

sage

# Sage One mobile guide



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# Introduction

Mobile technology is changing the way we live and we've barely even noticed. From the first mobile voice calls over 30 years ago, we now accept mobile communications as a way of life.

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*There are an estimated 4.5 billion people worldwide who use mobile phones and around 2 billion of those are smart phones. We've come a long way from plastic bricks that allowed you to speak to people, to the sleek touchscreen handsets that allow you to do so much more.*

*To really appreciate the changes, let's step back a bit and remember the early days. The internet has been a revolution in technology, particularly in communications, but way back when, the only way to access it was via a desktop computer. That meant you were fixed in one place, only able to 'look things up' on the internet, or access email from an office, home or library.*

*Step forward to today and mobile devices such as smartphones, tablets and laptops overtook fixed access to the internet in 2014.*

*Whether we access on phone, laptop, tablet or desktop computer, or a mixture of all of those, we expect to see the same information waiting for us whatever device we're using. That's the beauty of cloud or mobile access - everything syncs up automatically without us really thinking about it.*

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# Mobile working for small businesses

At Sage we believe that mobile working is a force for good. It can help you manage a better work-life balance, connect with your customers and stay in control of your business.

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*Mobile technology is helping entrepreneurs work more efficiently, drive innovation and make the most of opportunities in new markets.*

*Widespread broadband and Wi-Fi coverage, combined with access to laptops, smartphones and tablets means that more people can buy goods, socialise and work from a variety of different locations.*

*Thousands of start-ups and small businesses are signing up to online services to help them run their business too, attracted by low costs and the flexibility they offer.*

*Ecommerce is growing thanks to people on the move, and there are more opportunities than ever for small businesses to sell to customers wherever they are.*

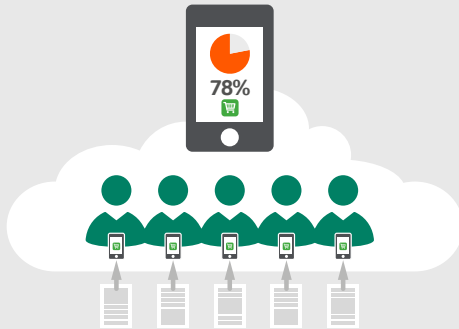


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# Mobile retail business is booming

*Visits to retail websites via mobile devices have now overtaken desktop traffic, while 36% of UK online sales are now completed on a smartphone or tablet device.*

*That's a meteoric rise when you think that as recently as 2010, mobile visits to online retail sites accounted for less than 3% of their traffic.*



**78%**  
of smartphone users access a retail site via a mobile app



Retail customers are using mobile technology more than ever to purchase items online. Is it time you made your business available on an app?

\*<https://cmocouncil.org/facts-stats-categories.php?start=0&category=mobile-marketing>

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# Banking

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*Using smartphones and tablets has become the most popular way for customers to deal with their banking, outstripping visiting branches and even banking online.*

*Research for the BBA, the leading trade association for the UK banking sector, shows that customers will use mobile devices to check their accounts 895 million times in 2015. They predict that by 2020 customers will use their mobile to manage their current account 2.3 billion times – more than internet, branch and telephone banking put together.*

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# The app revolution

The latest things to shake up mobile technology are apps, which now account for 86% of time spent on mobile devices. We're playing games, shopping, socializing, banking and increasingly using apps to do business.

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*Firstly providers were encouraged to make services and software more suitable for mobile devices, through optimising online sites for smaller screens. That's now moved onto creating bespoke apps.*

*While many apps started in the social media, lifestyle and messaging space, there's now an increasing move into apps that improve productivity. Microsoft chose to update their Office suite, once the mainstay of business desktop software, launching it as Office 365, and making available across a range of mobile platforms including Apple and Android.*

*Apps offer the advantage of being simple to use, being specifically designed for mobile devices and touch screens. So you can complete tasks in fewer clicks, swipes and touches. With things like logins or payment and regular tasks automatically stored and remembered, they can be a really efficient way of getting things done.*



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# A day in the life of a mobile business

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## 08:00

*Check your emails on the way in to work. Use the Gmail app on your phone to see if you have any important messages, then look at your calendar for the day.*

*Scheduling meetings with an online calendar, such as Google, Outlook (via Microsoft 365) or Yahoo means you never miss an important appointment, as you can set automatic reminders and alerts on your smartphone.*

*If you work with other people, having a shared online calendar that everyone can access can help you schedule and delegate work that needs to be done.*

## 09:00

*Team catch up. Dial in with Skype or set up a Google+ Hangout and discuss the plans for the day with your team.*

*Mobile working means you don't need to be fixed in one location, giving you the freedom and flexibility to work from anywhere.*

*Working in a small business it can sometimes feel like you have to tackle everything yourself. But mobile working and using cloud technology makes it easier for people to help you out.*

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**10:10**

*Call the designer who's working on your new marketing materials. You want an update on how things are going, and he's got some ideas he wants to show you.*

*There are lots of tools to help you collaborate online and in the cloud that you can access on mobile devices. For example, you can share documents and images via Google docs, or Dropbox.*

*Working this way allows everyone to share feedback and suggestions, without the need to all be in the same place at the same time. That can reduce travel costs and means open up access to a wide variety of skilled and talented people.*

**11:00**

*Prepare to visit a customer this afternoon. Check their customer records on your tablet.*

*Having an online or mobile app to help you manage your contacts means there's no danger of losing customer contact information. Everything's stored and backed up in the cloud.*

*It also allows you to see useful information beyond just names and addresses. Online accounts software like Sage One allows you to check their recent orders and spend, and to see their payment history, so you can go into any customer conversation fully prepared.*

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### **13:50**

*Hop off the tram. Time for a coffee before your meeting.*

*One of the benefits of working in a mobile business environment is that you can make the most of your time to fit tasks in round your day.*

*Take Sage One Accounting and Sage One Payroll, for example - online software that's been developed specifically for small and start-up businesses.*

*Sage One Payroll offers safe, effortless online payroll for businesses with up to 15 employees, allowing you to pay your employees in just 5 minutes. Meaning you can deal with pay runs, and stay on track of the latest legislation, wherever you are.*

*Sage One Accounting makes it easier for you organise and manage your finances, by helping you keep track of your cash flow and generate quotes and invoices on the go.*

*So, in a spare ten minutes you might check in online, or login to the mobile app and check your business balance to see that you've received payment for a recent big order.*

*Thanks to the bank feeds feature, your online business bank account is linked directly to Sage One Accounting, so all your bank transactions are automatically imported into your accounts.*

*That means you can view and compare bank information in real time and keep your accounts accurate and up to date.*

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**14:20**

*Arrive at your customer's premises thanks to the mobile map app that guides you the last few hundred yards.*

*Show the customer the new product video and she's so impressed, you get an order then and there. Tap the details into your tablet and create a quote on the spot with Sage One.*

**16:15**

*Back from your customer visit and you have a message to call your accountant.*

*She's got a question about some of your business expenses from last year. You both login to Sage One to discuss your accounts and soon get the issue resolved.*

*Because all your data is online, it makes it easier to work together. No more handing over receipts or exchanging Excel files. Everything's secure and protected, so only people you trust are allowed to have access to your data.*

**18:20**

*Time for a quick blog post and to make a note of a couple of ideas for your next customer newsletter.*

*Working on your tablet means you can keep an eye on the evening meal too as you start to wind down after a busy day.*



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# Superfood Market – a real life mobile business

Gemma Price, is a blogger, exporter and co-founder of Superfood Market and Wellbeing International.

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*She sells over 7,000 organic, vegetarian and cruelty free products to customers all around the world via her websites and uses on cloud-based Sage One Accounting to help run her business.*

*As her work involves a lot of travelling, she relies on her tablet and uses the Sage One app to stay up to date.*

*She says: "It's really handy for keeping track of where things are on the go. The app especially comes in handy for Wellbeing International's sales staff who can produce invoices on the go and email .PDFs of them to clients."*



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# The rise and rise of social media

The adoption of social media has no doubt been encouraged because it's made for mobile. Being able to share where you are, what you're up to and who you're with has impact in the moment.

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*Social media platforms have embraced apps for their use of use and their ability to link different services together. For example linking Instagram, Twitter and Facebook to post images and share across different networks.*

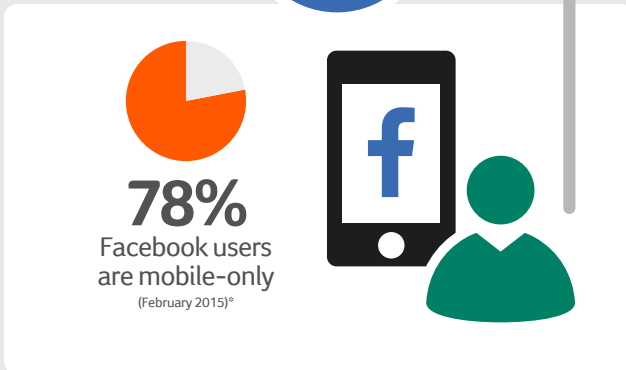
*Don't be fooled into thinking social media is just a fad for the young, as 59% of the UK population have active social media accounts with 32 million accessing these accounts through a mobile device.*

*On average users spend 2h and 13m per day on social media. That's more than half the time that people in the UK spend on the internet in general. Facebook is the top active social network platform at 43%.*

*When you consider that worldwide, almost 1.5 billion users login into Facebook at least once a month and that recently over a billion people used it on a single day, you can begin to appreciate its immense global reach.*



Social media is one of the most powerful marketing tools available, and it's free!  
With over 1 billion users signing into Facebook every day, the opportunity to market your products and posts to potential customers is huge!



With a large proportion of social media users interacting via mobile technology, the future of business would seem to have a large part to play using mobile devices. So, how engaged are you?

\*<https://cmocouncil.org/facts-stats-categories.php?start=0&category=mobile-marketing>



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# Social media for business

Social media has become an increasingly valuable tool for business. Creating instant, taggable and shareable content can be a great way to spread the word about your business, reach new customers and encourage them to become loyal fans.

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*Mobile businesses that operate pop up shops, or appear at markets and other events around the country often use tools like Facebook and Twitter to let customers know where they'll be and what their special offers are.*

*Instagram, Pinterest and Vimeo can be great tools for sharing visual content, helping customers find crafters, photographers, decorators, hairdressers and much more.*

*G&S Organics, an organic farm and box scheme in Northumberland, send monthly newsletters full of farm news and recipe suggestions to their customers. They use Twitter to remind customers about delivery dates, and to highlight special offers.*

*They use their phones to tweet and post pictures of farm life directly from the field, to help customers connect with where their food comes from and to demonstrate what goes on at special events such as butchery or crafting days. Customers add their photos to the Facebook page, to show the meals they've made from the box ingredients.*

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# The benefits of mobile working for your business

Mobile working helps you make efficient use of your time. Travelling time becomes productive as you can work on the train, or quickly catch up with outstanding orders and invoices as you wait for a bus, taxi or local tram service.

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*With mobile apps and online access you can send out invoices or check performances with just a few screen taps.*

*Turning up for a meeting with a customer or supplier with all your business details at your fingertips can help create a confident impression and secure a better deal.*

*When you're busy juggling lots of different tasks, mobile working can really help you save time, work more efficiently and add value to your bottom line.*



Discover how thousands of small businesses are using Sage One to manage their finances and payroll at [uk.sageone.com/blog](http://uk.sageone.com/blog)  
[www.sageone.ie/blog](http://www.sageone.ie/blog)

