business trends

Is Making Information More Portable The Next Small Business Trend?

(NAPSA)—A growing number of consumers are learning the advantages of having "data to go."

Users who make their data mobile have the flexibility to take critical information anywhere—both for business and personal use.

If you synchronize your desktop with a notebook, tablet PC, or pocket PC, you can have key business documents, e-mail, and contact information with you at all times.

When you have a notebook, tablet PC, or pocket PC, you can synchronize your mobile PC with your desktop PC and take your data to conference rooms, the airport, off-site meetings, or any other place your job takes you.

A number of manufacturers are now developing product lines aimed at increasing user and data mobility. For example, HP has announced a new initiative for small- and medium-sized businesses called Mobility Now.

As part of the initiative, HP unveiled the HP Mobility Solutions Center, a new online resource for small and medium businesses (www.hp.com/go/MobilitySolutions Center) looking for simple mobile computing solutions that can help increase their productivity and extend their reach.

Three new categories of easy-to-use mobility solutions—Mobilize Your Data, Mobilize Your Office, and Escape Your Office—include everything from hardware to software to optional wireless cards and service packages. These end-to-end mobile solutions give small- and medium-sized businesses a full portfolio of quality products that work together to deliver reliable, low-risk wireless capabilities.

Mobilizing data means that a user is no longer tied to a desktop or a single location.

The Mobilize Your Office package helps customers access their data over a wireless local area network (WLAN). Employees can move about the hallways and conference rooms in their building and access email or any other network data without having to find a network wall outlet.

The package also provides a fast and cost-effective way of providing network access in areas of the office that do not have wired network access. Customers using this solution typically have a wired local area network (LAN) and a server running compatible software.

Hardware for this solution includes select iPAQ Pocket PCs, notebooks and Tablet PCs as well as WLAN access points; WLAN PC cards and other integrated wireless options. Services include Care Packs, Accidental Damage packages, Extended Warranties, WLAN assessments, installation and set up.

The Escape Your Office package enables access to e-mail from outside the building through a wireless wide area network (wWAN) that passes data securely over cell phone networks.

These customers typically have a virtual private network capability (VPN) and a firewall to preserve privacy and security.

In addition to these options, Escape Your Office also includes a range of HP servers to meet the needs of differing numbers of users; wWAN PC cards, compact flash (CF) cards and Expansion Packs for the iPAQ Pocket PCs; and Extended Systems' wireless e-mail and synchronization software, including installation for up to 50 users.

As part of the option, HP can even help customers choose an airtime carrier plan and process the activation for them.

Entrepreneurs and small business owners can go online to learn more about emerging trends that are changing how companies deploy mobile solutions and how mobile and wireless solutions are being implemented. By visiting *http://www.hp.com/sbso/wireless/index.html*. They can learn how HP is helping to remove the risks of going mobile or to query an expert panel of mobile and wireless industry leaders.

In September, during the National Entrepreneurial Conference and Expo in Washington, D.C., the U.S. Small Business Administration honored HP with the newly-created small business champion award recognizing the company for its strong commitment to the growth and prosperity of U.S. Small Business in 2003. To learn more, visit the Web site *www.hp.com/go/smb*.