



Your Trusted Advisor

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Insight Apple Solutions

iPad, iPhone & iPod touch

CUSTOM APPS

Sound Familiar?

You want to use iPads, iPhones or iPod touches but despite the App Store having over 1.4m Apps, including many thousands of business Apps, you can't find an App on the store that does exactly what you want.

You want to explore new ways of interacting with your data and your clients or you want to personalise that interaction.

You need to provide mobile users with access to server applications and live data in a quick and easy fashion whilst on the move.

You wish to develop Apps to communicate with your own customers either as brand marketing or so that they can transact business with you.

Here's the Problem

Apple mobile devices engender a new form of interaction with your data and your customers. A conversation that may seem formal and cold when conducted over a laptop's screen becomes welcoming and immersive when the two of you can look over a proposal or a presentation together or when you can involve your customer by letting them use the App themselves as part of the conversation.

With an iPhone or iPod touch you have something that you can slip into and out of your pocket which you can also use to update databases in real time with business opportunities or work completed.

You have your way of working and your own existing systems and so need an App that works the way that you do, not one that is designed for a more general use. Consider how much time each day could be saved if users could have appointments or work schedules pushed directly to them and if they could complete task reports or fill in forms in real time rather than at the end of their working day.

iPads, iPhones and iPod touches provide new ways that potential customers can experience and connect with your brand perhaps through branded entertainment or by creating Apps that they can use to transact business directly with you. You may have the marketing ideas but don't have the time or resources to be able to develop them into Apps of your own.

ONE SIZE MAY NOT FIT ALL

If you are deploying iPads, iPhones or iPod touches you may find that nobody makes the perfect App for you as everybody's needs are different.

MAKE YOUR DATA PERSONAL

People work with Apple mobile devices in a different way to traditional IT devices. The interface needs to be simpler and you need to be able to get at what you want quicker.

A laptop can be a barrier between you and your customer but people like to share the experience with an iPad so think about new ways of interacting with your customer.

THE SOLUTION

Insight's Custom App solutions provide you with an App that has been designed to your specifications and which fits your needs. We can integrate with existing server-based solutions to provide you with mobile access to the tools that you need.



Insight Have the Solution

Insight's Custom App solutions provide you with a choice of ways to deliver exactly what you need. From branded entertainment to help you communicate with your customer to immersive & collaborative working and driving paper-based workflows out of your business to let users work in real time; which can produce significant cost savings.

There are a variety of solution types and we will advise on which is the most appropriate for you.

An App Store App for you to sell or give away to your customers may be most appropriate for something that communicates brand or which allows people to do business with you.

An In-House App that gives you all the power of an App Store App but instead of anybody being able to download it from The App Store you control who it is distributed to and can deploy it to all, or just some, of your users with a Mobile Device Management solution. Whilst running natively on your iPads, iPhones and iPod touches the App can connect to your SQL or Oracle servers to view and edit data in real time.

The FileMaker Go client running on your Apple mobile devices communicating directly with a FileMaker Pro Advanced database server which can also have connections out to Oracle or SQL servers for real time transaction processing.

Next Steps

To arrange a free initial telephone consultation please contact your Account Manager or call our sales team on 0800 333 333.

Our Apple Solutions Consultant will discuss your needs and any concerns that you may have about implementing Apple mobile devices within your organisation as well as detailing any options that are available so that you can make an informed choice about what the right solution is.

iPads, iPhones & iPod touches are enabling devices which can make users more productive and creative. This is something that can be negated by treating them as simply another IT device and so Insight have realised that we need to take an enabling approach in discussions about deploying Apple mobile devices, assisting you in providing your users with the tools that they need to do a better job.

In association with other specialist teams within Insight we will then propose an action plan to address any areas of your infrastructure that may need modification or investigation before finally deploying the solution that is right for you.

For more information speak to your Account Manager or call our sales team on 0800 333 333

Who is Insight?

Insight EMEA is a division of Insight Enterprises, Inc., a leading provider of brand-name information technology ("IT") hardware, software and services to large enterprises, small to medium-sized businesses and public sector institutions in North America, Europe, the Middle East, Africa and Asia-Pacific. For more information, please visit:

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Insight and Apple

Insight have been an Apple Authorised Reseller since 2005 and in that time have become one of Apple's top resellers in the UK. Insight's dedicated Apple Team, drawing experienced people from throughout the industry and beyond, has the sole aim of making us your number one choice for Apple products and solutions.

Insight's Apple Team are committed to building and delivering best of breed solutions to corporate and public sector customers, no matter if they are Apple veterans or Apple virgins. Our team of sales and technical consultants are able to discuss your needs in depth and recommend the most effective, pain free, course of action.

From pre-delivery inspections, custom builds, installation to desk and support contracts to Active Directory integration, client management & lifecycle, virtualisation and App development; Insight are able to support customers at all stages of their deployment.



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