

Spotlight On Small Business

Selecting The Right Wireless Service: Spotlight—Small Businesses

(NAPSA)—In today's mobile environment, small businesses are relying more than ever on wireless services to manage their business. It is a competitive advantage that, if planned well, can help control costs and add to the bottom line by streamlining processes, increasing project efficiencies and giving employees access to company data from virtually anywhere.

Successful small-business owners who have implemented wireless solutions as part of their operations know several factors are critical for a smooth and easy transition. Following are key components for any business considering the value of wireless to its operation:

Wireless Connectivity for Laptops—Searching for hotspots to connect to the Internet can waste time, gas and end in frustration in areas without Wi-Fi coverage. Because advanced wireless networks are now available from coast to coast, wireless companies offer customers the opportunity to connect to the Internet using their networks. Easily deployed services, such as BroadbandAccess from Verizon Wireless, give tech-savvy executives the ability to download large files from their notebook computers at broadband speeds while they are away from the office. By purchasing a laptop with embedded wireless BroadbandAccess or using a phone as a modem, road warriors can take their offices with them to access e-mail or behind-the-firewall company information from the car, a park bench or a client's office within the BroadbandAccess coverage area.

Mobile E-mail—A critical component for true office mobility is employee access to e-mail and personal information management tools such as calendars, contacts and tasks while out of the office. Whether a business uses POP3 or a corporate server, staying connected



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to e-mail can mean the difference between beating the competition and missing a rescheduled meeting with an important client. For a business that has grown to 30 employees, Hosted VZEmail Services from Verizon Wireless can provide a cost-effective solution to managing through expansion and keeping an eye on expenses.

The Right Wireless Plan—It's important to consider how a company will use wireless technology when selecting voice and data plans, what employees need to do their jobs and how to pay for voice and data usage. Most businesses have determined that in the long run, paying for wireless service for their employees is a much better way to manage wireless costs than allowing employees to expense the charges from personal cell phones. The reason is simple: companies can monitor and easily account for wireless charges when the business pays for the service. The few personal calls employees make typically don't cost the company that much but can mean a lot to loyal employees trying to balance work with their personal life.

Navigation Systems for Mobile Phones—Navigation services, made portable years ago, can now be downloaded directly to a mobile phone. Critical for mobile professionals who can't afford to be late to a meeting due to poor directions, the addition of the service to a phone also means they only need one device to get turn-by-turn directions to get around. Services such as VZ NavigatorSM from Verizon Wireless help employees navigate unfamiliar streets and get traffic reports in real-time—all from a mobile phone.

Disaster Planning—When disaster strikes, for example, a storm that knocks out power, wireless service can make the difference in keeping customers informed and businesses up and running. Sending text message updates to employees or customers could be part of a crisis plan. The key, however, is to select a wireless carrier that plans ahead and spends the money to maintain its wireless network year round so, when the unforeseen happens, the carrier can provide customers with the necessary connectivity.

By taking the time to analyze the business and get advice from trained wireless providers who understand a business's specific needs, have a vested interest in earning a company's wireless dollar and recommending the right solution, a smart entrepreneur can quickly move some functions to a mobile environment and see a solid return on the investment. The right wireless solution can not only improve client satisfaction, maintain competitiveness and attract new clients, it can also streamline communication and increase productivity. It is a big step, but many consider it a worthwhile decision that can help position the business for an increasingly competitive future. For more information, visit www.verizonwireless.com.