

# Background On Business

## Making The Most Of Mobility In Your Business

(NAPSA)—If you're like most people in business today, you feel the need to be available 24/7 and "do it all." This brings a call for more flexibility and the ability to work in a way that best suits our individual style. Mobile technologies are essential to bringing work and home lives together and helping people access files, e-mails and schedules anytime, anywhere, with the touch of a finger.

In particular, small businesses are becoming increasingly dependent on mobile technology, with the National Small Business Association finding that 74 percent of SMBs use smartphones, up nearly 20 points from just three years ago. Customers and employees expect seamless, integrated workflow that won't be interrupted when employees are working remotely. Providing employees with the right technology to do their jobs both in and out of the office keeps productivity high and drives better business results.

As you look to make your business increasingly mobile, here are a few tips to consider:

**Marry digital and print to best meet your business needs.** The way that people are accessing content is changing. Some documents that were once kept in hard copy, such as calendars, are now better suited to a smartphone screen. However, the need for printed documents—for things such as client presentations and proofing—is still very much alive. New mobile print technologies—for example, the HP Color LaserJet Pro MFP M476—make securely printing on the go from NFC-enabled mobile devices as easy as touch-



**Technology can make work easier, faster and more efficient wherever you may need to be.**

ing the device to the printer.

**Extend business beyond the brick and mortar.** Mobile payment technologies such as the Square Card Reader expand the reach of your business and help you engage customers outside your storefront or office. These applications make the shift from paper to plastic much easier for both businesses and consumers. Whether you're an insurance agent or an artist, you can connect and conduct transactions with your customers whenever and wherever your business takes you.

**Be on top of filing, not buried in it.** Businesses keep track of countless amounts of paper. Looking for a mislabeled or misfiled document is frustrating and wastes important time and resources. Cloud-based document management solutions, including HP Flow CM or Box, can help small businesses effectively digitize, store and retrieve documents. This makes it easier for employees to quickly access, edit and store important paperwork regardless of where they're working.

Visit [www.hp.com/go/mfp](http://www.hp.com/go/mfp) to learn more about easy ways to implement mobile tech in business.