

more give, less take

Call 13 10 12

Visit NAB Business banking website



# Business Research and Insights

Business Research and Insights / Business topics / Making the most of mobile technology

14 August 2014

## Making the most of mobile technology

Business topics, Featured

**bv:** By Business View

Share



**Using the right mobile technology can make your working life easier. Here's some top tips to help you make the most of it.**

Mobile technology has continued to change the way we do business, leaving many business owners wondering how they can use it more effectively.

"These days, choosing a device is relatively straightforward with the majority opting for a smart phone and some kind of tablet," says Megan lemma, Chief Executive Officer of Tech Coach HQ. "I'd recommend that you stick to one platform. That way you won't have to learn two different operating systems, and you'll also find it easier to link one device to the other."

Using the devices can be almost as complicated as the technology itself.

"Many of the business owners I talk to feel overwhelmed by the number of applications (apps) they have to choose from and the speed with which they're changing," says lemma. "They're worried that they're not keeping up."

But the key reason a business should use new technology is to make life easier. "You don't need to know everything – just what will be of value to you," lemma continues. "And, to establish that, just take a close look at your working day. Think about what you do, break the tasks down into micro steps and see how technology can help you to do each step more efficiently, or to save time by replacing 10 steps with three or four.

"For example, if you spend a lot of time on the road you can access a central server via a remote server such as Google Drive or Drop Box, so you won't need to ask someone back at the office to send you a file. And apps like Cloud On let you edit a Microsoft document when you're on the move, so you won't need to keep going back to the office."

App directories, websites and magazines that review apps regularly can help you find the ones that will be most useful. And, while recommendations can also be useful, you may find what works well for friends and colleagues won't necessarily work well for you.

So what does lemma recommend? Only download one app per week and take the time to practice using it so you're familiar with everything it can do. Then, on a regular basis, clean out the apps that you don't use and backup or update the ones you do.

"I tell my clients that the most important thing is to take technology one 'byte' at a time," she says. "That's the key to feeling in control of technology and making the most of what it can do for you and your business."

### Megan lemma's top four apps for business

1. **Evernote** for note taking, file management and scanning business cards
2. **Cloud On** for editing Microsoft Office documents via DropBox and Google Drive

### Show me research and insights for:

Filter by **Category:**

Business topics

Economic commentary

Financial Markets

Industry insights

Investment

Publications

Filter by **Tags:**

Cash flow

Economy

Exporting

Management

Property

Tax

Videos

Wealth

All tags

Search



### Views

**Business View**

**Agribusiness View**

**Health View**

**Private Wealth View**

Subscribe to receive View updates

**Let a business banker contact you. Request a call back**

**Find a Business Banker near you**

**Visit NAB Business banking website**

**Try our product selector tool**

- 3. **Notability** or GoodReader for annotating PDFs
- 4. **JotNot Scanner Pro** for scanning documents

**More from NAB:**

- [Telehealth makes quality healthcare more accessible](#)
- [Could teleworking be good for your business?](#)
- [Artificial intelligence](#)

Tags: [Business View](#), [Innovation](#), [Small business](#), [Technology](#)

 Like 1
 Tweet 0
 G+1 0
 Share 14

**Archive**

- September 2014
- August 2014
- July 2014
- June 2014
- May 2014
- April 2014
- [> Show More](#)

**About the Author: Business View**

**Business View:**



Business View Connect is NAB's online source of economic updates, business trends and case studies specifically for small to medium enterprises. We draw on insights from NAB's economists and a range of Australian business experts so you're armed with the tips you need to help your business succeed. Regular topics include cash flow, business planning and wealth management. To receive free updates [subscribe now](#). Contact us at [business.view@nab.com.au](mailto:business.view@nab.com.au)

[> Read Business View's profile](#)



Most recent article by Business View:

28 August 2014

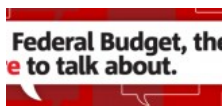
**Allpress Espresso: The perfect cup**

**141 Other Articles**

**Related Articles**



30 November 2010  
**Focus on cash flow**



14 May 2014  
**Industry perspective: what the Federal Budget means for SMEs**



04 December 2011  
**Preparing for the unexpected**

**NAB Blogs** ▶

**Business Research & Insights**

**Business Tips**

[Help and Guidance](#) [Using this site](#)

© National Australia Bank Limited. Use of the information contained on this page is governed by Australian law and is subject to the disclaimers which can be read on the [disclaimer page](#). View the NAB [privacy policy](#).