

mobile email

if it can work for him...

By Mark Harris,
technology writer and
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Mobile email is a business necessity – just ask the most powerful man in the world. Here, we get several industry experts to explain how it can benefit your business

As the economy stutters, you need to keep your friends close – and your customers closer. In the digital age, that no longer means simply answering phone calls promptly, but also responding to texts and email in the blink of an eye.

James McCarthy of Microsoft Mobile Communications is blunt: "In the current economic climate, you have to become more competitive to survive. Using mobile technology allows you to think

smarter and be more responsive to your customers. It's a good way to trade hard."

Mobile technology has moved on from the days of waiting ages to download, having to squint at messages on blurry screens, and tapping out replies on tiny keypads. Today's devices have high-speed internet connections to grab email in a flash, crisp displays for easy viewing and QWERTY keyboards for typing.

"You can do pretty much everything in Outlook on your mobile that you can do in the PC version," says McCarthy, talking about Microsoft Mail from Orange. "You can open and edit documents and share calendar and contact information. It's all very familiar to people who use Windows PCs in the office."

Although the software feels similar to programs on your desktop computer, there are a huge variety of Windows Mobile-compatible handsets available on Orange.

"There are full touchscreen handsets with high-resolution screens that are great for reading documents," says McCarthy. "Windows Mobile phones can also work as modems, allowing you to share your internet connection with a laptop."

the need for speed

The advantages of also picking up your email on a laptop are clear, thinks Graeme Badenoch, Head of UK Telecoms at HP. "I use a mobile when I'm moving and a laptop when I have a moment to sit down or need to send a more detailed email with attachments," he says. The Orange Business Everywhere plan offers a HP laptop and inclusive mobile broadband at a fixed monthly cost – see option 1 overleaf.

"Mobile email on a laptop enables you to respond to business opportunities quicker," says Badenoch. "The all-in-one price of mobile broadband plus laptop provides the business with known costs."

If speed is of the essence, email doesn't come any faster than with the BlackBerry Internet Service from Orange. Famed as the most

addictive messaging phone ever (and as used by President Obama), the BlackBerry service 'pushes' email to your phone the moment it arrives. The latest BlackBerry devices combine a full QWERTY keyboard and 3G connection with a WiFi link for ultra-

fast downloads and web browsing.

"Small businesses are increasingly using their BlackBerry devices to access the information they need to remain productive on the move," says Robert Bose, Vice President for BlackBerry's parent company, Research In Motion. "Whether it's updating customer information

or sorting online expenses, there's a mobile application to benefit everyone."

flexi time

Once workers start emailing on the go, they soon get hungry for more, with a study by the Radicati Group showing that 24/7 availability of mobile email could result in up to 55 minutes of extra work being done every day.

It's a compelling argument, so well worth checking out the options. ▶

Which options are compatible with
www.orangeexchange.co.uk/gdm16
your phone?
Find out at:



Famed as the most addictive phone ever (and as used by President Obama), the BlackBerry 'pushes' email to your phone the moment it arrives

Turn over to read about the mobile email options available

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solution 1

Business Everywhere with Laptop



With Business Everywhere with Laptop, you'll get unlimited web browsing and email, plus a high-spec laptop, such as the HP 6735s, for a fixed monthly price. You can then email, surf and download attachments on the go, and you'll have all the equipment

you need for a home or mobile office in one hit. Best of all, there are no nasty surprises when you get the bill.

the cost from £35 per month

the kit a range of HP laptops

Check out the mobile email tutorial videos at:

www.orangeexchange.co.uk/gdm16



solution 2

Microsoft® Mail from Orange



From £2 a month, and with loads of compatible handsets, Microsoft Mail from Orange is great if you already use Microsoft Exchange and like the familiarity of Windows applications. You can use it to access your

email and to transfer calendar appointments and contacts from your PC to your phone.

the cost from £2 per month

the kit loads of compatible phones

solution 3

BlackBerry Internet Solution (BIS)



Enjoy effortless, affordable access to email and the web straight from your BlackBerry handset with BIS. From just £4.25 per month, there are loads of compatible devices to choose from and you can

email and surf as much as you like, with no hidden costs. Simple!

the cost from £4.25 per month plus talk plan

the kit loads of compatible phones

President Obama is not on Orange as far as we're aware, but does love his BlackBerry: http://news.bbc.co.uk/1/hi/world/americas/us_elections_2008/7846232.stm



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