

Smartphones are Changing the Face of Business. Is your Wireless Dealer Keeping up?

When it comes to business, not all wireless dealers are created equal.

Businesses are increasingly reliant on smartphones to get the job done. Whether it's accessing important documents, conducting last minute Internet research, running an analysis application or keeping in touch with prospects and customers, smartphones today are integral to productivity, efficiency – and the bottom line.

That's why when it comes to selecting your mobility partner, remember that not all wireless dealers are created equal. As a business, you need to maximize your investment, streamline implementation and keep costs down. You also need to ensure your smartphones are working, and your system is up and running. After all, downtime can be costly, both in terms of productivity and revenue.

So what should you look for when selecting a wireless mobility partner for your business? Darelle Mitchell, founder of Vancouver-based Preston Mobility believes that at a minimum, you need a partner who understands your business needs, and is experienced with enterprise implementations. You also need a partner who can offer you training, service, support and in-house technical expertise - so you can maximize your investment and minimize costly downtime.

Five Key Questions to Ask when Selecting the Right Wireless Dealer for Your Business:

So how can you select the right wireless dealer for your business? Here are five key questions to ask:

1. *Do they offer comprehensive in-house service and support?*

As a business, it's important to be able to access service and support when you need it. Make sure your mobility dealer provides access to Internet support as well as real-time phone service at all times.

2. *Do they have BlackBerry and other smartphone experts on staff?*

Whether you're deploying a BlackBerry, Android, iPhone or other smartphone solution, you need to know that your mobility partner provides the in-house expertise to help you best deploy, maintain and service your technology.

3. *Do they offer BlackBerry and smartphone training?*

Training is the best way to maximize your wireless investment, and studies have shown that with smartphone training, you can gain up to \$7,020 in productivity per employee, per year.

This makes more and more sense as smartphones continue to evolve as sophisticated business tools. Without training, staff likely won't know to access advanced features and productivity tools.

4. *Do they provide on-site device repair and network service?*

Downtime due to system issues or device problems can be costly. To minimize this downtime, it's important to select a vendor that offers timely and on-location repair services.

5. *Do they offer warranty services and like-for-like loaner programs?*

Your current wireless dealer may offer a loaner program, but when it comes to business you need to be sure you are able to receive a like-for-like replacement. Otherwise, if a smartphone is lost or damaged, your employee will likely receive a regular cell phone as a loaner. This means they will be without critical business functions, like email, the Internet and document applications, for the duration of the loaner period.

Top Five Added-Value Solutions for Smaller and Specialized Businesses

As a small or medium sized business, or as a business in a particular industry, you may require additional solutions that the right business-focused wireless dealer can provide. Here are five value added solutions to look for when selecting your wireless dealer:

1. *Do they offer in-house IT services?*

If you have limited in-house IT resources, having your wireless partner double as your IT partner may be a good solution. Your vendor will better understand your business, and you'll only have to deal with one point of contact

2. *Do they offer hosted solutions?*

As a small business, you can eliminate a large upfront investment along with the need to employ dedicated IT resources by outsourcing your hosted solutions, including your Exchange email, BlackBerry Enterprise Server, website and private server.

3. *Do they offer SMS messaging server options?*

If you're looking to create a direct connection with your customers, employees or members in real-time, choosing a wireless dealer who also offers permission-based text message marketing is the best option. You'll be able to run contests and promotions, send coupons, and reach your customers when they're most likely to make a buying decision.

4. *Do they offer integrated GPS fleet management solutions?*



If your business runs vehicle fleets of any type, integrating a GPS fleet management solution is a great option in order to better manage costs and improve safety. Best of all, you can integrate your GPS fleet system with your wireless network.

5. *What network are they running on?*

Choosing the right wireless dealer also involves choosing a dealer using the right network. Look for a network that is forward-thinking and focused on business. As smartphone technology changes, so do network requirements. Coverage, network speed and flexible rate plans are three areas to check out.

The bottom line when selecting your wireless partner is to make sure they are focused on business - your business. With the right partner, you can seamlessly implement a customized and cost-effective wireless system that will help you increase productivity and impact your bottom line. You will be able to integrate additional services into your wireless network that will add additional value. Best of all, you will have the peace of mind to know that if disaster strikes, everything will be taken care of quickly and efficiently.

About Preston Mobility, Inc.

Preston Mobility, Inc. is Metro Vancouver's only full-service wireless business solutions provider and Bell Authorized dealer. With a combined 39 years of wireless communications experience, our team of highly-skilled customer relations and telecommunications professionals, backed by in-house IT expertise and support, is uniquely positioned to recommend customized smartphone, wireless and added-value solutions to your most complicated business problems. As a Bell Authorized Dealer, Preston Mobility has access to Canada's fastest and most reliable network along with the most flexible and customizable mobility options for business. For more information, visit www.prestonmobility.com or contact us at sales@prestonmobility.com or 604-629-8526.