Q1: There are many types of applications described in the article “MIS in Your Pocket”. All of these applications are used on some type of smart device that are emerging throughout the business world today. These applications are used for almost every business function that can be thought of, and are considered industry changing. The applications range from as simple as an email app to more specific and multi-purposeful applications such as ChainLinq Mobile which is used by a company named D.W. Morgan. In the article it describes some of the more general applications used by businesses which include a web browser, a telephone, a camera, a music or video player, and an e-mail (MIS in Your Pocket). Throughout the article it introduces more specific applications that are being used by different companies for their own distinct needs. An example of an application that has been designed for a specific company is that of Doylestown Hospital. All of the 360 independent physicians use the iPhone 3G to stay connected to their patients and colleagues at all times. The features include e-mail, calendar, and contacts as well as the customized application that allows mobile access from any location to MEDITECH electronic medical records system (MIS in Your Pocket). This allows the physicians to get information on vital signs, medications, lab results, allergies, nurses’ notes, therapy results, and patient diets (MIS in Your Pocket). This application is just one example of how businesses are customizing these smart devices to use in their corporations. Another application that is
described in the article is called ChainLinq Mobile. This application has been customized for the use of a company called D.W. Morgan which serves as a supply chain consultant and transportation, and logistics service provider for many large corporations. (MIS in Your Pocket) ChainLinq Mobile was designed for the company’s 30 drivers and allows them to update shipment information, collect signatures, and provides global positioning system (GPS) tracking on each box delivered (MIS in Your Pocket). This example, like that of Doylestown Hospital shows companies putting these smart devices to use by customizing applications to serve their own specialized needs.

Smart device applications that are being developed support many types of business functions. The most general and important business function is communication. The applications that can be found most often have to deal with colleague’s communication with each other and with customers. In the article “Desktop Phones: On the Way Out?” by Elizabeth Herrell, it states “smart phones allow employees to rely on one device that fully supports business phone features, offers flexibility and convenience, and makes them reachable from any location (Herrell)”.

This quotation displays how smart devices allow employees to be able to conveniently achieve their day to day work with the help of applications. This broad business function of communication can be broken down into even more specific examples. The company TCHO is a business which uses custom-developed machinery to create unique chocolate flavors (MIS in Your Pocket). Its owner Timothy Childs developed an application on his iPhone which enables him to remotely log into each chocolate-making machine, control time and temperature, turn machines on and off, and receives alerts when there are any errors (MIS in Your Pocket). Essentially this application allows him to achieve almost all of his business functions needed to produce his product, with a single device. Along with these functions
TCHO employees use the iPhone to exchange photos, e-mail, and text messages (MIS in Your Pocket). This hand held device connects an entire company, while controlling all of the functions that go into using its chocolate machines. In order for a company to be successful it is important to be able to achieve the day to day business functions efficiently. Through the use of smart devices business functions can be supported and achieve with the advanced and developing applications.

The main goal of a business is to maximize profits and in turn make more money. For this to be possible they must run an efficient business that is able to compete with its competition. Smart devices have become common place in numerous work environments in order to make the processes more efficient and enable improved communication. Each of the examples in this case study received positive impacts after implementing the smart devices into their work force. All were able to achieve duties in a timelier manner, communicate with their colleagues and customers more efficiently, and in-turn make calculated decisions for their company. I have seen how smart devices can make a company more efficient in my own personal experience. Over the past two summers I’ve worked for a small manufacturing company named Becket Gas Inc. (BGI). This company produces water heaters and other types of component burners, and instills the JIT strategy in their processes. BGI relies heavily on up to date information pertaining to shipping and receiving goods, as well as precise scheduling for specific part production. These functions are accomplished with the use of smart phones throughout the facility. Schedules are able to be pulled up, trucks can be tracked, and progress on order completion can be followed. Through the use of smart devices BGI is able to compete in a very competitive market where timing, efficiency, and quality are crucial.
Q2: The applications developed for the companies discussed in this case study all addressed a specific problem that was being faced. In the circumstance of Doylestown Hospital, they confronted the issue of being out manned. Their staff consisted of 360 physicians who treated thousands of patients (MIS in Your Pocket). They needed a more adequate way to communicate with each other, and receive and deliver up to date information in a timelier and organized fashion. This problem was solved by equipping every physician with the iPhone 3G and developing an application that would allow for up to date information on patients, and fast communication. A second company that faced a problem and solved it with the help of a smart device was D.W. Morgan. In this case D.W. Morgan needed to be able to transport goods from one place to the next quickly, while still holding the quality of its work to the highest standard. The resolution to this problem came with the development of ChainLinq mobile. This application allowed its 30 drivers to update shipment information, collect signatures, and provide GPS tracking on each delivery. Accelerating the process of delivery, while verifying that the delivery was completed, allowed D.W. Morgan to stand above its competition in this market. The third company which resolved a problem with the use of a smart device was TCHO. The stressed importance on quality of the chocolate and control of the machine led Timothy Childs to develop and application for his iPhone. The allowance to now remotely log into the chocolate-machine, control the time and temperature, and turn the machine on and off, made the company runner at a smoother pace (MIS in Your Pocket). The single hand held device could now achieve all of the processes that a computer or team of people could fulfill. In each case discussed the company found a solution to a problem with the implementation of a smart phone device.
Q3: The types of businesses that are most likely to benefit from equipping their employees with a mobile smart device are those that rely weightily on timeliness, communication between colleagues and customers, along with efficiency of the processes of production. As previously discussed smart devices help companies connect. They create a working environment that makes the cooperation between employees optimal, while aiming to please the customer. An example of a particular business that utilizes smart devices is Verizon Wireless. As soon as a customer walks into a store an employee is by their side pulling up the account on an iPad. With the flick of a finger he or she is able to answer any question associated with the account or any phone interest. The use of this technology is critical for a company such as Verizon. Their emphasis on customer service is clearly delivered on their website overview. It states “Verizon Wireless is committed to delivering outstanding customer satisfaction (Verizon Wireless)”. The comment undoubtedly depicts the companies attempt to provide top notch service, and this proclamation is proven with the in-store use of the iPad. This one example covers just one of the characteristics of a company that would benefit from the use of smart devices. Many shipping and trucking companies would be susceptible to benefit. Manufacturing business would receive equal benefit along with the shipping and trucking aspect. Through the use of these devices they would be able to track production and communicate with the customers easier. The underlying theme is that most businesses would gain great benefit from the use of iPhones, iPads, and BlackBerrys. Every business needs to focus on timeliness of the processes, communication with their customer and colleagues, and emphasis on quality of product and smart devices help achieve all three objectives.

Q4: The statement “The iPhone is not a game changer, it’s an industry changer. It changes the way that you can interact with your customers and with your suppliers” is a resolute
acknowledgement that couldn’t be more accurate. D.W. Morgan’s CEO is clearly stating the fact that the business world has forever shifted to the use of smart devices. This means that the old way of business is over and a new age has arrived. No longer will companies have to rely on slow means of communications. If an employee needs to send an e-mail to a customer all he needs to do is pull out his phone and punch in his message. There is no limit for the use of specialized apps within each firm. The combination of many useful tools into one hand held device has shaped the direction of companies all together. In the article “Using Smart Phones to Reach Employees: Portability, Innovations, and A Fun Factor Enhance Internal Communication” by Russell Working, he states “Smart technology such as the iPhone and the Android platform help bring the company closer to salesmen on the road, doctors making rounds in hospitals and workers driving jitneys in the warehouse (Working)”. This remark depicts the picture that D.W. Morgan’s CEO also portrays. The changes have impacted companies industry wide and the effects can be felt throughout. Although the utilization of these smart devices seems to only bring positive benefits to business, in some cases the effects can have a down side. Russell Working also comments “Many companies have been downsized to the point where people are overworked and overloaded, D’Aprix says. They can’t process all the information (Working)”. Companies have become so efficient that they lose the usefulness of many resources and downsize. The negative effects are seen, but the positives heavily outweigh their counterparts. In my own experience at BGI, I do not see much of the work that is accomplished possible without the use of smart devices. The industry has been changed and it is time to embrace these changes and further develop the smart devices that are shaping the business world.
MIS In Action

Q1:  **Apple iPhone:** The Apple iPhone has numerous capabilities that can be used in the business world. One feature that is functional is called FaceTime (Apple). This capability allows the user to make a video call with the owner of another iPhone. It can be applied for the use of communication between colleagues, or even between a business and its customers. The Retina Display is the highest-resolution screen ever, and can be useful when looking up information, or viewing business images in many cases (Apple). Another business capability is its multitasking ability (Apple). The user can switch between browsers and applications easily, and is more organized when fulfilling business needs. The video recording and 5-megapixel camera with LED flash allows colleagues to share information in an easier and smoother fashion (Apple). Other capabilities that have business use are the phone, e-mail, internet, text messaging, and maps systems. All of these are useful for communication within a business.

**Apple iPad:** The Apple iPad includes many capabilities that can be applied in the business world. Its light weight and thin shape are both useful during a business trip (Apple). Instead of caring around a clunky laptop, you are able to move freely with the iPad. It’s Dual-core A5 chips allows the iPad to do twice the work at once because of its speed (Apple). Speed is important in business and the iPad allows you to multi-task smoother and more efficiently. Its Battery life is now more than twice the length of normal laptops, which comes into use while traveling for business as well (Apple). Along with the iPhone, the iPad includes FaceTime, which allows for a more personal means of communication. It is equipped with the iOS 4 which is the world’s more advanced mobile operating system (Apple). It also has built in Wi-Fi and 3G which is crucial for any business with the amount of travel often needed.
BlackBerry: BlackBerry offers the BlackBerry Tablet which closely resembles the Apple iPad. The Tablet has a number of capabilities that support the business world. One is it is equipped with a 1 GHz dual core processor which allows for multitasking and more speed (BlackBerry). As previously stated, both these capabilities are important for a business. It is able to use the web and stream videos and includes Adobe Flash player (BlackBerry). The Tablet is ultra-portable which is useful for travel in business. The BlackBerry Tablet included face-to-face video chat, much like the capability FaceTime of the iPad. One more useful feature is that it links to your BlackBerry phone and enables you to read e-mails or browse your corporate Intranet (BlackBerry).

Motorola Droid: The Motorola Droid had one of the most interesting websites I have ever seen and offers numerous capabilities that can be used in the business world. The first is its computer-caliber dual core 1 GHz processor (Droid Does). This speed allows employees to complete jobs faster and more efficiently. The second is its 4G LTE acceleration which makes it one of the fastest devices in the world (Droid Does). Its HDTV mirroring mode lets the images be portrayed on a TV screen which is useful when presenting PowerPoint’s or other presentations (Droid Does). One interesting capability is the off-site desktop access, which allows the Droid to link with laptops or other computers and retrieve the information no matter where you are (Droid Does). Its multi-tasking abilities and Wi-Fi sharing are useful as well as its two way video communication that can lead to more efficient and personal communication.

Q2: Apple iPhone: The Apple iPhone has a number of downloadable applications specially designed for business use. One application is called Pages, which is a word processor that allows you to create letters, reports, flyers, invitations, and more (Apple). The ability to accomplish all of this in an easy manner, while having the flexibility to bring it wherever you go makes the
iPhone suitable for any business. The app called Numbers is a spreadsheet application that allows you to plan, organize, or analyze anything useful for business functions (Apple). Keynote is a powerful presentation application (Apple). It gives employees faster ways to create captivating ways to present and smarter ways to share.

**Apple iPad:** The Apple iPad allows users to download the business application called Roambi-Visualizer. This app transforms your business data into a secure mobile dashboard, and allows you to view and share up-to-the-minute company information, which leads to instant analysis and smart-decision-making (Apple). The application named Bento is an app that allows employees to manage contacts, track projects, and plan for events (Apple). Omni Graffle enables employees to create diagrams, process charts, website wireframes, and other designs (Apple). This makes the objective of presentations much easier and efficient.

**BlackBerry:** The BlackBerry carries a large number of applications that support business functions. One app is called Mobile Package Tracker, which helps users track over 20 shipping carriers at a time, include FedEx and UPS (BlackBerry). This capability makes shipping products safer and more efficient. A second app is called Smart Glance, which is a real time business dashboard (BlackBerry). This app allows business managers to make smart decisions for their company. Business Analysis Toolbox is a collection of analysis tools use for evaluation of businesses and business operations (BlackBerry). Data is analyzed quick and more efficient, which leads to better decision making throughout business.

**Motorola Droid:** The first application that can be downloaded on the Droid is Documents ToGo Full Version Key. This useful app allows editing of Google Docs, and Adobe PDF (Android Market). Employees are able to view and edit documents any place in the world with
the help of this application. Exchange by TouchDown Key enables you to get corporate e-mail, contacts, calendars and tasks (Android Market). Basically this app allows you to take all of your work information and update in a mobile device. The third application that is useful is Quickoffice Pro. This app enables users to create, edit and share Microsoft Office Files (Android Market). With the use of this application employees can now share information with each other that may be crucial for the well-being of their company in a very efficient and timely manner.
Work Cited


