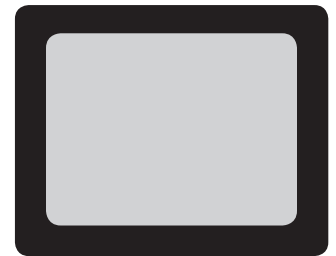


10 SURPRISING WAYS
SMARTPHONES
ARE CHANGING
THE WAY BUSINESS DOES BUSINESS

The Internet and mobile devices like smartphones and tablets have transformed the way businesses work. And in short order. Now, more and more business can be conducted out of the office. But is it realistic to expect that most businesses can really run a good part of their business with a smartphone? Depending on the type of business, the answer is almost always yes.

For business owners with not enough hours in the day, the most transformative aspect of this technology is the ability to use the Internet to get more done and respond faster. On a high-bandwidth, high-speed network, like the newest 4G network, you can often upload a webpage on a smartphone quicker than onto a laptop. Real-time access allows employees to almost instantly access the company's website for status and sales updates. And you can deposit a check with the snap of your camera.



**TRANSFORMING
THE WAY
BUSINESS
IS DONE**

HERE ARE 10 VERY GOOD REASONS TO UPGRADE YOUR BUSINESS TO SMARTPHONES NOW

Mobile technology apps can power many aspects of your business. By mobilizing your employees, you'll see that a lot more can get done, a lot faster. If you're a business owner who doesn't have smartphones incorporated into your business, the following suggests why this upgrade is a must.

1. MANAGE CUSTOMER INFORMATION BETTER—Quickly capture people's names, meeting details and personal notes on the fly. This streamlined process makes it easier for you to finish customer relationship and business activities, even on a lunch break.

2. IMPROVE CUSTOMER SERVICE—Mobile technology, such as smartphones and supporting applications, greatly improves the chances of delivering improved customer service, which could give your business a significant competitive advantage. More satisfied customers often post better reviews and provide more referrals. Near-instant access to email means you can respond to customer inquiries faster. Offer quotes, seal deals and communicate via video, text or talk almost anywhere business happens to take you.

3. WORK ANYTIME, VIRTUALLY ANYWHERE—With capable smartphones and tablets, employees once tied to their desks can get work done almost anywhere—from home, in a waiting area or on public transit. They can take notes, create and edit appointments and contacts, schedule meetings and view files and documents.

4. MESSAGING AND RESPONSE TIMES—Email and text messages have changed the way we think of business communication. Prompt checking of messages has become standard operating procedure, and the expected response time for any urgent message has decreased from days to mere hours. Group texting means you can easily coordinate with teams in real time. Furthermore, savvy businesses are also leveraging Twitter as a means of keeping in constant contact with their customers.



5. CUT MONTHLY FIXED COSTS—Cutting costs is possible by downsizing your office space, sharing workplaces and offering telecommuting as an option. Worried about productivity? Studies suggest that non-office-bound workers are consistently more productive than their office-bound colleagues.¹

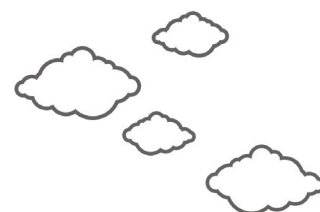
6. ENJOY PREDICTABLE COMMUNICATION COSTS—Unlimited talk, text and data plans can eliminate monthly budget surprises. In places where coverage is difficult (e.g., very remote sites, basements), you also can connect to a Wi-Fi network and make calls or send text messages. This is ideal for international travel because when you're connected to Wi-Fi, the phone routes calls from your home location, which can save your business a bundle in roaming and long-distance charges (qualifying plan and international feature required).

7. ATTRACT AND RETAIN BETTER TALENT—Smartphone technology gives employees more control over where and when they work, which is becoming an attractive proposition for many people. Plus, you can cast a wider net when recruiting, since, in most cases, the geographic location of the employee may not be as critical.

8. EASIER TRAVEL OPPORTUNITIES—Going on business trips has never been easier. Not only can you find plane tickets and low hotel prices at a moment's notice on your capable smartphone, but you can also find your way around the new area with ease thanks to mobile maps and GPS navigation utilities.

9. AFFORDABLE CLOUD APP ALTERNATIVES—For mobile users of tablets, smartphones and laptops, cloud-based apps have changed the game. There's no longer a need to purchase a lot of different software programs or outfit the office with expensive servers. Yet, there's no end to what you and your employees can do. Share files and sync up calendars, as well as store and access business-critical information from virtually anywhere.

10. BE SEEN AS GREEN—Mobility curbs unnecessary travel, shrinks your carbon footprint, lessens traffic congestion and air pollution, and supports your green initiatives. Just think about how much you can get done and share without printing reams of paper!

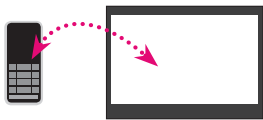


SIMPLE STEPS TO KEEPING YOUR EMPLOYEES' SMARTPHONES SECURE



LOCK YOUR SCREEN

- Lock your screen: Set your smartphone to require a PIN code or password for access.



BACK UP OR SYNC DATA

- Back up or sync your smartphone data.



KEEP OS UP TO DATE

- Keep your OS up to date: Every so often, you'll receive operating system updates for your device that typically carry security-related improvements as well, so it's a good idea to apply those updates regularly. However, be careful to verify the sender before accepting any updates.



USE ANTI-VIRUS SOFTWARE

- Use anti-virus software: With top ratings from users and reviewers, Lookout is the #1 app for Android security.³ Lookout quickly scans every app to eliminate spyware or malware and examines every app you download to be certain that it doesn't put you at risk.



PARTNER WITH T-MOBILE

The good news is that by partnering with the right wireless service provider, like T-Mobile, and developing a mobility strategy and plan that properly addresses security, device management, support and employee training, you can mitigate these risks.

"CASE STUDY: SYMANTEC FINDS WHAT HAPPENS TO LOST PHONES"

Have you ever given much thought to smartphone security? Here's a story that illustrates why you should. As an experiment, the security company Symantec placed fifty "lost" smartphones around cities in America and Canada and watched to see what happened.² Each cell phone was monitored to determine what happened when those lost cell phones were found. As the smartphones were picked up by strangers Symantec discovered:

SYMANTEC DISCOVERED

43%

OPENED ONLINE BANKING

53%

OPENED HR SALARIES

57%

ACCESSED PASSWORDS

60%

CHECKED EMAIL & SOCIAL NETWORKS

72%

BROWSED PRIVATE PHOTOS²

T-MOBILE MAKES OWNING AND USING A SMARTPHONE SIMPLE

At T-Mobile, we understand that as a business owner, you're already wearing a lot of hats. So we've worked to take much of the complexity out of entering the world of smartphones and tablets.

We'll help you choose the right smartphone for you from the latest T-Mobile models. We'll help get you on the best unlimited rate plans available for business on a nationwide network—all the data, talk and text you need without the risk or worry about overages, backed by the power and reliability of our blazing-fast nationwide 4G network.

There's never been a better time to mobilize your business with smartphones—get started today. For more information, visit www.BusinessResources.t-mobile.com or drop by your local T-Mobile store.



**WE MAKE IT
SIMPLE**

¹<http://www.businessweek.com/articles/2012-06-25/what-people-really-do-when-theyre-working-from-home>

²<http://reputationmanagement.dnb.com/reputation-management/mobile-security-why-your-smartphone-needs-to-be-secure>

³<https://www.mylookout.com>

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