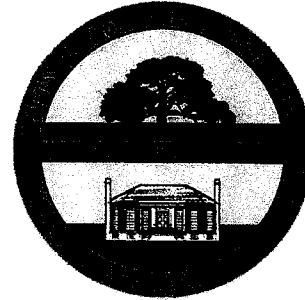# MEMORANDUM

To: Thomas L. Mattis, City Manager

From: Karen K. Saunders, IT Administrator

Date: June 17, 2011

Subject: iPad 2 Recommendation

INTRODUCTION

City Administration has expressed interest in providing Council members and Senior Administrative Staff with tools to promote a mobile, paperless work environment. While traditionally this initiative has been achieved through the use of a laptop computer, there is now an alternative which is quickly becoming prevalent as a tool in the business world – the tablet. The flexibility, mobility, and convenience of the multi-touch screen tablet lends itself to quick adoption by business professionals. This memo discusses the most popular tablet platform available for accommodating a mobile, paperless initiative - the iPad 2 - and offers a recommendation for its deployment.

THE iPAD 2

The iPad 2 *(second generation of the iPad)* was developed by Apple, Inc. and launched in March of 2011. Since then, competitors have emerged in the tablet format, such as the Blackberry Playbook, Samsung Galaxy, Motorola Xoom and others. However, the iPad remains the most popular brand tablet in the market today and as a result, the most tried and tested.

-- Advantages over Laptops

In addition to its slim size and easy-to-use platform, the iPad has several advantages over the traditional laptop. The first is that it is "instant-on." *(There is no waiting for programs to load or for the computer to power up.)* Secondly, the iPad has a continuous battery life of 10+ hours – significantly more than most laptops' battery life of 2-4 hours. iPads have a great reputation for their web browsing and media experience. But even more critical for businesses, the burgeoning iPad application marketplace *(65,000+ apps)* is full of practical and innovative tools for office applications, document collaboration, presentations, and videoconferencing. These "apps" are quick and simple to download and very minimal in price, if not free. In contrast, installing just Microsoft Office Suite alone on a laptop will cost up to $400.00 per installation. The iPad 2 also comes with both WiFi and 3G for connecting to the Internet, eliminating the need for purchasing broadband cards, which are required for laptops where WiFi hotspots are unavailable.

-- Productivity Features

With options for both WiFi and 3G built into the iPad 2, connectivity is never an issue, allowing the user greater mobility. For email usage, the iPad 2 integrates seamlessly with the City's Microsoft Exchange Server, providing instant access to emails, contacts, and calendars. The iPad 2 also allows for VPN connectivity to our City network, for access to files, folders, and other resources located on our servers. Security applications are available for the iPad 2 which enable the device to be remotely locked down and wiped clean of data should it be lost or stolen.

As mentioned before, there are almost unlimited "apps" to personalize the iPad 2 based on your preferences for business productivity. For example, there are handwriting and dictation apps for those who prefer using a stylus or speech to take notes, rather than the touch-screen keyboard. There are apps for marking up documents for review, allowing the user to share their annotations with others easily for collaboration. There are also accessories for the iPad 2, such as a wireless keyboard, smart covers (*which automatically turn off the battery when closed*), and stands for typing or viewing ease.

Another useful feature for business meetings and presentations is the ability of the iPad 2 to perform video mirroring, connecting easily to an HDTV or projector via an adapter. The iPad 2 also comes with two cameras built in for videoconferencing. In addition, the iPad 2 can print wirelessly to any printer it finds through its WiFi connection without the need for additional software.

-- Costs

A typical laptop device for business use today will cost anywhere from $800 - $1,500. As discussed earlier, the traditional Microsoft Office Suite will add upwards of $400 to this cost. The iPad 2, in comparison, comes in various models ranging from $500 to $800, depending on the storage space *(16GB, 32GB, or 64GB)* and whether you choose just WiFi or WiFi + 3G connectivity. MS Office Suite would not be necessary to purchase for the iPad 2, as various applications are available for download that are compatible with this software.

For City Council and Senior Administrative Staff users, the 32GB iPad 2 with WiFi + 3G would be recommended. This would give a medium range of storage space, and allow for greater connectivity opportunity. The cost for this particular model averages $720.00. In addition, the data plan to allow for 3G connectivity from Verizon would be $36.68/month, unlimited, through state contract pricing.

Many of the apps mentioned can be downloaded for free, and most others range in cost from $9.99 to $19.99 each. Accessories for the iPad 2 vary in price from $14.00 *(stylus)* to $60.00 *(wireless keyboard)*.

RECOMMENDATION

While no tablet device can replace the power of a desktop PC for heavy users in the creation of large documents and spreadsheets, the iPad 2 is a very innovative and flexible tool for the individual in need of performance and mobility. The "killer" applications for most business use – email, web browsing, document edit and review, collaboration, and presentations – are well-suited for the iPad 2. Therefore, I recommend the iPad 2 (32GB, WiFi +3G) as a great solution for City Council members and Senior Administrative Staff who are looking for a flexible, mobile, and easy-to-use device for these business applications.

An option for deployment would include the purchase of one iPad 2 as recommended, with all necessary applications installed, and testing on the City's network and devices (email configurations, printers and projectors) to ensure compatibility. Subsequently, the purchase and deployment of the remaining iPad 2s would follow suit.