

The iPhone 3GS—Perfected for Business

Sure the iPhone has got to be one of the most awesome personal tech gadgets ever invented, but “experts” have always argued against using it as a business tool. Fortunately, that is no longer the case. Apple has updated both the iPhone and its operating system, making the 3GS perfect for business use.

The Phone

The iPhone 3GS is the newest model of phone created by Apple. While the phone looks and feels similar to earlier models, the 3GS has been reconstructed to offer more business friendly features such as:

- **Faster processor chip-** allows for quicker launch of business applications
- **Enhanced GPS receiver-** provides better driving directions for when users are out of office.
- **Improved microphone and speaker system-** make conference calls easier.
- **3G network-** for quicker data exchange decreases the time it takes to send documents back and forth.

The Operating System

Apple has upgraded the operating system. The program looks almost identical to earlier operating systems, but has more built in applications and features than earlier versions. Two new features include:



- **Application alerts-** will notify you through text messages whenever you have a message from an email or networking account, even though the application is not running.
- **3rd party hardware and application support-** allows users to connect specific, non-Apple manufactured peripheral devices to the phone.

Integration

iPhone applications work together and provide enhanced functionality by linking programs such as Safari, Maps, and SMS with contact lists, email, and other applications. The 3GS iPhone is also compatible with many PC programs. Most importantly, it is compatible with Microsoft Exchange, which is the preferred office communication program used by most businesses.

New features

- **Email forwarding-** occurs automatically when your messages are on Microsoft Exchange Server 2003 or 2007.
- **HTML optimization-** makes it easier to view web content in either portrait or landscape mode.
- **Advanced search functions-** make it easy to find messages on the server or your phone.
- **Multi-format compatibility-** allows users to view and manipulate documents in different formats such as MS Word, MS Excel, PDF, and JPEG.
- **Automatic calendar updates-** occur whenever calendar changes are made.



- **Up-to-date attendance lists-** help organizers plan meetings.
- **Automatic contact syncing-** can be scheduled between the iPhone and Microsoft Exchange server.

Make the iPhone work for your business.

Apple has put a lot of consideration into creating a phone that meets the needs of businesses. The new hardware, updated operating system, and Microsoft Exchange Server compatibility of the iPhone 3GS make it well suited for business use. To learn how to take advantage of the new iPhone and incorporate it into your existing business technology platform, please contact All Covered.