


A group of business professionals in a modern office setting, silhouetted against large windows. Some are standing and talking, others are sitting, all appearing to be in a collaborative meeting.

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How Businesses are Using Tablets



Two-thirds of the Chief Information Officers surveyed in a January 2011 Morgan Stanley study expect to either purchase tablets for their employees or allow employee-owned tablets onto their networks within the next year. Today only 29% have deployed tablets, so this represents a huge growth in adoption over the next year.

How are businesses using tablets and is it something that you, as a business owner, need to consider? The Morgan Stanley survey also asked tablet owners how they use these devices for business. Not surprisingly, 68% use their tablets for web browsing, 62% use them for email, and 54% use them for social networking. In addition, 21% use their tablets to create and edit files and 17% use them for specific work use.

In a November 2010 ChangeWave survey of 1,641 business IT buyers, 46% use their tablets for sales support functions and 45% for sales presentations. Surprisingly, 38% are using their tablets as laptop replacements, a trend that has huge implications.

What are the business benefits of Tablets?

- **Portability and mobility.** While a laptop is also a portable computer, there is a significant weight difference between a laptop and a tablet. The Tablet allows you to use the device in places where you wouldn't think

of getting out your laptop – even while standing up. Because of their design, tablets allow you take notes in a meeting, for example, without having your PC act as a dividing wall between you and your customer. Also, tablets are generally “instant on” devices that do not have the long boot-up time lag of most laptops.

- **Battery life.** Tablets can provide five or more hours of battery life as compared to two to three hours for a typical laptop.
- **Take notes easily.** Tablets allow quick and easy note-taking, which creates instant, searchable electronic records and avoids the use of paper. Not only is this more efficient, but it’s more environmentally friendly.

Tablets are true game-changers for business. They enable better organization and a smoother transition to the virtual office. Cincinnati Bell has recently launched the Commtiva N700 Tablet. To learn more about this tablet, [click here](#).

