New Tips, Tools and Tech Guide Shows Businesses What They Need To Stay Connected and Organized

July 23, 2013 By **Dimitri Jordan**

When running or working in a small business, very early on you'll learn (occasionally the hard way!) that communication is tantamount to productivity. If you can't communicate with clients, partners, or suppliers, your business is basically in a stasis that can't produce much. I work at a business that often needs to make calls every day, to raise funds, set meetings and forward information. However, I also work in the historic district and my building was made in 1859, which has resulted in less than perfect conditions for maintaining solid communicate with our internet / cellular services. **zBoost**, a company that understands that communication is key, has created a small business "**Tips, Tools, and Tech Guide for Staying Connected, Organized, and Entertained**".

zBoost praises the importance of a stable cellular network, and its Guide contains many important factors to keep in mind when creating and maintaining cellular communications:

- First and foremost, it's important to do you research when deciding what devices and services you need. Do you need cellphones? Smartphones and tablets are rapidly becoming business necessities, allowing you to work on the go with all the versatility of a desktop PC. Which carriers offer reliable service in your area and are you in need of cell signal boosters?

- What apps are helpful for what you need to get done? zBoost recommends apps to scan documents from your device camera, social media like **Facebook** and **Twitter** to keep your business **in the loop**, and organizers like **Evernote** to keep things in order.

- **4G technology** is still evolving and branching out, but one that should be **kept in mind** when thinking about cellular devices. 4G is several times faster than 3G, and is often comparable with broadband internet speeds, and it is also able to host multiple users, allowing for all of your phones, tablets, and netbooks to function at top speeds. Businesses need to function flawlessly to maintain productivity and through the effective use of a cellular network this is possible. Owners, and IT departments, need to make sure that they invest the time and effort into choosing what's right for them. A few hours of homework beforehand can end up paying dividends.