

# Switching from BlackBerry to iPhone

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How to achieve BlackBerry-like productivity from your iPhone

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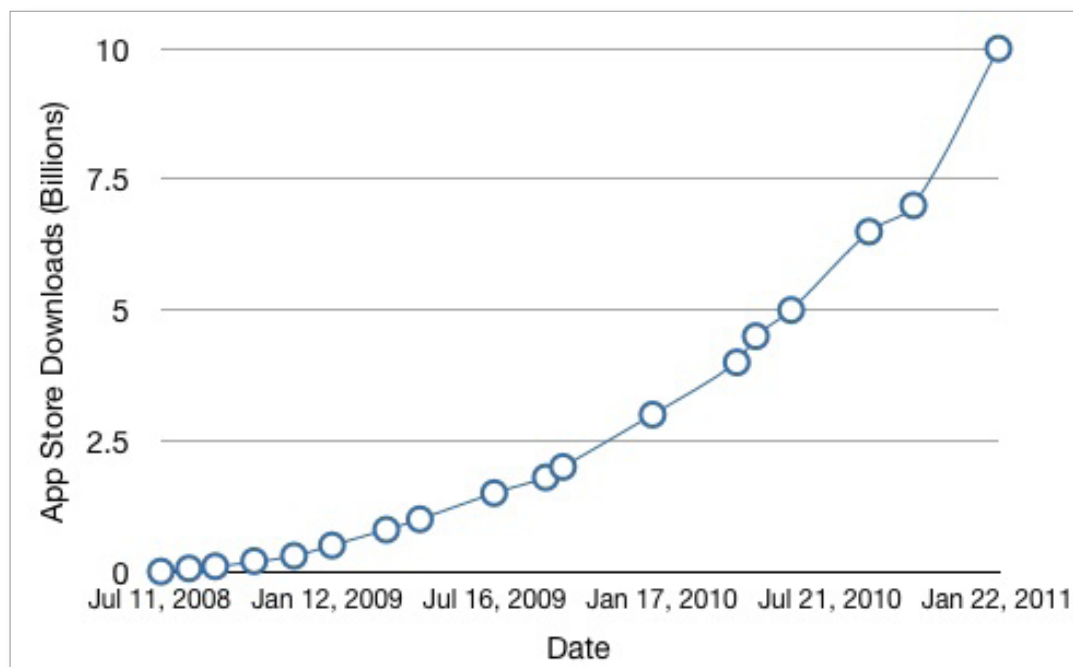
# Why People Are Switching to iPhone

Apple® redefined the smartphone in 2007. Business people now require their phones to be intelligent media consumption, email management, and location-aware companions. The ability to make phone calls is virtually a secondary requirement. As a result, many loyal BlackBerry® owners are now thinking of moving to iPhone®. David Murphy of PCMag.com highlights research that shows 66% of Verizon BlackBerry owners wanting to move to the iPhone 4.

## Why?

It's the apps. BlackBerry lags far behind both iPhone and Android® as an app platform. People want to be a part of the app revolution. According to a Nielsen survey, 57% of BlackBerry subscribers would like to switch to Androids or iPhones. People are paying close attention to the simple user experience and rich media experience that the iPhone offers. BlackBerry is a relic of the past in these terms, when compared to the iPhone.

The iPhone App Store is the largest mobile app ecosystem in the world, recently surpassing 10 billion app downloads. With such a rich diversity and wide selection of apps, it's becoming less of a challenge to find apps that restore BlackBerry-like functionality to the iPhone.



Source: [MacRumors](#)

# Why People Are Switching to iPhone



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How does the iPhone perform in an enterprise environment typically ruled by BlackBerry? While the lack of Exchange integration and remote wipe capabilities were concerns that initially plagued earlier iPhone business users, Apple's new iOS™ 4 platform assuages the majority of enterprise concerns. In fact, Bob Evans of InformationWeek.com wrote about how iOS devices like **iPhone and iPad® are crushing their closest "enterprise" competitor** – Android devices.

For professional users, though, the switch away from BlackBerry's trusted business platform to a consumer-focused one can cause any number of headaches. The most critical issue you must resolve before switching is how to migrate all of your rich business data built up over the years to the new device. Losing data will drive your business to a screeching halt faster than you can say, "I want that iPhone."

## This guide does three things:

- 1** Walk you through the pitfalls of migrating from BlackBerry to iPhone
- 2** Educate you about what business capabilities iPhone devices do and don't do well
- 3** Tell you which third-party apps to download to achieve the most business productivity



# Bridging the BlackBerry-iPhone Divide: Third-Party Tools to the Rescue

BlackBerry users love four things about their devices:

- 1 Secure enterprise email
- 2 Personal Information Management (PIM) – calendar, contacts, tasks, memos
- 3 BlackBerry Messenger
- 4 A keyboard that allows them to type quickly

The iPhone has tools to replace or enhance all of these features. This often requires turning to third-party developers, whose apps can transform the iPhone from a consumer device to a business productivity tool.



# Bridging the BlackBerry-iPhone Divide: Third-Party Tools to the Rescue



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## **1** Mail on iPhone (Email)

Built-in with iPhone

The built-in Mail app for iPhone keeps [redefining the standard for business email productivity on touch-screen devices](#). The latest version gives you the ability to set up multiple Exchange accounts. Push mail, data encryption, remote data wipe, email attachments, and a host of other enterprise-level email capabilities are all supported.

A new “unified view” feature allows quick access to email from all accounts in a single screen. This saves you the headache of flipping from one account to another. Threaded views allow you to view similar emails from one screen. AirPrint is a new feature that finds the nearest compatible printer so you can tap to print your email.

Mail for iPhone works with Exchange, MobileMe<sup>sm</sup>, Yahoo!® Mail, Gmail™, AOL®, and most industry-standard IMAP and POP mail systems.

## **2** DejaOffice™ (Data Management)

Currently Free

DejaOffice is a productivity suite that includes [business-friendly contacts, calendar, tasks and memos apps](#). When switching from BlackBerry to iPhone, many people are often amazed to find that iPhone doesn't include a Tasks app. Also, the built-in iPhone address book and calendar apps lack business functionality. For example, iPhone doesn't allow you to attach a contact to a calendar appointment. DejaOffice, developed by CompanionLink® Software (the authors of this White Paper), restores full business PIM functionality to the iPhone platform.

Some of the core features in DejaOffice include business-friendly tasks, ability to link contacts to calendar appointments, manage color-coded categories, custom fields, and alarms and alerts attached to calendar events and tasks. You can sort contacts by first, last, or company name, filter data by categories, and do “search-as-you-type” for all data. Additional display options, such as variable font sizes, allow for more data to be displayed on-screen. There is even a split-screen display mode for iPad to take advantage of the bigger screen.



# Bridging the BlackBerry-iPhone Divide: Third-Party Tools to the Rescue



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DejaOffice is a free app. It can be used standalone or in conjunction with CompanionLink's PC sync software for Microsoft® Outlook®, IBM® Lotus Notes, Sage ACT!, Palm® Desktop, Salesforce® CRM, Highrise®, and other productivity suites.

## **3** Kik® Messenger (Instant Messaging)

Currently Free

Kik Messenger is a free chat tool for iPhone and iPod® Touch. The app lets you bypass your service provider and send SMS-style messages for free to other Kik users around the world. BlackBerry users will especially appreciate how Kik replicates and [enhances many of the benefits of BlackBerry Messenger](#) such as delivery notifications and online status. In fact, they were so good at replicating features that RIM (the makers of BlackBerry) [recently sued them](#).

## **4** Dragon® Dictation (Keyboard)

Currently Free

Why use the keyboard when you can just talk? This is an app that [converts spoken words into text](#). Use it to create content for email or text messages, update Twitter™ or Facebook<sup>SM</sup>, send notes and reminders, and more.

The voice-to-text engine is powered by Dragon® NaturallySpeaking®, a pioneer in the field of speech recognition. The accuracy is remarkably refined, and their years fiddling with this technology really shows.



## Other Third-party Productivity Apps We Recommend



### 1 DocumentsToGo<sup>®</sup>, QuickOffice<sup>®</sup> (Document Editing)

DocumentsToGo: Free; paid option for premium features

QuickOffice: \$9.99

With most enterprises still relying on Microsoft Office for their key documents, it's important to be able to access those files from your smartphone or tablet. DocumentsToGo and QuickOffice let you view, create and edit native Word, Excel and PowerPoint files. Both also offer tight integration with Google Docs and Dropbox.

### 2 Dropbox<sup>®</sup> (Online Storage)

Currently Free

Dropbox is a file backup and cloud storage tool. Store files, documents, music and other media. A free Dropbox account comes with 2GB of storage. It is accessible from iPhone, iPad<sup>®</sup>, iPod Touch device using the free Dropbox app. You can also access it using any web browser.

The best thing about it is the integration across different platforms – you can work on a Word document in your office, and the document will automatically be available on your iPhone when you leave the office.

### 3 ReaddleDocs (File Management)

\$4.99

ReaddleDocs stores documents and files locally on your iPhone so you can access them even when you don't have an Internet connection. Its built-in viewer supports PDF, MS Office (Word, Excel and PowerPoint) and Apple iWork files.

You can also convert the iPhone into a wireless thumb drive or storage drive to copy files from your PC. No additional software is required.



## Other Third-party Productivity Apps We Recommend



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### **4** Evernote<sup>®</sup> (Note-taking)

Currently Free

Store memos, images, files and just about anything you find on the web into one, all-inclusive notebook. You can have multiple notebooks, which can contain multiple notes. It's a great way to store research, travel plans, meeting notes, and much more. Everything is searchable.

### **5** Triplt<sup>®</sup> (Trip Management)

Triplt Basic: Currently Free

Triplt Pro: \$49 annual fee

Triplt is a must-have travel tool. You simply forward your travel confirmation emails (airline, hotel, rental car, restaurant reservations, etc.) to Triplt and it will create a master itinerary for you. Triplt syncs with your calendar and social networking sites, emails alerts to colleagues, provides maps and route details, and sets alarms so you don't forget to arrive at the airport with enough time to suffer through the security line.

The Pro version (Triplt Pro) will track your frequent flier miles and rewards points, alert you of gate changes or delays, and help you find an alternate flight in the event that yours has been cancelled.



## About the Authors

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CompanionLink Software, Inc. wrote this White Paper and are the developers of DejaOffice. They were one of the first companies to offer mobile sync when the original PalmPilot handheld (Pilot 1000) debuted in 1996. Since then, CompanionLink has built a reputation of delivering productivity solutions for all major smartphone platforms – often on the same day the devices launch. The company aims to deliver the peace-of-mind that business data and productivity capabilities will be available on any popular device, regardless of operating system or manufacturer.

CompanionLink’s long history with synchronization solutions gives them a unique understanding of mobile business needs. Their tenure in the mobile industry allows them to understand and respect the productivity features older PDA devices provided, and map those benefits to new smartphones and tablets that lack similar features.

DejaOffice is a product of that vision to bring business productivity back to the consumer-focused devices arriving today. DejaOffice aims to add meaning to the technology world by transforming mobile devices into business tools; extensions of your personal computer.



[www.companionlink.com](http://www.companionlink.com)

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