1. What kinds of applications are described here? What business functions do they support? How do they improve operational efficiency and decision making?
2. Identify the problems that businesses in this case study solved by using mobile digital devices.
3. What kinds of businesses are most likely to benefit from equipping their employees with mobile digital devices such as iPhones and iPads?
4. One company deploying iPhones has said, ―The iPhone is not a game changer, it’s an industry changer. It changes the way that you can interact with your customers‖ and ―with your suppliers.‖ Discuss the implications of this statement.