

# TECHNOLOGY *For Travelers*

## How Small Businesses Move Onward And Upward

(NAPSA)—Technology is the great enabler. Even a common laptop, when used to its full potential, can give your small to medium-size business a giant edge over much larger competitors. The right use of technology not only helps you work smarter and win new customers, it gives your business the capabilities of a company many times its size. Here are some valuable tips to turbo-charge your productivity and get the most out of your everyday tech tools.

### Go Mobile

In a technology-driven economy, even smaller firms can now effectively operate on a global scale. With offices and clients increasingly located around the world, savvy entrepreneurs are discovering that portable, lightweight notebooks can be a powerful weapon in their business arsenal. Mobile notebooks feature built-in 802.11b/g wireless connectivity, which means you can still get down to work whether you are stuck in an airport waiting lounge or sipping your morning latte at the corner coffeehouse as long as there's a compatible access point.

Sapient, a leading business consulting and IT services firm with offices across the globe, chose the thin, lightweight Sony VAIO Professional notebook lineup to increase employees' mobility and help them achieve unbeatable business results. These powerful notebooks have revolutionized the way the company does business by



**A good portable computer can help you get down to work whether you're stuck in the airport waiting lounge or sipping a latte at the corner coffeehouse.**

letting workers connect with global offices anywhere, anytime. "There are times when you need to jump out of your cubicle and rush into a conference room for an important meeting," says Dave Denham, director of business development at Sapient. "It's great to be able to grab your notebook and stay connected. This type of mobility is terrific for productivity."

### Keep a Clear Head

Now that so much business is being conducted outside the four walls of the office, it is imperative that your notebook adapt to diverse environments—whether it's a dimly lit airplane or a sun-drenched conference room. Lead-

ing-edge notebooks have incorporated technology that allows their LCD screens to remain clear and bright in even the most challenging of lighting conditions. Additionally, some notebooks have greatly extended their battery life so that you can stay productive even when outside the office.

The Sony VAIO Professional, for example, now features XBrite technology as well as over eight hours of battery life (depending on usage), so you can work comfortably wherever you go. Whether you're walking a client through an important presentation or showing a virtual demonstration, the computer lets you communicate more effectively and connect with your audience more clearly.

### Pump Up Your Presentations

How many people have dozed off while sitting through a lifeless, uninspired business presentation? Presentations don't have to be dull affairs. "The design of a notebook can help you uniquely distinguish yourself against the competition and bring your business presentation to a higher level of creativity and professionalism to support your overall messaging," says Sapient's Denham. Business-oriented PCs, such as the Sony VAIO Professional line, make it easy to build presentations that feature graphics, music and even video clips. With a powerful PC at your disposal, you can communicate with impact—and achieve real results.