents

Work anywhere, anytime with apps you can use to:
• View common business file formats.
• Mark up, annotate, and manage PDF files.

GoodReader iPad | iPhone
Organize, manage, and transfer your files and folders. Mark up PDFs using advanced annotation tools.

ReaddleDocs iPad | iPhone
View documents from Mac and PC computers, websites, email attachments, and online file-storage services.

iAnnotate PDF iPad
Read, annotate, and highlight PDFs. Share a summary of annotations via email.

PDF Expert iPad | iPhone
Fill out forms, read and annotate PDF documents, highlight text, make notes, and draw with your finger.

Work with Other Document Formats

Choose apps that enable you to:
• Read and edit a wide variety of documents.
• Download documents to read offline.

AutoCAD WS ➕
Easily open DWG and DXF files. Edit AutoCAD drawings right on iPad or iPhone.

IBM Lotus Symphony Viewer ➕
View Open Document Format (ODF) text documents, presentations, and spreadsheets downloaded to your device.

Office² iPad | iPhone
Open and edit Google Docs and Microsoft Office files. Get built-in file access.

GoDocs for Google Docs™ ➕
Edit online files with full support for Google Docs document editing.

Create Forms

iPad and iPhone are transforming the process of creating and filling out forms. Would you like to replace unwieldy paper documents with convenient electronic forms? Do you want to capture legally binding signatures right on your mobile device? There are a wide range of apps that let you handle business-critical forms wherever you are.

Create or Customize Forms

Take advantage of versatile apps that enable you to:
• Create a custom form.
• Tailor a template for your business.

FormConnect iPad
Create and customize business database forms right on your iPad.

ProntoForms ➕
Capture information using a preloaded form or customize online.

Form Tools PDF iPad
Add text boxes, checkboxes, signature fields, and more to existing PDF files.

FileMaker Go iPad | iPhone
Access rich, interactive forms you've created with FileMaker Pro on your iPad or iPhone.

Fill Out Forms and Sign Documents

Complete and sign forms with apps that help you:
• Fill out, sign, and email documents.
• Track signed documents you've sent.

Sign-N-Send ➕
Sign any PDF or Microsoft Office document and send it via email.

SignMyPad iPad
Add text, dates, and signatures to PDFs and then send via email or upload to Dropbox.

DocuSign Ink ➕
Sign any document sent to you as an email attachment or captured with your camera.

DocuSign ➕
Send, track, and sign business documents. View the status of each document through the DocuSign service.

EasySign ➕
Fill out and sign almost any document type. Route documents for multiple signatures.

Adobe EchoSign ➕
Use your EchoSign account to capture and send e-Signatures, with protection for both the sender and signer.

Portable Contracts iPad
Track signed contracts by client or contact. Import or create blank contracts as templates.

SignDoc Mobile iPad
Use industry-standard signing technologies, including biometrics. Store signed documents in your own secured environment.

Collaborate

Take advantage of apps on your iPad or iPhone to work with colleagues and customers anytime. Do you need to attend—or even host—meetings remotely? Does your company use a web conferencing or social media system? With versatile collaboration apps, you can work with other people wherever you are.

Attend and Host Virtual Meetings

Participate in meetings with apps you can use to:
• Attend both audio and video conferences.
• Share documents with remote attendees.
• Initiate and control online meetings.

Cisco WebEx Meetings ⊞
Join WebEx meetings with live 2-way video. View shared content and chat with meeting attendees.

GoToMeeting ⊞
Attend GoToMeeting sessions and view presentation content.

Adobe® Connect™ Mobile for iOS ⊞
Participate in Adobe Connect™ meetings from your iPad or iPhone.

IBM SmartCloud Meetings **iPad** | **iPhone**
Attend IBM SmartCloud online meetings. View attendee lists and shared content, and participate in group and individual chats.

Fuze Meeting HD **iPad**
Host an HD video conference with multiple participants right from your iPad. Share content stored on your device.

join.me ⊞
Easily set up meetings at a moment's notice. View another user's screen.

Conference Pad ⊞
Control PDF presentations on up to 15 iOS devices simultaneously via Wi-Fi or Bluetooth, or display on an external projector.

Polycom® RealPresence™ **iPad** | **iPhone**
Connect to your enterprise Polycom RealPresence Platform. Interact face-to-face over Wi-Fi or cellular networks.

Stay in Touch with Colleagues

Connect with your company's collaboration service to:
• Share information quickly.
• View, post, and reply to messages.
• Access calendars, contacts, and documents.

Salesforce Chatter **iPad** | **iPhone**
Collaborate on the go with other colleagues in your Salesforce community.

Yammer ⊞
Access your company's Yammer social network to communicate with colleagues.

Jive Software **iPhone**
Get real-time access to the people, information, and collaboration tools in your Jive community.

Microsoft Lync **iPad** | **iPhone**
Access your Lync account to view others' availability, send IMs, connect to Lync conferences, and make phone calls.

Take Notes

Innovative apps have transformed note-taking into an interactive, dynamic experience. Do your notes need to include audio, video, web clips, or photos? Do you want to create notes by typing, writing, dictating—or all three? Do you need to search, tag, and organize your notes? iPad and iPhone apps from the App Store help you stay organized and productive anywhere.

Take Notes

Capture information with apps that enable you to:
• Enter text, audio, video, and sketches.
• Write freehand, use the keyboard, or speak notes.

Evernote +
Record meeting details with notes, audio, or photos. Sync from iPad to your Mac or PC.

Penultimate iPad
Take notes and sketch freely with your fingers. Organize notes into multiple folders.

Notes Plus iPad
Handwrite or type notes and record audio of meetings. Export your notes as PDF files.

Awesome Note iPad | iPhone
Organize your notes into folders, attach images, and store notes online.

Dragon Dictation +
Dictate audio and use voice-to-text translation to create notes, text messages, or email.

Manage To-Do Lists

Stay on top of important activities with apps to:
• Enter and prioritize tasks.
• Get alerts about task deadlines.
• Sync tasks across multiple devices.

Todo iPad | iPhone
Stay organized with checklists and alerts and sync with other apps.

Wunderlist iPad | iPhone
Organize to-do lists and sync them across platforms using free Wunderlist cloud syncing.

Orchestra To-do iPhone
Share tasks with your teams. Record voice notes and sync tasks using the cloud.

Sorted +
Assign tasks and customize priority status. Auto-sort to view at a glance.

Air Todo iPhone
Sync to-do lists with Google Tasks. Create lists that include notes, photos, and location information.

Track Projects

Manage projects with apps to:
• Organize project tasks.
• See reminders of upcoming deadlines.
• Sync data across devices.

OmniFocus iPad | iPhone
Create and track tasks by project, place, person, or date, then sync wirelessly.

Things iPad | iPhone
Group tasks and to-dos into individual projects for easy tracking.

Outpost 2 +
Manage your Basecamp projects directly from your device. Make assignments and mark milestones.

Merlin +
Work with Merlin projects stored on your Mac or Merlin Server. Read data offline.

Track, Invoice, and Sell

Manage your business efficiently even when you're away from your desk with handy sales apps. Would you like to generate estimates and invoices at a client's office? Do you need to keep accurate track of your work hours? Have you been wanting to take credit cards and other forms of payment without a cash register? Check out these apps designed especially for conducting business on the go.

Track Your Time

Record billable hours with apps you can use to:
· Track multiple projects.
· Export data in various formats.
· Track and invoice billable items and expenses.

Time Master + Billing ⊞
Use one or multiple running timers to track billable sessions. Define billing rates by project, client, task, and more.

Timewerks iPhone
Track time and materials and send PDF invoices or estimates. Customize rates for different tasks or items.

OfficeTime ⊞
Track time and expenses. Run multiple timers simultaneously, track by project and category, and sync with your Mac or PC.

Billings Touch iPhone
Create clients, add projects, and track expenses. Use professional templates to invoice.

Invoice and Bill

Run your business better with apps that help you:
· Manage billing more efficiently and accurately.
· Generate vital business reports.
· Create professional-looking invoices.

QuickBooks Mobile iPhone
Create invoices and access customer data using your QuickBooks Online subscription.

AccountEdge Mobile ⊞
Record sales and work activity, enter expenses and contacts, and sync it all with the desktop version of AccountEdge.

MiniBooks for FreshBooks iPhone
Create, edit, and send invoices to your customers in real time via your FreshBooks account.

Quick Sale iPad | iPhone
Create, manage, and email invoices for inventoried items or services. Track payments and balances.

Invoice2go iPad | iPhone
Build custom invoices, estimates, credit memos, or purchase orders. Email PDF versions to your clients.

Accept Payments

Take advantage of point-of-sale apps that enable you to:
· Accept cash and credit card payments.
· Capture onscreen signatures.
· Email receipts directly to customers.

ShopKeep iPad
Ring up customers, print receipts, open the cash drawer, and take credit cards.

LightSpeed iPad | iPhone
Process customer invoices, scan barcodes, and swipe credit cards in your store.

Intuit GoPayment Credit Card Terminal ⊞
Get credit card authorization and encrypted payments in seconds. Deposit funds into your bank account automatically.

Square ⊞
Plug in a card reader and start taking payments instantly. No contract, monthly fees, or merchant account required.

Credit Card Terminal iPad | iPhone
Turn iPad or iPhone into a mobile credit card terminal and accept highly secure customer payments.

Manage Customers

Mobile access to customer data can mean the difference between closing a sale and leaving empty-handed. Do you need client and project information when you're heading to a meeting? Does your company have a CRM system that would be great to tap into? With the right app in your hands, you'll be able to get the business-critical information you need.

Manage Customer Info

Stay productive everywhere with apps that help you:
• View critical customer information on the go.
• Track your interactions with each customer.

Daylite Touch ➕
Handle all your basic customer tracking and productivity needs.

FileMaker Go iPad | iPhone
Access your company's FileMaker Pro customer databases. View, edit, and search through records.

Hashable Mobile iPhone
Save important data about people you meet. Track interactions and send follow-up messages and virtual business cards.

Gist iPhone
Create rich business profiles that include news, status updates, and work details of the contacts in your professional network.

Access Backoffice Systems

Connect to customer information with enterprise-level apps that make it possible to:
• Access your customer database wherever you are.
• Analyze data in the field and work with it offline.

Salesforce iPad | iPhone
Instantly access and update Salesforce data from the field. Look up account activity before meetings and log action items afterward.

CWR Mobile CRM 2011 ➕
Tap into your existing Microsoft Dynamics CRM 2011 installation.

Oracle CRM On Demand Connected Mobile Sales iPhone
Manage key customer relationship data from your iPhone. Sync On Demand data with your Contact and Calendar apps.

Oracle CRM iSales iPad
Get real-time access to your critical sales information from an Oracle CRM On Demand or Siebel database.

NetSuite iPhone
Get access to NetSuite's business management suite, including dashboards, financial and customer data, and more.

SAP Sales OnDemand iPad | iPhone
Access your SAP Sales OnDemand account for the customer information you need to be more productive.

SAP CRM Sales ➕
Go from lead to quote to order by accessing your company's SAP CRM system from your iPad or iPhone.

Streamtime iPad | iPhone
View your Streamtime studio management system for up-to-the-minute information on jobs, clients, staff, and projects.

Analyze Reports

Powerful iPad and iPhone apps can give you the reports you need to make informed business decisions no matter where you are. Do you want to view customer, vendor, or other reports when you're away from the office? Are you a board member who can't always attend meetings in person? Explore apps that let you download, manipulate, graph, and view vital business data on your mobile device.

Connect to Business Intelligence

Use these plug-and-play apps to:
- Access critical business data.
- Connect to remote data systems with authentication.

SAP BusinessObjects Mobile iPad
Get instant access to your BusinessObjects information, including reports, metrics, and data analysis.

IBM Cognos Mobile iPad
Interact with reports and dashboards on your IBM Cognos system to help make mobile decision-making simple, reliable, and highly secure.

Analytics iPad | iPhone
Check your Google Analytics with a password-protected connection and keep up to date with website stats and reports.

Oracle Business Indicators iPhone
Connect to your Oracle Business Intelligence Suite to view critical business information.

Extend Business Reporting

Understand complex data with apps that enable you to:
- Visualize data on interactive dashboards.
- Work with data from many different sources.

Roambi Analytics Visualizer ➕
Transform reports and business data from almost any source, ranging from Microsoft Excel to backoffice systems.

MicroStrategy Mobile iPad | iPhone
View your business data with Multi-Touch tables, graphs, charts, and visualizations.

Business Indicators iPhone
Publish everything from KPIs and P&L reports to metrics like quotas and expenses. See high-level indicators or drill down for details.

QlikView ➕
Consolidate your business data and get access to vital information with graphical dashboards.

Roambi Flow Viewer iPad
View business intelligence information in interactive, engaging, magazine-style reports.

Work with Boardbooks

Designed for board members, these apps help you:
- Replace bulky binders.
- Access board documents using secure methods.

NASDAQ OMX Directors Desk iPad
Prepare for board meetings by accessing background documents, agendas, and minutes at your convenience.

Director iPad
Get highly secure, up-to-date access to documents and resources for board meetings.

Board Papers iPad
Enjoy seamless, secured integration with Microsoft SharePoint to automatically download board documents to your iPad.

BoardWorks iPad
Access meeting materials and related content on your BoardWorks portal with enhanced security features.

Brainstorm Ideas

There are great apps that let you use text and colorful graphics to capture your ideas the moment they happen. Are you looking for a convenient way to organize your thoughts? Would you like to see how different ideas can work together to address a problem? Check out these apps for help in making the most of your great ideas.

Capture Your Ideas

Record important information with apps to:
• Capture sketches and diagrams.
• Keep a record of meeting notes and ideas.

Whiteboard Capture Pro iPhone
Capture whiteboard notes in full resolution using your iPhone camera. Organize images in folders and share via email.

Genius Scan+ iPhone
Scan documents and email them as JPEGs or PDFs. Correct page perspective. Upload to Dropbox, Evernote, or Google Docs.

SyncSpace iPad
Turn your iPad into a whiteboard. Share drawings, ideas, and notes with colleagues and save your combined work as a PDF.

SketchBook iPad | iPhone
Capture ideas while working with a complete set of sketching and painting tools.

OmniGraphSketcher iPad
Import data for charts and graphs, draw freehand, and share via email.

Map Your Ideas

Boost your creativity with apps that enable you to:
• Visualize important connections between ideas.
• Exchange data with desktop mind-mapping programs.

iThoughtsHD iPad
Brainstorm, then see how your ideas relate to each other. Save maps to the Camera Roll and sync them with cloud services.

iBlueSky ⊞
Develop your ideas using a simple, uncluttered interface. Create branches with multiple lines of text and attach notes.

SimpleMind+ ⊞
Collapse and expand branches to manage large mind maps. Hyperlink topics to other mind maps. Share maps via the Camera Roll.

Mindjet iPad | iPhone
Use the contextual menu to map your ideas quickly. Create child and sibling topics in one tap and sync maps directly to Dropbox.

Organize Your Ideas

Get the most from your notes with apps to:
• Create diagrams or outlines.
• Share ideas with colleagues.

OmniGraffle iPad
Generate professional-looking diagrams, wireframes, and flowcharts. Export your work as a PDF or open it in OmniGraffle for Mac.

Zeptoliner iPhone
Enter meeting notes, then drag and drop to create an outline. Copy and paste text from other apps. Email fully structured outlines.

OmniOutliner iPad
Create outlines quickly and efficiently. Exchange information with the desktop version of OmniOutliner.

MagicalPad iPad
Build outlines, create mind maps, take notes, organize ideas, and prioritize actions—all with one seamless app.

iDesk iPad | iPhone
Simplify information using a flow chart, Venn diagram, mind map, or org chart. Add notes and draw freehand sketches.

Give Presentations

Apps offer a breakthrough experience for creating and delivering presentations in or away from the office. Do you need to give professional-looking presentations at other company locations, client offices, or conferences? Do you want to display your presentations through a projector? Use these apps to give persuasive presentations wherever you are.

Create, Edit, and Deliver Presentations

Always be ready for meetings with apps that give you the ability to:
• Create new presentations or edit existing ones.
• Deliver presentations right from your iOS device.

Keynote ⊞
Create, edit, and present Keynote or PowerPoint presentations. Use templates, transitions, and graphics to create world-class presentations.

Quickoffice Pro iPad | iPhone
Make PowerPoint files right on your iPad or iPhone. Deliver presentations on an external display using a built-in laser pointer.

Documents to Go® Premium – Office Suite ⊞
Produce great PowerPoint presentations anytime, anywhere. Rehearse or make changes without your laptop.

Office² iPad | iPhone
Create and revise PowerPoint files. Sync with Google Docs, Dropbox, and Box.net. Save presentations as PDFs and print wirelessly.

Minimal Folio iPad | iPhone
Present images, PDFs, and videos in any order on your iPad or an external display. Sync to multiple devices and transfer files using iTunes.

Presentation Link iPad
Create and show interactive presentations on your iPad. Integrate videos and websites. Set hyperlinks to create nonlinear presentations.

Appafolio ⊞
Create beautiful portfolio apps to show off your work. Include photo galleries, videos, slideshows, text, and more.

SlideRocket Player iPad
Play your SlideRocket presentations and easily invite others to view them. Download presentations to your iPad for offline display.

Plan and Present Effectively

Manage presentations better with apps you can use to:
• Control your presentation.
• View important meeting notes.

Keynote Remote iPhone
Control Keynote slides on a Mac or iPad over Wi-Fi. View presenter notes and swipe to navigate.

Presentation Clock ⊞
Set and track your time with easy-to-read numbers while giving presentations. Configure timers to give audible and/or vibration alerts.

ProPrompter ⊞
Enjoy a professional teleprompter with full-featured font settings, editing, cues, and more.

Agendas iPad
Create interactive agendas and broadcast them to any networked iPad to keep meetings productive, on topic, and on schedule.

Manage Travel and Expenses

Apps for iPad and iPhone are ideal traveling companions, always ready to help you plan trips, track expenses, and find vital resources in unfamiliar cities. Do you need up-to-the-minute flight information? Are you tired of plowing through paper receipts to fill out expense reports? Could you use a good restaurant right now? Check out these apps to help you manage all aspects of your business travel.

Manage Itineraries

These apps smooth your travel by enabling you to:
• View itinerary information.
• Check the status of your flights.
• Add travel plans to your calendar.

FlightTrack Pro +
Get push alerts with real-time changes to your flight. Review weather forecasts and use zoomable maps that work offline.

TripIt +
See all your trip details in one itinerary. Sync with your calendar and with tripit.com. Share your trip plans with others.

KAYAK Mobile PRO +
Build your complete itinerary, including hotel, flights, and rental car bookings.

TripDeck iPhone
Sync with TripIt to keep itineraries at your fingertips. Find alternative flights quickly when there's a delay or cancellation.

FlightBoard +
Turn your iPad or iPhone screen into the arrivals and departures board for any airport in the world. Updates every 5 minutes.

Track Expenses

Simplify expense reports with apps that help you:
• Record expenses the moment they occur.
• Capture photos of printed receipts.
• Prepare expense reports.

Concur +
Save expense receipts; create, review, and approve business expense reports; and access business travel itineraries in TripIt.

Oracle iReceipts iPhone
Track and submit expenses and integrate with PeopleSoft Expenses. Receive real-time updates of submitted cash transactions.

iXpenseIt iPhone
View bill reminders, trend bar charts, and expense summaries. Simplify your daily expense tracking and monthly budgeting.

Expensify +
Scan receipts with your camera, then let Expensify pull out the transaction details so you don't have to enter them manually.

BizXpense Tracker +
Track expenses, mileage, and time with optional online backup. Create beautiful expense reports using built-in templates.

Find Local Resources

These invaluable apps make it easy to:
• Get vital information about whatever city you're in.
• Find nearby businesses and other resources.

Taxi Magic iPhone
Find and order a taxi. Track its status through dispatch and a map view.

Urbanspoon iPad | iPhone
Filter thousands of restaurant options by price, cuisine, or neighborhood.

Zagat +
Browse local Zagat-rated restaurants offline. Filter by food, décor, service quality, or cost.

Yelp +
Search for businesses, tap quick links for nearby services, and browse and create reviews wherever you are.

OpenTable iPad | iPhone
Make restaurant reservations at more than 15,000 restaurants in the United States, Canada, and the United Kingdom.

Purchase Apps

There are multiple ways to purchase business apps from the App Store. You can buy them individually, or your company can procure them in bulk through Apple's Volume Purchase Program for Business. Through the program, organizations can get off-the-shelf apps or have them customized by a third-party developer.

App Store

Buying apps is simple. Use the App Store to get the iOS apps you need to stay productive when you're on the go.

To access the App Store on your iPhone, iPad, or iPod touch, simply tap the App Store icon. From your Mac or PC, open iTunes and click iTunes Store.

Then browse through the app categories that interest you, or use the search field to look for a specific title or topic. You can read the description and reviews of an app, then purchase and download it.

Check out business apps in the @Work: Apps for Business collection in the App Store (iPad | iPhone). These curated apps are organized by common business categories for quick browsing. The collection is frequently updated, so you'll always find the best business apps in one convenient location in the App Store.

Discover powerful medical apps in the Healthcare Professionals collection in the App Store (iPad | iPhone). You'll find apps that make it easy to access medical records, monitor patients' vitals, review medical images, search clinical references, earn CME credits, and recommend personal care apps for your patients.
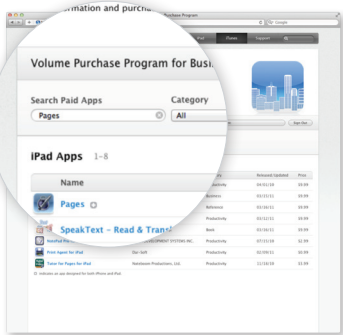
✅ **Apps that Work**

The App Store is the place you can trust for apps. Apps must follow guidelines to be approved for distribution in the App Store. Submitted apps are reviewed by Apple to ensure that the user experience will be great on iPhone, iPad, and iPod touch.

Volume Purchase Program

If you're purchasing apps for your employees, consider joining Apple's Volume Purchase Program for Business. Your company will get a single destination for purchasing any paid app in the App Store—in whatever quantity you need—along with an easy and efficient way to distribute them. To get started, visit the Volume Purchase Program website. There you'll find a direct link to enroll as well as a downloadable PDF with program details. Once enrolled, follow these simple steps and unleash the power of the App Store in your company.

Step 1: Search for apps
Type a name into the search field on the program website or copy and paste a link from the App Store. Apps that work on both iPad and iPhone are identified with the universal badge (⊕).
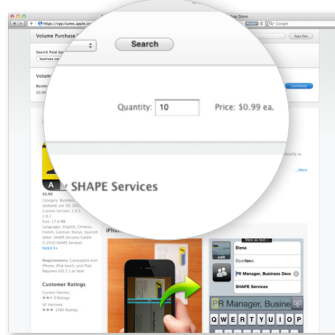
Step 2: Choose the quantity
Select an app name from the search results to read about it. If the app meets your needs, enter the quantity you want and click Continue.
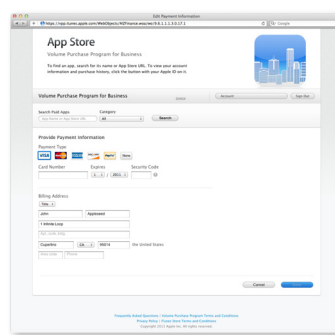
Step 3: Complete the transaction
To complete the transaction, review the app name, pricing, and quantity, then enter your P-Card or corporate credit card details. PayPal is also accepted.
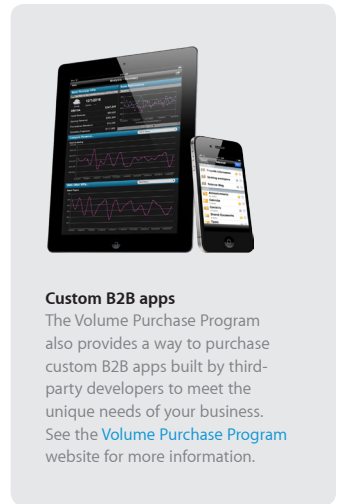
Custom B2B apps
The Volume Purchase Program also provides a way to purchase custom B2B apps built by third-party developers to meet the unique needs of your business. See the Volume Purchase Program website for more information.

Redemption Codes

For apps you've purchased through the Volume Purchase Program, you'll receive redemption codes to authorize each app download. Codes are delivered through the Volume Purchase Program website in a spreadsheet format.

After you have purchased, you'll receive an email from Apple letting you know that your order has been processed. Click the embedded link to go right to the Volume Purchase Program website.
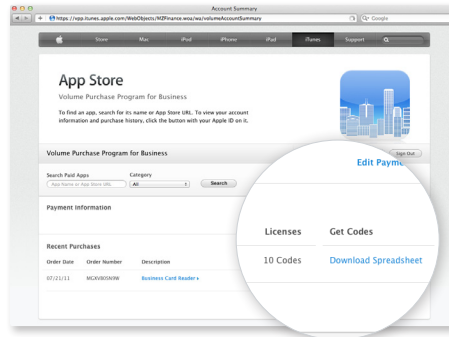
To download a spreadsheet containing app redemption codes, log in to the program website. Your purchase history is stored under your account information to help you track transaction status, check past purchases, or download the current spre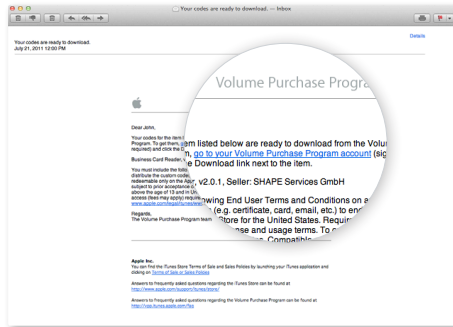adsheet for apps you've purchased. The purchase history also contains other helpful order information, such as your order date, order number, purchase price, and number of licenses (codes) procured.
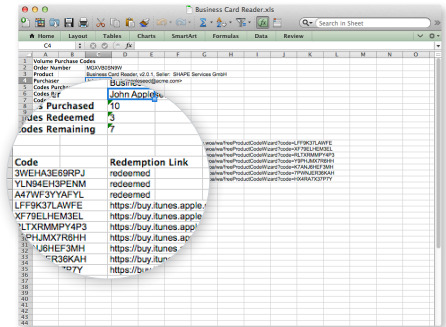
The spreadsheet contains one code for each app in the quantity purchased. Each time a code is redeemed, the spreadsheet is updated on the program website so you can track the number of redeemed codes. The spreadsheet also includes a redemption URL with the redemption code embedded in the link, so users don't have to type or enter the redemption code manually.

Distribute Apps

After you've purchased the apps you need, how do you get them to employees who will use them? Apple offers a variety of options to fit the needs of any size business. Use Apple Configurator, set up an internal app portal, or distribute apps via powerful Mobile Device Management solutions. This section of the guide describes all your options.

Distribute Apps

Distributing apps you've purchased through the Volume Purchase Program is easy. The VPP website delivers redemption codes in a spreadsheet, with one code for each app in the quantity purchase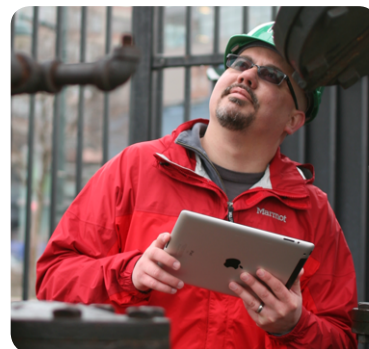d. Simply email the redemption codes directly to your employees, or use one of the following methods to distribute them to users.

Set up an internal portal

An internal app portal gives employees a single destination for business apps. Whether they're off-the-shelf apps purchased through the Volume Purchase Program or Custom B2B apps that have been tailored for the specific needs of your business, an internal portal provides a "self-service" model for distributing apps to your employees.

Establishing an internal app portal can be as simple as setting up a web server that is accessible by your employees that lists all of the apps available to them. Users simply tap a URL to request a redemption code that initiates the install of the app directly from their devices. Learn more.

Use a third-party distribution solution

Many third-party MDM solutions provide app distribution capabilities right out of the box. The benefits of managing apps with MDM include the ability to push a notification message to users, directly prompting them to install the apps you've purchased on their behalf. You can also prompt them to install free apps from the App Store that integrate with your business systems or that you have approved for their use.

Managing apps using MDM solutions can also help further protect corporate data. Apps distributed to iOS 5 devices using MDM are flagged by the system as "managed," which allows IT administrators to remove (wipe) them from the device anytime without impacting other apps installed on the device or the user's personal data. Learn more.

Deploy apps with Apple Configurator

Apple Configurator on a Mac makes it easy to mass configure and deploy devices that are centrally controlled using three simple workflows: Prepare new iOS devices for immediate distribution; Supervise devices that need to maintain a standard configuration; and Assign devices to users.

Businesses can use Apple Configurator to set up new devices, install apps, and enroll each device with an MDM solution for remote management. Redemption codes acquired through the Volume Purchase Program can be redeemed by Apple Configurator, tracking the number of apps installed on each device. Learn more.

Apps in Action

Apps play an essential role in transforming how businesses work. The following are snapshots of some customers who are using apps every day to get their work done in unique and innovative ways.

Apps in Action

GoodLife Team

Real-estate professionals understand the importance of always having vital information at hand. That's why The GoodLife Team in Austin, Texas, has enthusiastically adopted iPad. GoodLife's agents can quickly help clients find exactly the right home, and with specialized apps, even complete real estate contracts right in the field.

Mortgage payment	Open Home Pro	Zillow	LoopNet	DocuSign	ProPrompter	Numbers	Salesforce Mobile

> "iPad is made for real estate. We can do more business, faster and more efficiently. It's enabled us to go 99.9 percent paperless."

Novartis

Switzerland-based vaccine and pharmaceutical manufacturer Novartis is leveraging iPhone to benefit both laypeople and medical professionals. The company's VaxTrak app helps parents keep track of their family's vaccinations and reminds them when shots are due. Another app provides accurate, timely information to oncologists.

iTranslate	Pages	HealthMap	Roambi Analytics Visualizer	VaxTrak

> "The apps we're building help patients, consumers, and professionals make better-educated decisions about health care."

Jackson Kayak

When you own a kayak company, you spend a lot of time out of the office. Eric Jackson takes his iPad and iPhone in his Wi-Fi–equipped RV to keep his business running as he journeys across North America. He and his staff also use their iOS devices to sketch and share new product design ideas and to process credit card payments.

Keynote	Numbers	WordPress	Air Sharing	Duplicam	Penultimate	ShopSavvy	Square

> "iPad has changed the way our people work. Even employees who aren't technology-inclined are eager to use iPad."

Crescent Construction Services

At Crescent Construction Services in Salisbury, North Carolina, sleek, lightweight iPad devices have replaced unwieldy paper blueprints and bulky binders. Using both in-house and off-the-shelf apps, Crescent's inspectors can document construction problems in the field easily by taking notes and creating detailed reports that include photos and video.

| Clinometer	Expensify	FileMaker Go	iAnnotate PDF	Pages	Keynote	PunchList	NAVIGON	Dropbox

"We cut out eight hours a week per employee in paperwork by having our guys gather data while they're performing the service, on location, using iPad."
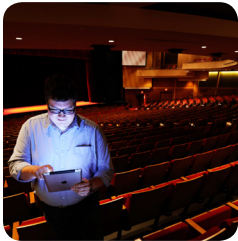
Theater Consultants Collaborative

Designing theaters and concert halls requires a delicate blend of art and science. No wonder iPad has become a vital tool at Theatre Consultants Collaborative. Consultants use it to collaborate with clients from anywhere, work with complex digital blueprints and technical documents, and even analyze the sound environment of a theater.

| Adobe Ideas	Audio Tools	AutoCAD WS	Dropbox	Duplicam	Evernote	GoodReader	Noteshelf
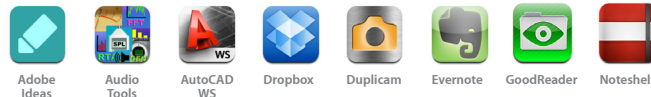
"It's very easy to open AutoCAD WS, plug iPad into a projector in a conference room, actually view drawings with the design team, and make changes on the fly."

Fennemore Craig

At Arizona's oldest law firm, iPad is taming the mountain of paperwork that lawyers deal with every day. Attorneys and support staff of Fennemore Craig rely on it for real-time access to documents during courtroom appearances, mediation sessions, and other legal meetings. And video presentations about cases streamline legal decision making.

Dragon Dictation	Evernote	iAnnotate PDF	Pages	Keynote	iJuror	PaperDesk	Skype
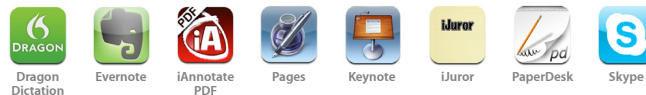
"The cost associated with exhibits and documents can be astronomical. And with iPad you save that expense."

Additional Resources

@Work: Apps for Business
Find useful and popular apps in the App Store for businesses large and small.

iPad: itunes.com/atworkipadapps
iPhone: itunes.com/atworkiphoneapps

Essential Apps for Business.
Download PDFs that feature app collections for common business tasks.
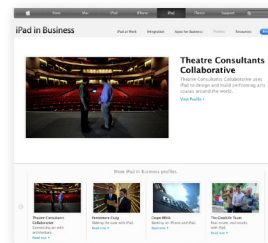
iPad: apple.com/ipad/business/resources
iPhone: apple.com/iphone/business/resources

iPad and iPhone in Business
Discover customer stories, latest news, and integration information to learn how iPad and iPhone can change the way you work.

iPad: apple.com/ipad/business
iPhone: apple.com/iphone/business

Volume Purchase Program
Find out how your company can buy in volume from the App Store or get existing apps customized.

apple.com/business/vpp

In-House Development
Explore the apps other businesses are creating and learn how your company can do its own in-house development for iPad and iPhone.

apple.com/business/accelerator