

5 apps essential to an entrepreneur

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You're a startup player, you're a C-Level officer of a fledgling company and you are forced to embrace technology to make life easier for your business, your employees and yourself. Do you have a smartphone? Of course you do. Now what apps are out there on the market that can make your world more harmonious?



Polycom—sci-fi, mobile face-to-face conferencing

Polycom is a well-established provider of communications solutions such as voice, video and telepresence, available on desktops, conference rooms or virtual conference. The company's new app – Polycom RealPresence Mobile – allows for mobile teleconferencing with an interesting twist: when you have the app, your teleconferencing power goes with you and can be connected to larger systems and screens.

Dropbox—still the one to beat

Getting people on the same page and motivated is the job of every CEO and without that kind of cohesion its unlikely a company will find success. Dropbox – a brilliant product with applications for the business and individual – can help assure that not only are company personnel on the same page but that they all have access to and are working from the same data and documents. Sharing info is easier than ever and though similar products may be on the market, the San Francisco-based firm is still the cloud-storage player to beat, for the moment. Dropbox apps are available for iOS and Android.

Ego—for your business (and your ego)

According to the company, the ego iPhone and iPad app allows the entrepreneur on the go to quickly view the number of visits to his or her company's website (including daily, hourly and monthly stats), how many people are following on Twitter, Twitter communiqués and more. Developed by Garrett Murray – founder of Karbon – ego may not give you the ability to truly *control* your mini empire but it can give you the tools to keep track of some very important statistics as far as your company's online presence is concerned.

TripIt Pro—you gotta keep moving

Whether you're meeting with distributors, meeting with potential investors, poaching employees from rival firms or scouting locations for expansion, travel will likely play a big part in getting your business to profitability. TripIt is an app that allows you to have all of your travel data in one place on your mobile device. Advantages of the TripIt Pro app include finding alternate flights in the event of cancelations, tracking your flying points and automatic itinerary sharing with those who need to know where you are. Talk about organized!

Square—walking business

Square's function seems so simple and advantageous it's a wonder it wasn't the first thing to go into development following the release of the first iPhone. Square allows anyone with a mobile device to literally become a walking business and its applications can be just as important to the owner of a streetside food cart as they can the CEO of a small startup. I have seen doctors with private practices using Square, t-shirt vendors using square, even booths at street fairs with a tiny attachment for their mobile devices.

Fonte: Forbes, New York. Disponível em:

<<http://www.forbes.com/sites/karstenstrauss/2012/10/08/5-apps-essential-to-an-entrepreneur/?ss=cloud-computing>>. Acesso em: 8 Oct. 2012.

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