

Transform Your Business NOW:

# **Cloud Strategies *Revolution*:**

## **6 Steps to Creating Brand Excitement & Breakthrough Results Online**

"An Intervention for Destroying Fear of Social Media & Blogging  
and Developing an Action Plan for Staking Your Claim in the Web 2+ Economy."

### Session #5:

# The Rise of the Tablet & A Few Advanced WordPress Concepts

# How Are Things Going?

- Share successes, challenges, questions?



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## CRM Success Plans

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# Rules of Engagement

- Agenda:
  - We will cover content for 45 - 55 minutes
  - Have a 15 - 20 minute networking/phone/personal break
  - Open forum
- Please feel free to participate
- *Cell phone in off position. Thank you!*

# Times are Changing...

Do You Know Who?

Jean Stapleton as “Birdie”,  
“You’ve Got Mail”, 1998



“If you need more, ask me, I’m very rich. I bought Intel at 6...”

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# 'Traditional' PC Market Is In Shambles

- Intel stock is worth no more than it was in 2004, currently ~\$20 from a high of ~\$75 around Birdie's time
- AMD is trading around \$2.40 as compared to ~\$40 circa 2005-6; just put it's Austin campus up for sale in hopes of raising cash
- Microsoft?
  - Not so great either: Stock stagnant for last decade, Windows hasn't been "cool" for almost as long

# What Happened?

- In a word:
  - The iPod and iTunes (4 words actually)
- Apple stock was in the \$30s at the peak of the tech bubble in 2000-1 when the other guys were at their highs
- \$529 now, sure off the high of ~\$700, but I wouldn't be crying too hard

# What Happened?

- The iPod showed that a small device with a sleek, simple interface, and excellent design and user experience, married to superb marketing, could be a game changer
- The other piece of the equation – iTunes – proved that the internet – the Cloud – could be safe, reliable and accessible to the “average” bloke.
- We were in training (we just didn’t know it).

# 2010 – The iPad

- Overnight success, right?
  - “[My] strategy is really simple. What we want to do is put an incredibly great computer in a book that you can carry around with you and learn to use in 20 minutes... And we really want to do it with a radio link in it so you don’t have to hook up to anything and you’re in communication with all of these larger databases and other computers.”
    - -Steve Jobs
      - 1983



# The iPad: The 27 year “Overnight Success”

- In 1983:
  - Unless you were an Academic or in the military, the “internet” was Comuserve
  - If you were fortunate, you might be able to connect using your family phone line AND maybe not incur long distance charges
  - You connected with a device that looked like this:



To download 1 MB,  
It would take 2 weeks  
in 30 minute increments

# The iPad: The 27 year “Overnight Success”

- In 1983:
  - The IBM “Personal Computer” (PC) had been introduced just two years earlier.
  - A suped-up, XT model in that year looked like this:



Standard it came with:  
128kb of memory  
A 360kb 5.25” floppy  
A 10MB hard-disk  
& IBM DOS 2.0

# The iPad: The 27 year “Overnight Success”

- In 1983:
  - Cell phone?



The first commercially available cell phone was the DynaTac 8000x , 1983.

The DynaTAC 8000x was about \$4000 in 1983 (about \$8700 today).

# The “book” Computer Today...



- Quad band Wifi (copy 300MB file in 30 sec.)
- 4G cellular (4x faster than Wifi was when introduced)
- Dual core CPU with Quad-core graphics
- Up to 64GB of storage
- 2048x1536 screen resolution
- 2 cameras with 1080p video capture
- 10 hours of battery life
- Less than 1.5 lbs
- Just over 1/3” thick
- Price: Starting @ \$629 (plus 4G contract)

Seems that Steve achieved his goal.

# Tablets: Apple is Not The Only Game In Town...

- For the context of business application of tablets – a qualifier:
  - We will not discuss Nook or Kindle, as they are more positioned as “consumer” units.
- Our discussion will focus on 3 platforms:
  - Apple - iPad
  - Google – Android
  - Microsoft – Windows RT/8

# Considerations for Using Tablets In Your Business

- What is the problem you are looking to solve?
  - Is there a true benefit (or at least not a loss) as compared to traditional Macs/PCs?
  - Folks seeing the Biggest “Yes” likely are:
    - Out in the field, “road warriors”
    - Inside positions where always on the go – Doctors, manufacturing shop floor, etc.
    - Real estate (?)
    - <..>

# Considerations for Using Tablets In Your Business

- Will you have the software that you need?
  - The OS on a tablet is not (in all cases but one) the OS on your Mac or PC
  - Is your software available in a browser/Cloud version?
    - Is it tablet compatible? Again, the browser on the tablet may NOT be the same as it's PC/Mac version (iPad)
    - Does it have the functionality that you need?
  - Is there a native app? Again – does it offer what you need?

# Considerations for Using Tablets In Your Business

- Will the tablet completely replace your desktop/notebook PC?
  - Can you live without a “real” keyboard or can you find an external one that you actually like?
  - Could storage become an issue?
  - Will you need to print to your printers?
  - If you continue to use both, are there considerations for keeping both units in sync?
  - Take into consideration any peripherals you are reliant upon (scanners, cameras...)
  - <..>



# Considerations for Using Tablets In Your Business

- Other Potential Considerations:
  - Can you expect to have sufficient quality connection where you will need it (cellular coverage)?
  - What about sharing documents and files with non-tablet co-workers?
  - If you are making a significant migration – what will be the cost?
    - New apps and subscriptions?
    - New cellular plans?
    - Data migration services?
    - Assistance with “flipping the switch?”
    - Lost productivity cost?

# *InTermissioN*

**Can you ever  
forgive me?  
I didn't  
mean to pick  
the wrong  
tablet!**



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# Tablets: A Closer Look At Platforms

- Apple iPad – What’s Good:
  - Front-runner, proven track record
  - High, consistent quality hardware, single source
  - Reliable software
    - Stable, barely crashes (we have gone months w/o a reset)
    - Developers are well versed with writing apps
    - Apps only come from one place (mostly) – and Apple is militant about enforcement
    - No worries upgrading to latest version of iOS
  - Largest selection of apps
  - Same experience on iPad as on iPhone

# Tablets: A Closer Look At Platforms

- Apple iPad – Caveats:
  - iOS is not Max OSX (cannot run same apps)
  - Finding the Apps you need can be daunting (700k total apps, 250k iPad native as of 9/12)
  - Apple's strict control (dictatorships maintain order, but...)
  - Development of custom apps requires Apple tools (mostly)
  - Minimal ports for connecting devices – not even USB
  - Entry price: \$329 (mini) to \$499 (Wifi only) to \$629 (Wifi + 4G)

# Tablets: A Closer Look At Platforms

- Google Android Tablets – What's Good:
  - It's a good environment, many people like it
  - Been around almost as long as iPad (September 2010 vs. April)
  - Available from multiple hardware manufacturers (Samsung, Asus, Sony, Toshiba, more)
  - Wide variation in sizes and features leads to variety of price levels
  - Android App Store has 675,000 apps
    - Apps run on phones and on tablets with the same experience (more or less)
  - You can find models with USB and microSD ports
  - Entry price: As low as \$99 (might not be suitable for business, but you get the picture)

# Tablets: A Closer Look At Platforms

- Google Android Tablets – Caveats:
  - Differing models have different versions of the OS, in some cases this could be significant
    - Some devices may not be up to using the latest version of Android, which may mean sacrificing certain capabilities
  - Multiple manufactures
    - Muddies the water, not all machines created equal
  - App store is much more “wild, wild west”
    - Have heard tales of rogue apps, etc.
  - **Take-away**: You have to be more diligent if you make the choice to go Android

# Tablets: A Closer Look At Platforms

- Microsoft Windows 8 Tablets – What's Good:
  - Comes in two versions, both from Microsoft, both which (seemingly) act/look the same
  - Matches the experience of the latest Windows phones
  - Emulates (or *is*) the Windows 8 experience from the PC
    - Windows Surface Pro actually run Windows 8 Pro
  - Available from several manufacturers (Microsoft, Samsung, Asus, Acer, Dell)
  - Developers use the same tools for creating Win 8 RT and Pro apps as they have been for years!
  - Differing price points depending upon your needs
  - Various models offer microSD, Micro HDMI, USB
  - Entry price: \$499 (RT), \$899 (Win 8 Pro (?))

# Tablets: A Closer Look At Platforms

- Microsoft Windows 8 Tablets – Caveats:
  - Late to the game – can they catch up?
    - Microsoft has deep pockets, think XBox
  - App store is anemic compared to competition (20k)
  - Windows 8 RT is NOT Windows 8 (can't run Windows PC apps)
  - Windows Surface Pro is pricey (you can buy 2 very nice notebooks PCs for entry price of Surface Pro)
  - Windows 8 has the steepest learning curve of OS in years
  - Windows RT seems to crash like older Windows versions (just sayin')



# Tablets: Why?

- Niceties:
  - (Should be) Relatively Crash Resistant
  - All but instantaneous
  - Lightweight with great screens
  - (Most) Apps easy to learn
  - (Most) Apps relatively inexpensive
  - Long battery life
  - Built in camera(s) that you can actually use
  - Always connected (Wifi and 3G / 4G)

# Tablets: What Can I Do?

- Common/OOTB Applications:
  - Internet:
    - Surfing, research
    - (Many) web based portals/sites/apps (mileage may vary)
  - Email
  - Scheduling & Contacts(iPad syncs Exchange and Google OOTB)
  - Book reader
  - Maps and directions w/ pseudo GPS

# Tablets: What Can I Do?

- Common Applications You Can Add Yourself:
  - Documents (PDF, Word docs, Excel, etc.)
  - Printing (check with your printer maker and model)
  - Host or join webinars and web based meetings
  - Managing your social media profiles and connections
  - Remote Desktop Access
  - File Transfer/access
  - Stock / portfolio management
  - Locating closest Starbucks
  - Load up your Netflix Instant Queue for tonight
  - <..>

# Tablets: What You Can't Do...

- Burn CDs/DVDs
  - Connect a USB key (not iPad anyway)
  - Use two monitors @ once
  - Use it to dial your phone
  - Store 400GB of video/photos/...
  - Have a “real” built in keyboard
  - Use a scanner (or most other common PC type peripheral devices)
  - Other?
- 
- Take away: There is much you can do, but be clear on what you won't (easily) do.

# Tablets: Summary

- Define your business needs.
- The top 3 providers all are worthy of consideration...
- Measure system(s) for matched capabilities.
- Toss in your preferences.
- Check your homework twice.
- Make a plan, and follow the plan (but have some flex).

# WordPress: Advanced Site Concepts

- E-commerce is not that hard anymore
  - Roll your own using PayPal buttons
  - Bump up a notch with “shopping cart” plugin (WP eStore <paid>, WP e-Commerce <free>...)
    - Is there product you could be offering on your site as an adjunct or a “take a taste” offering?
- Affiliate sales
  - Amazon has a pretty decent tool for creating “catalogues” of items that you select and then post on your WordPress site (see next slide)

# WordPress: Amazon Affiliate Example


**Browse by Category**


POWERED BY  
**amazon.com**


**Build Your Business**

[Decripitude](#)  
[Loving the Lens](#)  
[Mastering Social Media & the Cloud](#)

**Similar Items**


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by **Kipp Bodnar**  
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**\$18.76**


**The CRM Handbook: A Business Gui...**  
by **Jill Dyché**  
**\$38.32**


**Build Your Business**


[Shopping Cart](#)


**WordPress - How to Install a Wordpress Blog...**  
**\$2.99**

**CRM Fundamentals**  
by **Scott Kostojohn**  
**\$28.45**

**Sage ACT! 2012 Cookbook**  
by **Karen Fredricks**  
**\$38.76**

**Content Rules: How to Create Killer Blogs, ...**  
by **Ann Handley**  
**\$11.61**

**No One Cares What You Had for Lunch: 100 Id...**  
by **Margaret Mason**  
**\$19.99**

**How To Blog, Build An Audience And Kick-Sta...**  
by **André Klein**

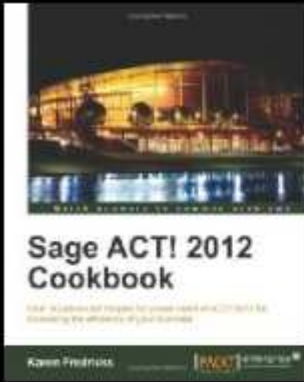
# WordPress: Amazon Affiliate Example

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### Product Details



**Sage ACT! 2012 Cookbook**  
By Karen Fredricks

**List Price:** ~~\$39.99~~  
**Price:** **\$38.76** & eligible for **FREE** Super Saver Shipping on orders over \$25. [Details](#)

 Add to Shopping Cart

**Availability:** Usually ships in 24 hours  
Ships from and sold by Amazon.com

26 new or used available from \$37.44

Average customer review: **★★★★★**  
(5 customer reviews)

### Product Description

This is an advanced cookbook of easy-to-follow recipes about ACT! 2012 designed to transform you into an ACT! Power User. If you are an ACT! end user who wants to learn about the advanced functionality of ACT! 2012, then this book is for you. It will also be useful if you are a 2009,2010 or 2011 user, as many advanced features originate from these ACT! versions. If you are an ACT! administrator who needs to administer an ACT! database or understand Outlook integration, you will also find this book helpful. No prior ACT! knowledge is necessarily required; however, you'll find it helpful to have good working knowledge of how to add data into ACT!, or to work with an ACT! database that has already been populated with data.

### Product Details

- Amazon Sales Rank: #882279 in Books
- Published on: 2011-09-23
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .59" w x 7.52" l, 1.09 pounds
- Binding: Paperback
- 284 pages

### Editorial Reviews



# WordPress: Amazon Affiliate Example

**Shopping Cart** [Shopping Cart](#)

When you are ready to check out, please click the "Proceed to Checkout" button at the bottom of this page. You will be taken to the Amazon.com cart page to securely complete your transaction.

	<b>Item</b>	<b>Quantity</b>	<b>Price</b>
<a href="#">Delete</a>	<a href="#">Sage ACT! 2012 Cookbook</a>	1	\$38.76

**Subtotal: \$38.76**

Make any changes above? [Update subtotal](#)

[Continue shopping](#) [Proceed to checkout](#)

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[Hudson Vintage Pulp & Rocket Works](#) | [Shopping Cart](#)

# WordPress: Advanced Site Concepts

- “Membership Sites”
  - A standalone site or a portion of your regular site that has content that cannot be accessed unless you login.
  - Can be paid or free
  - Can contain all of the types of pages and posts that the rest of your site offers along with widgets, plugins, etc.
- Possible Benefits:
  - Direct income stream
  - Add value for your customers
  - Keep a certain amount of privacy
  - Incentive to join mailing list
  - <..>

# WordPress: Advanced Site Concepts

- Some membership site models:
  - Members only forum
  - Time based, sequential training program
  - General training
  - Downloads access
  - Access to additional cross-over sales
- Paid models:
  - Monthly
  - Lifetime, 1 time fee
  - Free + Premium
  - Pay per page

# WordPress: Advanced Site Concepts

- 2 Popular Membership Site plugins:
  - Wishlist Member - \$97, one time per site
    - Has a large user base
    - Continuous, ongoing development
    - Wishlist Insider - member site for support, peer forum discussions, training, and monthly plugins included, not just technical but the biz of member sites
    - Numerous plugins from developer and from third party to extend features
  - Memberspeed - \$19.99 /mo., 1 site
    - Helps manage Joint Ventures, Digital Downloads, Affiliate programs, Coupon Codes, much more

# WordPress: Advanced Site Concepts

- Advanced concepts summary:
  - When you start thinking about what you might do with our website w/o the limits of what you have done in the past, you will begin to see your site in a greatly expanded way, and with a larger role in your business' success.
  - **Remember:** The quality of the answers we receive are directly the result of the quality of the questions we ask.

Q & A  
/  
Open  
Discussion



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