

Making Everything Easier!™

iPad® at Work

FOR
DUMMIES[®]
A Wiley Brand

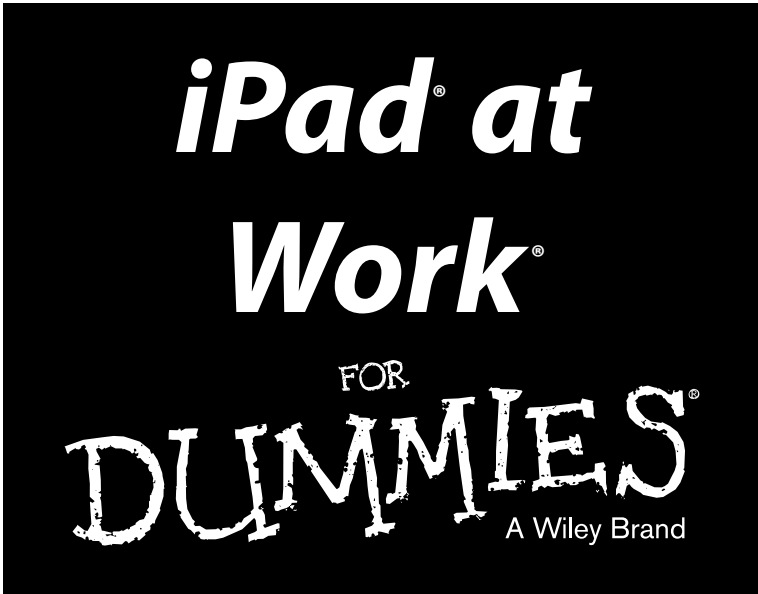
Learn to:

- Set up and get going with your iPad
- Quickly create and interact with typical office documents and systems
- Synchronize and back up data on your work network
- Use your iPad for project management and communication

Galen Gruman

*Writer, editor, and technology
and business consultant*





by Galen Gruman



iPad® at Work For Dummies®

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2015 by John Wiley & Sons, Inc., Hoboken, New Jersey

Media and software compilation copyright © 2015 by John Wiley & Sons, Inc. All rights reserved.

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and may not be used without written permission. iPad is a registered trademark of Apple, Inc. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book. *iPad® at Work For Dummies®* is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2014950602

ISBN: 978-1-118-94928-3; ISBN 978-1-118-94929-0 (ebk); ISBN ePDF 978-1-118-94566-6 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: Getting Started with iPad at Work</i>	5
Chapter 1: The iPad Is Your New Computer — Much of the Time.....	7
Chapter 2: Setting Up Your Own iPad for Work.....	15
Chapter 3: Ensuring Your iPad’s Security.....	25
Chapter 4: Outfitting Your iPad for Travel	43
<i>Part II: Gearing Up for Productivity</i>	63
Chapter 5: Engaging Apple iWork: Pages, Numbers, and Keynote.....	65
Chapter 6: Opting for Microsoft Office 365: Word, Excel, and PowerPoint	99
Chapter 7: Looking to Google Apps: Docs, Sheets, and Slides.....	133
Chapter 8: Getting Productive with Alternative Writing Tools.....	145
Chapter 9: Taking Notes.....	157
Chapter 10: Tackling Tasks and To-Dos.....	177
Chapter 11: Outlining and Brainstorming.....	199
<i>Part III: Collaborating and Communicating</i>	217
Chapter 12: Wrangling Email, Contacts, and Calendars	219
Chapter 13: Messaging and Conferencing	259
<i>Part IV: Accessing Online Resources</i>	279
Chapter 14: Remotely Accessing Your Computer	281
Chapter 15: Exploring Web Browsers	295
<i>Part V: Structuring and Sharing Documents</i>	303
Chapter 16: Exploiting Cloud Storage	305
Chapter 17: Syncing and Sharing Files	319
Chapter 18: Working with PDFs and ePubs	335
Chapter 19: Giving Presentations	353
Chapter 20: Dealing with Graphics and Drawings	367

<i>Part VI: The Part of Tens</i>	383
Chapter 21: Ten Useful Utilities	385
Chapter 22: Specialty Apps for Ten Industries	397
<i>Index</i>	405

Table of Contents

<i>Introduction</i>	1
About This Book	1
Foolish Assumptions	2
Conventions and Icons Used in This Book	2
Beyond the Book	3
Where to Go from Here	4
<i>Part 1: Getting Started with iPad at Work</i>	5
Chapter 1: The iPad Is Your New Computer — Much of the Time . . .	7
Envisioning the iPad in Your Work Day	8
Where the iPad Can't Do the Job	8
Equipping Your iPad	9
Choosing the right iPad model	9
Protecting your iPad with a cover or shell	11
Keeping your iPad powered	11
Connecting to video displays	12
Adding a physical keyboard	13
Chapter 2: Setting Up Your Own iPad for Work	15
Setting Up Apple ID and iCloud	16
Choosing between iTunes Backup and iCloud Backup	17
The pros and cons of each backup option	18
Setting your backup choice	18
Setting Up Business Mail, Contacts, and Calendars	20
Connecting to Wi-Fi	22
Chapter 3: Ensuring Your iPad's Security	25
Keeping Work and Personal Data Separate	25
Separating work and personal isn't so easy	26
Drawing a line between personal life and work on your iPad	27
Working with Mobile Device Management	32
Enforcing basic security without the cost or effort of an MDM server	33
Exploring VPN Connections	35
Adopting Best Security Practices	37
Require a password	37
Limit information to data when locked	38

Limit what's monitored on your iPad.....	39
Use Find My iPad.....	41
Chapter 4: Outfitting Your iPad for Travel	43
Getting Around: Apple Maps and Google Maps.....	44
Getting around Apple Maps.....	44
Going with Google Maps	48
Booking Travel: Kayak, Expedia, and Orbitz.....	50
Navigating Kayak Pro	50
Engaging Expedia	52
Traveling with Orbitz	53
Organizing Travel: Triplt and Concur	54
Keeping track with Concur	54
Consolidating your plans with Triplt	55
Jetting Off: Airline Apps and Check-In	56
Dining Out: OpenTable and Yelp	58
Reserving through OpenTable.....	58
Scouting Out Yelp	59
Translating Languages: Google Translate and iTranslate	59
Handling Expenses: BizXpenseTracker	60
Part II: Gearing Up for Productivity.....	63
Chapter 5: Engaging Apple iWork: Pages, Numbers, and Keynote. . .	65
Taking a Brief Tour of iWork.....	65
Managing Documents in iWork.....	67
Opening documents	68
Creating, duplicating, and deleting documents	69
Sharing and exporting documents.....	70
Editing and Formatting with Pages	71
Formatting and modifying text with the contextual menu	71
Adjusting text with the keyboard toolbar	73
Using the application toolbar.....	73
Crunching Numbers with Numbers.....	83
Entering data	84
Formatting cells, rows, columns, and tables.....	87
Working with the Insert Objects and Tools pop-overs	90
Dazzling Them with Keynote	90
Creating a presentation.....	91
Applying formatting, transitions, and animations.....	93
Using the Tools pop-over.....	97

Chapter 6: Opting for Microsoft Office 365: Word, Excel, and PowerPoint	99
Understanding Office Subscriptions	99
Managing Documents in Microsoft Office	100
Opening and creating Office documents	102
Renaming and storing Office documents.....	103
Sharing Office documents.....	104
Editing and Formatting with Word.....	105
Using the contextual menu.....	105
Touring the Word toolbars.....	105
Crunching Numbers with Excel	118
Entering data into cells	118
Working with cells, rows, columns, and tables.....	120
Formatting cells in Home view.....	122
Adding objects such as charts via Insert view.....	123
Getting to formulas in Formulas view.....	124
Working with comments in Review view.....	125
Managing spreadsheet display in View view.....	125
Dazzling Them with PowerPoint.....	125
Creating a presentation.....	126
Applying formatting and transitions	128
Previewing your presentation.....	130
Adding presenter notes.....	131
Chapter 7: Looking to Google Apps: Docs, Sheets, and Slides	133
Managing Documents in Google Apps	133
Editing with Google Docs.....	135
Crunching Numbers with Google Sheets.....	138
Working with cell, rows, columns, and sheets.....	139
Formatting a cell's content.....	139
Engaging Them with Google Slides	141
Creating a presentation.....	141
Applying formatting.....	143
Adding speaker notes.....	144
Chapter 8: Getting Productive with Alternative Writing Tools	145
Staying Flexible with UX Write Professional	145
Accessing the cloud in UX Write Pro	146
Creating a new document in UX Write Pro.....	148
Editing and formatting in UX Write Pro	148
Searching for text in UX Write Pro.....	150
Inserting tables, links, and other special items in UX Write Pro.....	150
Moving and deleting text with outlines in UX Write Pro	151
Sharing, printing, and other tasks in UX Write Pro's Share and Settings options	152
Getting Down to Basics with Byword.....	153

Chapter 9: Taking Notes	157
Navigating Apple Notes	157
Entering and formatting notes	158
Sharing your notes.....	159
Syncing your notes	159
Exploring Evernote.....	161
Creating notes	161
Editing notes.....	162
Sketching with PhatPad	164
Working with the pen	164
Navigating your notes	165
Writing by hand.....	165
Adding audio to your note.....	166
Sharing and syncing	166
Noting It All in Notability.....	166
Storing, sharing, and organizing notes.....	167
Working on a note.....	168
Annotating Notes with OneNote.....	169
Working with notebooks.....	169
Working with notes.....	170
Keeping It Simple with Notes for Box	173
Recording It with WaveRecorder and TapNotes	174
Using WaveRecorder	174
Using TapNotes	175
Chapter 10: Tackling Tasks and To-Dos	177
Running through Reminders	177
Using the accounts list.....	178
Creating to-do items in Reminders.....	179
Editing and marking to-do items.....	180
Sharing to-do lists	181
Sifting Tasks with Toodledo.....	181
Adding and deleting tasks.....	183
Marking and organizing tasks.....	183
Drilling Down with Todoist	184
Working with projects.....	184
Adding and editing tasks.....	185
Checking Off Tasks in OneNote	186
Managing Task Details in Quip	187
Working with the Desktop, Inbox, and task folders	187
Creating and editing a task document	188
Importing document files.....	191
Chatting about projects	191
Managing Your Work with OmniFocus	192
Touring OmniFocus's views	192

Creating projects, inboxes, and tasks 193
 Managing projects 195

Chapter 11: Outlining and Brainstorming.....199

Running the Gamut with OmniOutliner 199
 Creating and editing outlines 200
 Formatting outlines 204
 Working with documents 205

Going Basic with Cloud Outliner 206
 Working with documents 206
 Editing documents 206
 Sharing and syncing documents 207

Mind-Mapping with iThoughts HD 208
 Creating a mind map 208
 Adding nodes and setting their relationships 209
 Editing and formatting mind maps 211
 Sharing mind maps 214

Sketching with Skitch 214

Part III: Collaborating and Communicating 217

Chapter 12: Wrangling Email, Contacts, and Calendars219

Understanding How the iPad Connects to PIM Accounts 220
 Accessing It All with Apple’s Mail, Contacts, and Calendar 222
 Managing your accounts and Inboxes in Mail 225
 Managing your accounts and address book in Contacts 232
 Managing your accounts and appointments in Calendar 235

Going Microsoft-Native with Outlook for Web Access (OWA)
 for iPad 238
 Knowing when you can and should use OWA 239
 Signing in to OWA 239
 Working with email 240
 Getting in touch with contacts on the People screen 244
 Keeping track with calendars 246
 Setting OWA options 249

Going Google-Native with Gmail 251
 Creating new emails 252
 Working with messages 253
 Navigating Gmail’s folders 254
 Adjusting Gmail settings 255

Going Wide with Mail+ and Boxer 255
 Getting to know Mail+ 255
 Getting to know Boxer 256



Chapter 13: Messaging and Conferencing 259

- Going Native with FaceTime and Messages 259
 - Figuring Out FaceTime 260
 - Maneuvering through Messages 262
- Using Commercial Services: GoToMeeting and WebEx 266
 - Participating in a GoToMeeting meeting 266
 - Participating in a WebEx meeting 269
- Joining the Conversation with Google Hangouts 271
 - Participating in conferences 272
 - Making video calls 272
 - Making phone calls 273
- Attending the Conference with Microsoft Lync 274
- Speaking via Skype 275
- Texting with AIM 277

Part IV: Accessing Online Resources 279

Chapter 14: Remotely Accessing Your Computer 281

- Understanding VNC Technology 282
- Testing the Waters with VNC Viewer 283
 - Setting up VNC Server and VNC Viewer 284
 - Using VNC Viewer 285
- Getting a Better VNC Experience with Jump Desktop 286
 - Setting up Jump Desktop 287
 - Using Jump Desktop 288
- Viewing More with Air Display and Duet Display 290
 - Orchestrating two screens via Air Display 291
 - Extending your Mac screen via Duet Display 292

Chapter 15: Exploring Web Browsers 295

- Syncing with Safari 295
- Cruising with Google Chrome 297
- Investigating Mercury Pro and Atomic Web 299
 - Exploring Mercury Web Browser Pro 299
 - Exploring Atomic Web Browser 301

Part V: Structuring and Sharing Documents 303

Chapter 16: Exploiting Cloud Storage 305

- What's Out There? Knowing Your Cloud Storage Options 305
- Using Apple's iCloud Drive 306
- Moving Files to and from Your iPad with Box 308

Dealing with Files with Dropbox.....	311
Getting to Files with Google Drive.....	313
Managing Files with Microsoft OneDrive.....	315
Chapter 17: Syncing and Sharing Files.....	319
Syncing Files via iTunes.....	319
Sharing Content via AirDrop.....	320
AirDropping a file from an iPad to another iOS device.....	322
AirDropping a file from an iPad to a Mac.....	324
AirDropping a file from a Mac to an iPad.....	325
Sharing with the Share Sheet.....	325
Syncing the No-Fuss Way with AirTransfer+.....	326
Moving Files with GoodReader.....	328
Working with folders in GoodReader.....	328
Working with files in GoodReader.....	329
Setting up servers in GoodReader.....	330
Exploring the iPad's Contents with iExplorer.....	332
Transferring Files the Old-School Way with FTP on the Go Pro.....	333
Chapter 18: Working with PDFs and ePubs.....	335
Reading PDFs through Quick Look.....	335
Reading PDFs and ePubs in iBooks.....	336
Marking It Up with GoodReader.....	339
Prepping for PDF markup.....	339
Using the PDF markup tools.....	340
Using the PDF page tools.....	343
Putting Your Own Stamp on PDFs with PDF Expert.....	345
Getting to the Basics with Adobe Reader.....	349
Exporting PDF and ePub Files.....	351
Chapter 19: Giving Presentations.....	353
Using AirPlay.....	353
Presenting with Keynote.....	355
Using Keynote's tools while presenting.....	356
Remote-controlling a presentation.....	357
Presenting with PowerPoint.....	360
Staying True to PowerPoint with SlideShark Presenter.....	361
Showing the Data with Roambi Analytics.....	363
Going Nonlinear with StoryDesk.....	364
Chapter 20: Dealing with Graphics and Drawings.....	367
Compositing in Photoshop Touch.....	368
Bringing images into Photoshop Touch.....	368
Using Photoshop Touch's image-editing tools.....	370

Getting Precise with Concepts.....	374
Creating precise drawings	374
Modifying your drawings	376
Sketching with SketchBook Express	376
Creating and opening drawings	377
Creating and editing drawings	378
Diagramming with Grafo.....	380
Drawing and formatting diagrams	380
Sharing your diagrams	382
Part VI: The Part of Tens	383
Chapter 21: Ten Useful Utilities	385
Doing the Math with Calculator HD and Calc	385
Crunching the numbers with Calculator HD	385
Doing advanced math with Calc	386
Managing Measurements with Units.....	387
Keeping Time with Clock.....	388
Going Paperless with Scanner Pro	389
Automating It with IFTTT	390
Keeping Warm and Dry: Yahoo! Weather and Weather Channel	391
Tracking Your iPad with Find My iPhone.....	392
Tracking People with Find My Friends	393
Checking on Your Print Jobs.....	395
Chapter 22: Specialty Apps for Ten Industries	397
Finding Specialty Apps.....	397
Surveying Apps for Accounting and Estimating.....	398
Landing Apps for Architecture and Real Estate	399
Learning with Apps for Education.....	399
Evaluating and Planning with Apps for Enterprise Systems	400
Getting Creative with Apps for Entertainment and Sports	400
Programming and Networking Apps for IT Management and Development.....	401
Organizing and Tracking Apps for Lawyers.....	401
Tracking Projects and Employees with Apps for Managers	402
Reporting and Management Apps for Marketing and Sales	402
Tracking and Research Apps for Medical Practice	403
Index	405

Introduction

If you bought this book (or are even thinking about buying it), you've probably already made the decision to use an iPad in your work. That's great, because the iPad makes a great tool for people in all sorts of businesses. Maybe your iPad is an adjunct to your computer, or maybe it's your primary computer. Either way, this book has you covered.

About This Book

Who you may be, dear reader, varies widely. Maybe you've been using an iPad for entertainment and other personal activities, or maybe you're completely new to the iPad. Maybe you're self-employed, or part of a small business that has little or no tech support. Maybe you work for a big company that has an IT department to both help you and impose rules on how you can use your iPad at work. The type of business the readers of this book do also varies widely.

That's why I cover a wide range of activities that you may do with your iPad for the purpose of work. I also cover multiple tools that you might use for each kind of task, because the right tool for you might not be the right tool for someone else.

This book helps you select and use the right tools for your work needs, as well as use the iPad effectively and safely in your work environment by addressing issues such as keeping work and personal information separate.

Here's one thing this book won't do: Teach you the basics of the iPad. Many good books are available to show you how to use the iPad itself, and several of those books come from the publisher of this book, John Wiley & Sons, Inc. Start with one of them if you are new to the iPad, and then use this book to learn how to make the iPad work at work.



If you're completely new to the iPad, I recommend that you get Wiley's *iPad For Seniors For Dummies*, by Nancy Muir. Don't let the "Seniors" in the name dissuade you: It's a great primer for anyone.

Foolish Assumptions

This book is organized by sets of functions that people do at or for work. Although I do walk you through the steps to accomplish specific tasks in apps where those tasks are complex, this book is not a recipe book for using apps. Instead it's a guide to picking the right tools and understanding how to make the iPad fit into common business workflows and practices.

I presume that you know how to do your job, so my tone is direct and uncomplicated, with no idle chitchat. I give you straightforward advice and recommendations for the right tools to do that job. Some of the issues I raise are technical or complicated because, well, that's just how work is sometimes — but I do my best to make those issues clear.

Each chapter covers a range of tools for the work you may do. I show what these tools do well and how they work at a basic level. I also let you know their limitations and requirements so that you can assess their fitness for your work.

Conventions and Icons Used in This Book

This book uses several iPad-specific terms, including:

- ✓ **Tap:** Press your finger on the screen and release it quickly.
- ✓ **Swipe:** Drag a finger across a substantial portion of the screen, often to scroll the screen's contents. Some apps use the word *slide* to describe this action.
- ✓ **Flick:** Quickly drag a finger over a short area and then release it from the screen, usually to reveal a menu button like Delete.
- ✓ **Press:** Push down on a physical button with your finger and then release it. The iPad does have a few physical buttons and switches, including Home, Volume Up, Volume Down, Sleep/Wake, and the so-called Side switch that can be set to lock the screen rotation or mute the iPad. (The iPad Air 2 does not have the Side switch, so use the corresponding controls in the Control Center instead; you access the Control Center by swiping up from the bottom of the screen.)
- ✓ **Pop-over:** A container for features and commands similar to a dialog, palette, or sheet in a computer application. You can dismiss a pop-over by tapping elsewhere on the screen.
- ✓ **Form:** A container for features and commands that you can dismiss only by tapping a button such as Done, Cancel, or OK. It's like the settings sheet in the Mac's OS X user interface.

- ✓ **Status bar:** The menu bar at the very top of the iPad screen that stays visible most of the time, displaying the time, network connection status, battery charge, and so on.
- ✓ **Home screen:** The screens that display app and folder icons. Your iPad can have as many as 15 Home screens, which you navigate by swiping sideways among them.
- ✓ **Home button:** The physical button at the bottom side of the iPad (when held vertically). Press the Home button to switch from an app to the last Home screen opened, and press it again to go to the first Home button. Double-press the Home button to enter multitasking view, which shows all running apps. Tap an app's preview screen to switch to it.



Three icons are used in this book to alert you to special content:

Tip icons point out insights or helpful suggestions related to tasks in the step lists.



Remember icons point out context or background information that will help you avoid mistakes or confusion later on.



Warning icons point out things that don't work as you'd expect or don't work correctly. I provide suggestions for how to deal with such warnings.

Beyond the Book

I have written a lot of extra content that you won't find in this book. Go online to find the following:

- ✓ **Online articles covering additional topics at**

www.dummies.com/extras/ipadatwork

Here you'll find out how to avoid ever losing the contents of your iPad; use the new Handoff feature to pick up from where you left off while working on another device; make your iPad act like a phone if your iPhone is close by; turn your iPad into a Wi-Fi hotspot; record your iPad's screen by using your computer and an app; and print from your iPad. Here you'll also find ten preferences in the Settings app that every business user should know.

✔ The Cheat Sheet for this book is at

www.dummies.com/cheatsheet/ipadatwork

Here you'll find a primer on using the iPad's gestures and buttons, common Siri controls, and the apps supported by the various accounts the iPad can access.

✔ Updates to this book, if I have any, are at

www.dummies.com/extras/ipadatwork

Where to Go from Here

The book's chapters are organized into parts so that related business issues are kept together. But you can read the chapters in any order — let your needs and questions determine what you read, and when.

But I do recommend that you start with Chapters 1 through 3, because they cover issues that many users simply don't think about when using an iPad for work, such as what iPad model to buy and how to manage business accounts and data separately from personal accounts and data. Getting these issues right will make the rest of your iPad experience a lot more pleasant, and effective.

This book assumes that your iPad is running iOS 8, the operating system released in fall 2014. Apple updates iOS roughly once each year, so you may be running an earlier or later version. (Your iPad or iTunes on your computer will alert you to both those major updates and to smaller updates that occur in between.)

Those changes may affect what you see on the screen, but you'll find the app advice and basic operational instructions to be the same whether you are using iOS 7, iOS 8, or something newer. When a change is very substantial, I may add an update or bonus information that you can download at this book's companion website, www.dummies.com/extras/ipadatwork.

Part I

Getting Started with iPad at Work



Visit www.dummies.com for great *For Dummies* content online.

In this part . . .

- ✓ Finding out where the iPad can replace a computer and where it can supplement it.
- ✓ Learning about all the extra hardware you can add to your iPad so that it does more and better.
- ✓ Making sense of that iCloud thing: What it does and why you need it.
- ✓ It's all in the setup: backup, mail, contacts, calendars, and Wi-Fi — oh, my!
- ✓ Keeping your iPad — and your data — safe.
- ✓ Discovering how to be a road warrior: The right apps for that.

Chapter 1

The iPad Is Your New Computer — Much of the Time

In This Chapter

- ▶ Understanding how the iPad fits into your work
 - ▶ Deciding which iPad model to get
 - ▶ Surveying helpful peripherals for your iPad
-

The iPad debuted in 2010, and early analysts dubbed it a “media tablet,” tarring the iPad as “merely” an entertainment device for watching movies, reading books, playing games, and surfing the web. Yet from the get-go, Apple delivered world-class productivity applications in the form of its iWork suite, and since then, many developers have created thousands of apps that make the iPad a serious computer for industries of all types.

Still, many people continue to think of the iPad as an entertainment device, not as the new type of computer it truly is. If you’re reading this book, you’re not one of those people. You know that the iPad is a serious business tool — even though, like a PC, it’s great for entertainment, too.

You can do a lot of work on an iPad — with the right apps and accessories. You may use the iPad exclusively as your only computer. More likely, you’ll use it as a supplement to your computer, broadening where and how you can work.

In this chapter, I explain the iPad’s role in everyday business, and why it’s a great replacement or supplement for a laptop. Then I explain how to choose the right iPad model for your needs and suggest some key peripherals to complete your iPad “toolkit.”

Envisioning the iPad in Your Work Day

When I go on the road for work, I no longer bring my laptop with me, and I haven't done so since 2011. I can do most of my work on my iPad, so why lug around the laptop? Plus, my iPad is one of the cellular versions, so I can access the Internet from almost anywhere. That means no hunting for the nearest Wi-Fi cafe.

If I do need to do work that my iPad has no apps for, then I can still bring the laptop with me, leaving the computer at the remote office or hotel room to do that special work when I need to. Meanwhile, my iPad is with me all the time, ready to use when needed for the many things it can do.

But you don't have to be a road warrior or work in the field to benefit from an iPad at work. I find that it's really handy in the office, too: I bring it to conference rooms to take notes that are instantly available on my computer when I get back to my desk. I look up information during the meeting to make sure decisions aren't based on bad assumptions. I show people that presentation or those budget numbers or that how-to video.

There are also times I use both my computer and iPad at the same time for work *at my desk*. In that case, the iPad becomes a second screen, letting me check some stats for a report or monitor my email while Word and Excel fill my computer's big screen. Or I can monitor a conference on my iPad while working away at my computer.

Where the iPad Can't Do the Job

As convenient as the iPad is — you can bring and use it almost anywhere — its limits are real:

- ✔ The small screen means you can't scan and work across multiple open windows as you would on a PC's larger monitor. In the iPad world, you'll find yourself focusing on one app at a time.
- ✔ The iPad doesn't support a mouse, which allows for much finer control for delicate and precision activities like drawing plans.
- ✔ A PC's physical keyboard is much faster to type on, and more accurate, too. Don't get me wrong: After you adjust to it, the iPad's onscreen keyboard is quite usable, but it ain't a computer keyboard. And you can buy an external Bluetooth keyboard for your iPad if you prefer to type on physical keys.

- ✓ Some applications don't run on the iPad at all. Some — like Microsoft Office, AutoDesk AutoCAD, and Adobe Photoshop — have iPad versions that drop some desktop features that your work may require you to use.

So, for most of us, an iPad doesn't replace our computer. But it does let us do more than a computer alone can do.

Equipping Your iPad

Before you can use an iPad at work, you need to get an iPad. Whether you buy it yourself or requisition it from your employer, you'll want to review the choices you need to make both for the iPad itself and essential peripherals for it.

Choosing the right iPad model

At any particular time, chances are that Apple has four versions of the iPad available for purchase. There's usually the current full-size model (historically with a 9.7-inch screen, diagonally measured), such as the iPad Air series, and the current smaller model, a.k.a. the iPad Mini series (historically with a 7.9-inch screen). Figure 1-1 shows the iPad Air and iPad Mini. Then there's usually the previous model of each kept on sale for those on limited budgets.

The iPad Mini is very portable, fitting into lab coat pockets and suit jacket pockets. But the screen can be hard on older eyes — you'll want reading glasses — and touch-typing is harder on its smaller onscreen keyboard. It's a great choice for folks who are rarely at a desk, which is why it's a favorite of physicians in hospitals, field technicians, construction foremen, and insurance adjusters.

The full-size iPad, the iPad Air, is also quite portable, but you can't stick it in a pocket when you need both hands to do other stuff. If you carry a briefcase or backpack, or tend to move from desk to desk or desk to conference room where you can set it down safely and easily, the iPad Air is a great choice. Its larger screen is easier to read for older eyes, and touch-typing is easier on its onscreen keyboard.

Both iPad models come in versions that support cellular networks in addition to Wi-Fi networks, and both are available in a range of internal storage capacities from 16GB to 128GB. (Note that the older models Apple sells are typically available only in the 16GB, Wi-Fi-only versions.)

Figure 1-1: The iPad Air (left) and iPad Mini (right) represent the two basic size options available from Apple for its tablets.



The cellular option costs \$130 more than the Wi-Fi-only version, but it's very handy because it lets you work almost anywhere there's a 3G or 4G (LTE) signal. Even better, cellular access is cheaper than Wi-Fi in many cases: You can pay \$20 to \$30 for 30 days' service of 1GB to 3GB of cellular data usage (depending on your carrier), versus \$15 to \$25 *per night* for Wi-Fi at a hotel, plus potentially additional Wi-Fi fees at conference centers and so on. Note that you don't need a contract for an iPad's cellular data service, though some carriers will try to sell you one. You're best off sticking with its default pay-as-you-go approach.

In the U.S., your iPad is tied to the specific carrier (AT&T, Sprint, T-Mobile, or Verizon) that you choose when you buy it, but you can use it abroad on any GSM network by buying a local SIM and getting pay-as-you-go service for it in that country.

If you're a frequent traveler who will use it to watch movies on your flights, buy as much internal storage as you can afford when you get your iPad, because you can't add more later. 16GB is fine if you're really going to use it just for work apps, e-book reading, and web use, but if you want to store your music library on it as well as a healthy collection of videos, aim for 64GB. If you're a salesperson or product manager who makes lots of presentations,

aim for at least 32GB — and more if you also want to carry your entertainment with you.

Protecting your iPad with a cover or shell

You'll want a cover at least for your iPad to protect its screen, and likely a skin or case to protect the iPad's aluminum body. These add weight and bulk but will help your iPad last for years.

Apple's \$39 Smart Cover is great because it magnetically attaches and detaches, so you can get it out of the way easily. By contrast, cases don't detach, so the cover is always there, folded behind the iPad when you're using the tablet. By the way, other companies make magnetically attached covers, not just Apple.

I recommend pairing a Smart Cover or similar third-party cover with a cover for the back of the iPad (these back-only covers are often called *shells*), so that you can detach the magnetic front cover when it's in the way but keep the iPad's body protected. There are many great options available from a variety of vendors, with prices ranging from \$10 for a no-name version to \$40 for a more durable, name-brand item.

Keeping your iPad powered

Your iPad comes with a USB cable and power block that you can connect to a wall adapter to recharge it. You may want to buy extra cables and an extra power block to keep in your travel kit so that you don't have to remember to pack it.

I also recommend you get a USB car charger if your car doesn't have a USB power outlet, as well as an extra iPad cable for the car. If you rent cars for travel a lot, get an extra to keep in your travel bag, too.

And for those who travel abroad, Apple makes a set of foreign plug adapters called the World Travel Adapter (\$39) that's quite handy: You can swap out the standard Pad charger block's plug tip with the one for the country you're in, so you don't need separate charger blocks for each country. If you use a MacBook, get Twelve South's PlugBug World Charger and Power Adapter (\$45; see Figure 1-2), a set of plug adapters that include a USB charging port; this combination lets you use the MacBook's power block to power both the laptop and charge your iPad (or iPhone) at the same time.

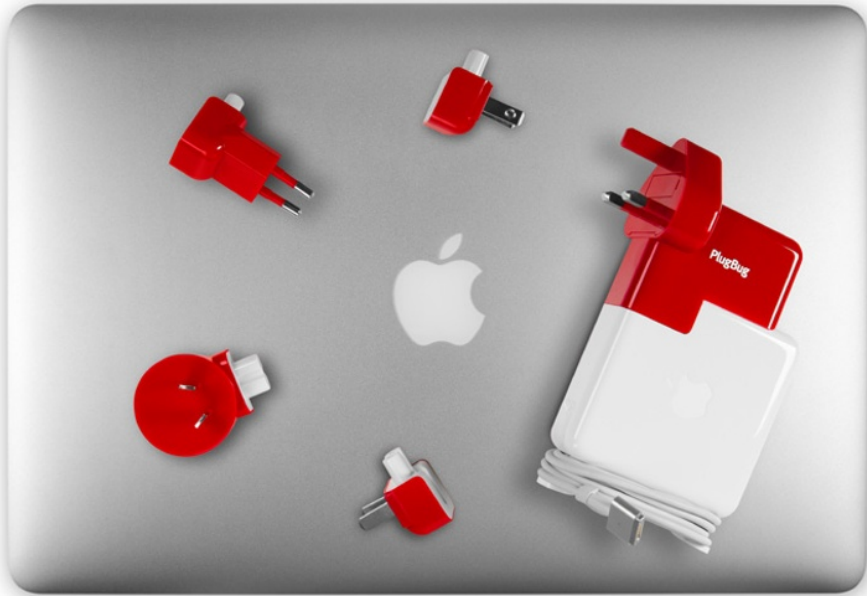


Figure 1-2:
The PlugBug lets you power your devices almost anywhere in the world.

Connecting to video displays

Many business iPad owners use their tablets to make presentations, whether in conference audiences or in conference rooms. (Chapter 19 explains how to create and give presentations on your iPad.)

I recommend that you equip your conference rooms with Apple's \$99 Apple TV, which lets you stream presentations and more from your iPad over Wi-Fi to the Apple TV, to which your TV or projector is connected by an HDMI cable. If your display uses the older VGA standard, you can obtain an adapter from Kanex, which sells the \$60 ATV Pro HDMI-to-VGA adapter.

But not every place you'll present at has an Apple TV, so you'll need a cable adapter to connect your iPad directly to a TV or projector. Apple's \$49 Lightning Digital AV adapter connects to HDMI ports, the standard on newer displays. Apple also sells the \$49 Lightning-to-VGA adapter for the older VGA standard. And for those with an older iPad that uses the Dock connector instead of Lightning, Apple sells the \$39 30-pin-to-VGA adapter and the \$29 30-pin-to-VGA-adapter.



All these cables, adapters, plugs, and power blocks can be hard to keep track of. If your backpack or briefcase has a zippered pouch, consider keeping them in there. If not, you'd do well to store them in a zip-up mesh pouch, such as the Pack-It System models from Eagle Creek, which come in various sizes.

Adding a physical keyboard

You might want to get a Bluetooth keyboard if you anticipate doing a lot of text entry, such as to document meetings. But such a keyboard is nearly as big and heavy as an iPad, so you need a way to lug it around with you (such as in a briefcase or backpack). I own one, but I haven't used it in a couple years because I've gotten good enough with the onscreen keyboard. But I know plenty of people who find a physical keyboard really useful. My advice: Don't buy one until you know you regret not having it.

If you do want a physical keyboard, you can use any Bluetooth keyboard with the iPad. If you need a keyboard only occasionally with your iPad, you could "borrow" a Bluetooth keyboard that you already have for your computer — as long as you're not also trying to use it at the same time with that computer, of course!

But for more than occasional use, get an iPad-specific Bluetooth keyboard, which will have iPad-specific keys such as for the Home button. Logitech and Zagg both make excellent iPad keyboards, including models that can be used as a cover or case for your iPad as well. For example, Logitech offers the nicely designed Ultrathin magnetic keyboard cover, shown in Figure 1-3. Prices range from \$80 to \$120.



Figure 1-3:
Logitech's
Ultrathin
keyboard
cover.

Chapter 2

Setting Up Your Own iPad for Work

In This Chapter

- ▶ Creating your sign-in and account credentials
 - ▶ Figuring out where to back up your iPad's contents
 - ▶ Configuring your iPad for business email, contacts, and calendars
 - ▶ Connecting to the Internet via Wi-Fi
-

A new iPad comes with Apple's software already installed or available for download from the App Store. Plus you can get additional apps from the App Store from other providers. But having apps on your iPad doesn't mean that it's ready to use for business yet — you need to set up both the iPad and some apps to work where you do.

For example, you need to set up the Wi-Fi connections so that your iPad is connected to your home and work networks, as well as to networks you might use elsewhere, such as at your favorite cafe. You also need to set up your email accounts so that you can access your email from your iPad. Ditto with contacts, calendars, and more.

This chapter explains the setup steps you need to take to get your iPad ready for business. You discover why you might want to have separate Apple and iCloud IDs rather than use the same ID for both, and how to set up those IDs in the iPad to connect to Apple's various services. You also learn about the two backup methods that Apple provides for the iPad's contents. Finally, you find out how to set up the accounts you use to access email, calendars, and contacts, as well as how to connect to Wi-Fi networks so that your iPad is connected to the world you work in.

Setting Up Apple ID and iCloud

For an iPad to access Apple's services — iTunes, the App Store, iMessage, and FaceTime — you need an Apple ID. Chances are that you already have one: If you have an account at the iTunes Store, that's your Apple ID. If you don't have one, you'll get the option of signing up for one when you first turn on your iPad and go through its Welcome screens. You can also sign up for an Apple ID via iTunes on your computer, by choosing Store↻Create Apple ID and then following the prompts to create an Apple ID. (If you don't see this option, choose Store↻Sign Out first.) Or you can go to <https://appleid.apple.com> from any browser to set up your Apple ID.

Most people use their Apple ID to access both Apple's online stores and Apple's iCloud sync-and-storage service, given how convenient using one ID is. And you may not want to. If someone discovers your Apple ID, he or she can then use that ID to buy media from the iTunes Store, App Store, and so on, plus access any iCloud documents, email, browser bookmarks, and even passwords. That person could also sign in to iCloud.com and have your email redirected, so you wouldn't get the notifications of his or her activities.

But don't panic: Apple has several methods to reduce the risks of such account hijackings, as Chapter 3 describes. Still, using separate Apple IDs for your iTunes and iCloud accounts can be an easy way to add an extra margin of safety to your iPad's services.

To use a different sign-in for iCloud than for iTunes, you need to create two Apple IDs (do so at <https://appleid.apple.com>) and then sign in to the iTunes Store and App Store via one ID and iCloud via another.

When you first set up a new iPad, you're asked to sign in to the iTunes Store and into iCloud, so you can enter the two IDs and passwords then. Or you can skip those steps during setup and enter them in the Settings app later, as follows and as Figure 2-1 shows:

- ✓ In Settings, tap iCloud, enter your ID and password, and tap Sign In. You can also create a new Apple ID here.
- ✓ In Settings, tap iTunes & App Store, enter your ID and password, and tap Sign In. You can also create a new Apple ID here.



If you are using a single Apple ID for both iTunes and iCloud and decide to create a separate ID for iCloud, you'll have to sign out of your iCloud account on all devices that use it, and then sign in with the new ID. The documents and settings that had been stored in your old iCloud account will not transfer to the new one. For Safari bookmarks and passwords, that's okay, because Safari will take whatever settings are stored locally on your various devices and