Putting the "I" in Practice

Apple's iPad in the Tax & Accounting Profession

Presented by

Gregory L. LaFollette, CPA.CITP

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CPA@Biz – **Director of Product Strategy**
Columnist / Consultant / Speaker
Former
- *Eide Bailly, LLP* – **Senior Manager, Tax and Technology Consulting**
- *The CPA Practice Advisor* – (formerly *The CPA Technology Advisor*) -- **Executive Editor (6 years)**
- *Thomson Reuters (Creative Solutions)* -- **Vice President - Product Strategy (5 years)**
- *LaFollette, Jansa, Brandt & Co. , LLP* -- **Tax & Technology partner (23 years)**

AICPA Committees
- *Journal of Accountancy* – Technology Advisory Board
- Prior Service:
  - CITP Credential Committee – Chair (7 years; Member 4, Chair 3)
  - TECH+/Practitioners Conference -- Planning Committee (6 years)
  - National Accreditation Commission – ad hoc (3 years)
  - Top 10 Technology Initiatives -- Review Committee (5 years)
  - Microcomputer Advisory Services Committee (3 years)
  - National Tax Education Program *(AICPA/UI)* -- Graduate and former Staff Lecturer (12 years)

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Outline

1. Why do we care? – "Disruptive Technology"
2. Wi-Fi or 3G ? Verizon or AT&T?
3. Security
4. Accessories
5. Business Case Scenarios
6. Favorite Apps
7. Discussion / Demos / Questions

Disruptive Technology?

Clayton Christensen in *The Innovator's Dilemma*	How does the iPad measure up?
It initially costs more than the item it is initially seen as replacing	It costs more. The iPad is compared with both the Amazon Kindle and netbook computers and is seen as too expensive in comparison.
It doesn't perform as well as previous devices; innovation is not quite as good as the existing innovation.	Does not perform as well -- too heavy, missing important features, e.g. keyboard, SD slot, USB port, etc.
Customers and market research did not show a great desire for the new innovation or device.	No one was asking for it. Previous tablet offerings have had limited success.
There was confusion about exactly what one would do with it, or how it fits into the existing market.	Why does anyone need it? It is unclear what the "killer app" will be for the iPad.
The initial market was small.	No one had ever had success selling "tablets" before.

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Estimated Unit Sales (in millions)

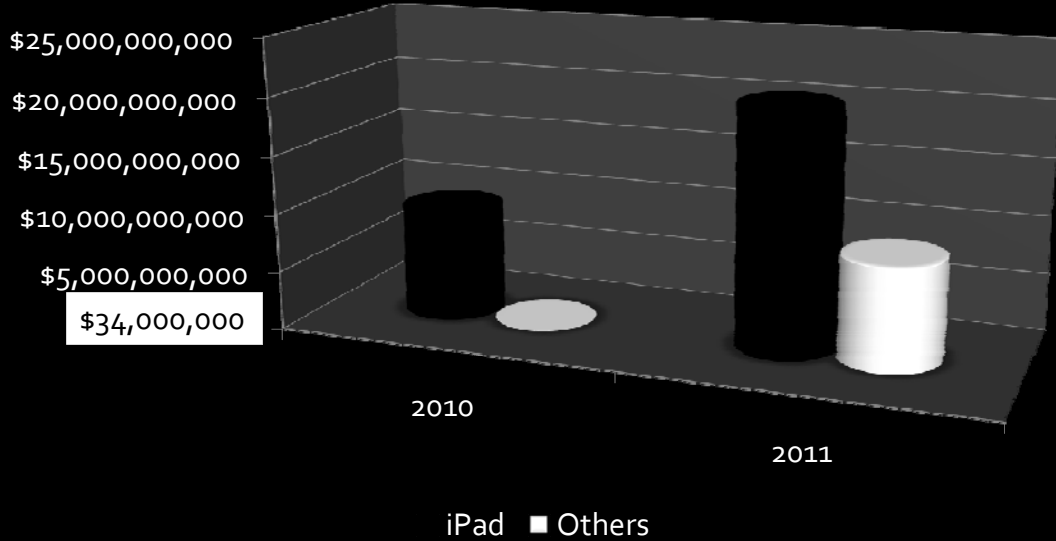|					
45					
40					
35					
30					
25					
20					
15					
10					
5					
0					
2010	2011	2012	2013	2014	2015

iPad Crushes Everyone Else in 2010

No contest.
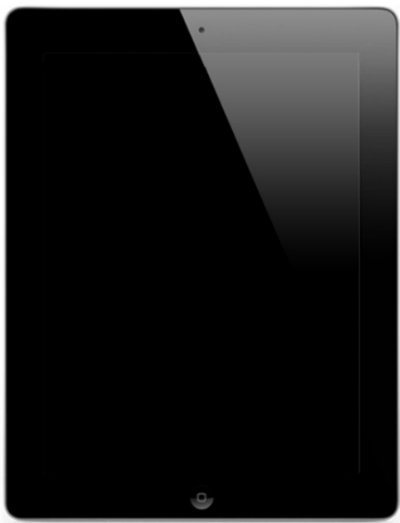
Source: Gartner: Total tablet sales in 2010 = $9.6B

The rest: $34 million   iPad: $9.566 billion

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Apple will grab 70% of the 2011 market

Source: Gartner: Total tablet sales in 2011 = $29.4B

Maybe a Netbook Instead?

"Image" and the Apple glow

- Apple is a MARKETING company
- "Brand of the Year" several times
- # 1 aspirational line of products
- iPad is the most successful consumer product ever launched
- How long will the "wow" factor last?
- Can you really buy "cool"?

Does Size Really Matter?

	Wi-Fi	3G
16GB	$499	$629
32GB	$599	$729
64GB	$699	$829

Any color you want, as long as it's either **BLACK** or **WHITE**!

Wi-Fi only or 3G? Internal or MiFi?

- The **iPad** 3G's all-in-one design is both a feature and a liability.
- No need to transport or charge 2 different devices.
- The MiFi's internet connection can be shared, while the standard iPad 3G is an island unto itself.
- MiFi has a battery life of 3 to 4 hours compared with the Wi-Fi iPad's 10 hours or the iPad 3G's 9 hours.
- The MiFi will turn into sleep mode when not in use.
- No need to be physically attached to the MiFi.
- Unlike the **iPad 3G**, the MiFi uses common replaceable batteries, so you can carry a spare or two and get more usable 3G time than with the **iPad** alone.

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Verizon Plan:

verizon

- The Verizon plans are:
  - 1 GB for $20
  - 3 GB for $35
  - 5 GB for $50.
  - 10 GB for $80
- No contract
  - Pay for 30 days of service, but you can put the service on hiatus and pay for another 30 days whenever you need it
  - Modify directly from the device ---up / down / off / on.

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AT&T Plan:

- $15 per month for 250 MB 2 GB for $25
- Go over 2 GB, you re-up for another 2 GB at $25
- No contract
- Pay for 30 days of service, but you can put the service on hiatus and pay for another 30 days whenever you need it

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Verizon or AT&T?

- Verizon has the same initial cost for hardware as AT&T
- The Verizon Wi-Fi only iPad is CDMA and won't be as easy to use overseas
- Light internet users don't have a 250 MB data option.
- Heavy users benefit from Verizon's data plans.
- Conclusion:
  - With more data flexibility, Verizon's alternative is a compelling value.
  - For those users who want to stream tons of multimedia content, Verizon's is the better alternative.
  - For very light users who only need one connected mobile device, AT&T is likely a better value.

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Security

Control, Protection and Security Issues

1. Deploying a **device passcode** prevents unauthorized users from accessing data or otherwise gaining access to the device.
2. iPad allows timeout periods, passcode strength, and how often the passcode must be changed.
3. Microsoft Exchange ActiveSync passcode policies supported include:
   - Enforce password on device
   - Minimum password length
   - Maximum failed password attempts
   - Numbers and letters both required
   - Inactivity time in minutes
   - Simple password allowed or prohibited
   - Password expiration
   - Password history
   - Policy refresh interval
   - Minimum number of complex characters in a password

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Policy enforcement

The policies described can be set on iPad in two ways.
- If the device is configured to access a Microsoft Exchange account, the Exchange ActiveSync policies are pushed to the device over the air, enabling policies to be enforced and updated without any action by the user.
- Policies can also be distributed as part of a configuration profile for users to install. A profile can be defined so that deleting the profile is possible only with an administrative password. Alternatively, you can define the profile so that it's locked to the device and cannot be removed without completely erasing all of the device contents.

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Device restrictions – is IT in control?

- Device restrictions determine which iPad features your users can access. You can control actions such as application installations.
- Device restrictions allow you to appropriately configure the device and set permissions for employees to use the device in ways that are consistent with your firm practices.
- Restrictions are enforced using a configuration profile, or they can be manually configured on each device.
- The iTunes desktop application can also be configured and controlled by IT. This includes disabling access to explicit content, defining which network services users can access within iTunes, and whether new software updates are available for them to install.

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Data Protection

- **Encryption**
  - 256-bit AES encoding hardware-based is always enabled and cannot be disabled by users.
  - Data backed up in iTunes can be encrypted.
  - When an encrypted configuration profile is stored on the user's device, this capability is enforced automatically. Developers can encrypt data within their own applications.
- **Remote wipe**
  - iPad supports remote wipe. If a device is lost the owner can issue a remote wipe command that removes all data and deactivates the device.
- **Local wipe**
  - Devices can also be configured to automatically initiate a local wipe after several failed passcode attempts. By default, iPad will automatically wipe the device after 10 failed passcode attempts..

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Accessories

Accessories

- Keyboard dock
- USB Power adaptor (in box)
- iPad Charging Adapter
- VGA dock connector to VGA
- iPad Stylus
- ClearTouch Screen protector
- Covers, covers, covers, covers ....

gll recommended

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Accessories

Just Announced

**Seagate® GoFlex Satellite™
Mobile Wireless Storage**

- 500 GB portable hard drive
- MSRP $200
- Up to 5 hour battery life
- 4.72in L x 3.46in W x 1.26in
- Weight: 0.588lb
- Range of up to 150ft
- Device creates its own Wi-Fi network
- Accessible from smartphone or computer, too

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5-in-1 Connection Kit

- www.usbfever.com   gll recommended
- $44.99
- This adapter connects your iPad to:
  - a TV for Video Playback
  - SD card for Data transfer
  - Micro SD (T-Flash) card for Data transfer
  - Computer for Data Sync
  - USB Port for charging
  - Keyboard for data input
  - DC for picture and video input

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Business Uses

Business Use Cases

- Reading a 200 page document!
- Business reading (Flipbook)
- Audio – books & music
- "Back of Napkin" sketches
- Small-scale presentations
- Conference room computing
- Client communication (FaceTime)
- Partners / managers out in the field

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Popular Uses in Practice

- Sales / Marketing – prospective client presentation slides or websites
- One-on-one client meetings
- Partners / managers on short trips – don't need laptops for email, calendar, etc.
- Quick access to application from anywhere – "couch working"
- Great prop for reception area!

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iPad App for Reading Financial Statements

*"Imagine it. What if there were an iPad application for reading financial statements? These won't be the static financial statements -- digital paper like HTML or PDF. I am talking **interactive** information, XBRL in the background allowing all sorts of interesting things to happen, things no one has seen before. It is …. just a matter of time."*

Charlie Hoffman, CPA -- XBRL "founding father"

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The Brix Project (By XBRL US)

- www.XBRL.us
- Free
- Search for a company, or for words in the label of any XBRL tag.
- Build reports of corporate filings, (e.g. balance sheet) and view contents as individually tagged facts.
- Find the frequency of tag usage along with definition and list of companies using that tag.
- Get alerts for a specific company or tag.
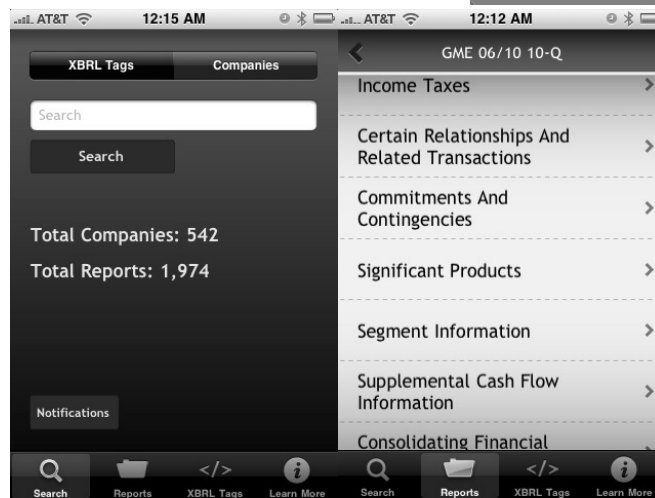
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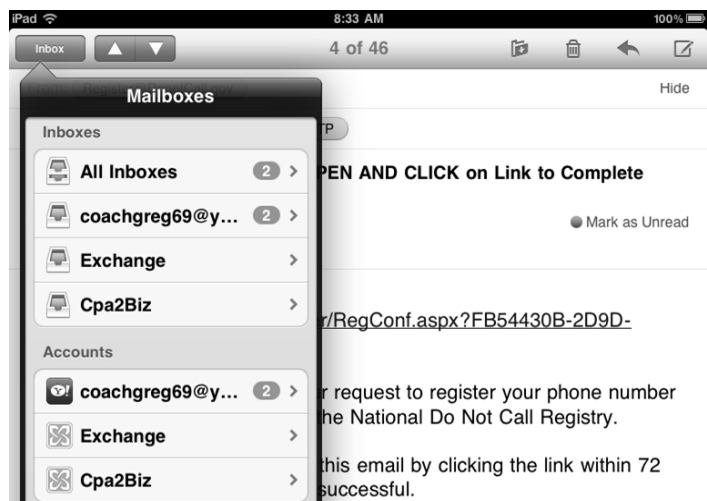# Applications

… it's the APPS, stupid!!

My Favorite Apps

1.	DocumentsToGo	13.	Evernote
2.	Numbers	14.	GoodReader
3.	Penultimate	15.	InstaPaper
4.	New York Times	16.	Square
5.	Flipboard	17.	Citrix Receiver
6.	Desktop Connect	18.	Adobe Ideas
7.	Dictionary & thesaurus	19.	Pages
8.	Elements	20.	Keynote
9.	Kindle	21.	Dragon Dictation
10.	Find My iPad	22.	Dropbox
11.	Facetime	23.	LogMeIn Ignition
12.	PrinterPro	24.	StarWalk
		25.	Fun (Angry Birds, Plants vs. Zombies, Cat Physics)

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My Favorite Apps

1. DocumentsToGo
2. Numbers
3. Penultimate
4. New York Times
5. Flipboard
6. Desktop Connect
7. Dictionary & thesaurus
8. Elements
9. Kindle
10. Find My iPad
11. Facetime
12. PrinterPro
13. Evernote
14. GoodReader
15. InstaPaper
16. Square
17. Citrix Receiver
18. Adobe Ideas
19. Pages
20. Keynote
21. Dragon Dictation
22. Dropbox
23. LogMeIn Ignition
24. StarWalk
25. Fun (Angry Birds, Plants vs. Zombies, Cat Physics)

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Email, Calendar & Contacts

Exchange, Gmail, Yahoo, POP3/IMAP4 accounts – all are "stupid simple"!

iPad 8:33 AM 100%

Inbox   4 of 46   Hide

Mailboxes

Inboxes
- All Inboxes ② >
- coachgreg69@y... ② >
- Exchange >
- Cpa2Biz >

Accounts
- coachgreg69@y... ② >
- Exchange >
- Cpa2Biz >

PEN AND CLICK on Link to Complete

● Mark as Unread

r/RegConf.aspx?FB54430B-2D9D-

r request to register your phone number
he National Do Not Call Registry.

this email by clicking the link within 72
successful.

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Documents To Go (Premium)

- www.dataviz.com/products/documentstogo
- $9.99
- Edit, Create, & View Word, Excel, & Powerpoint
- View PDF, iWork & other file types
- Send & Recieve attachments
- Access and Sync files stored in Google Docs, Dropbox, Box.net, iDisk & SugarSync
- Two-way WiFi file sync with Mac
- This is the app of all apps for iPad file management.
- Giver you the ability to not just view files but also edit them. For the active practitioner -- this is one to have!

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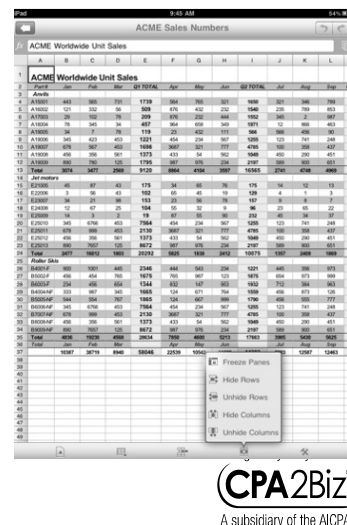
Penultimate

- www.cocoabox.com
- $1.99
- The best-selling handwriting app for iPad.
- Fast, tactile gratification of writing on paper, with digital power and flexibility.
- Take notes, keep sketches, or share, etc.
- Interesting "wrist protection" feature
- Folder organization
- Emailing from inside app

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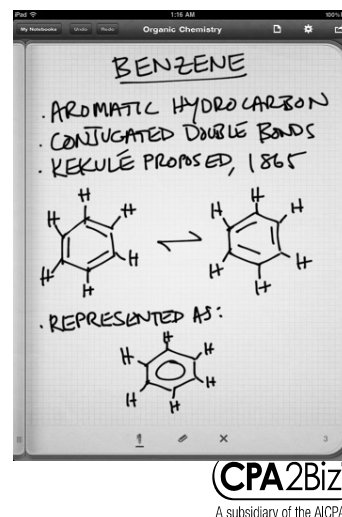
Flipboard

- www.flipboard.com
- Free
- Social magazine application
- Collect the content of social networks and other websites and present them in magazine format
- Allows users to "flip" through their social networking feeds and feeds from websites that have partnered with **Flipboard**
- User interface of the application is designed for intuitive flipping through content. Once the feeds have been setup, the first page seen when the application is opened is a visual list of the content subscribed to.
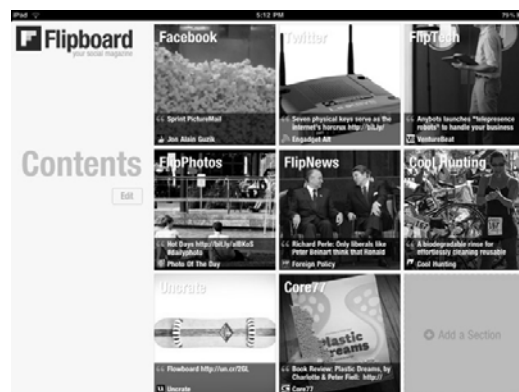
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Find My iPad

- Free
- If your device is lost or stolen, you have the following options:
    - **Display Message or Play Sound**: You can type out a message about where you can be reached for returning your device. And/or you can have a sound played on your device. The message will appear or the sound will play even if your device is locked or set to mute.
    - You can **send a new passcode** to your device which remotely locks it
    - Permanently delete all the data, restoring the device to factory settings. Note the instructions: "*Once wiped, your device will no longer be able to display messages or be located*".
- In most cases, the Find My iPhone service has located my iPad in less than a minute, but one occasion it took almost ten minutes. But out of the handful of times I've used it, it's never failed to locate the device.

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Facetime

Print from the iPad
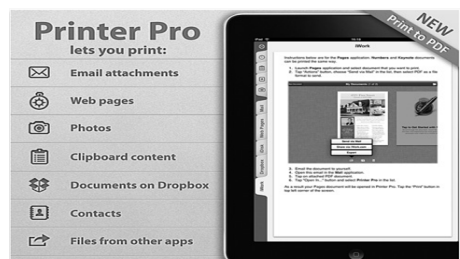## Apple's Airprint (certain printers) or a third party app.

Airprint
- Print to some "enabled" printers.
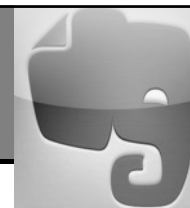- Print right from the iPad
- Included in O/S

Printer Pro
- Print to (almost) any printer.
- Print right from the iPad
- $7 for iPad / $5 iPhone

Printer Pro lets you print:
- ✉ Email attachments
- ⊙ Web pages
- ☐ Photos
- ▤ Clipboard content
- ⚙ Documents on Dropbox
- ▣ Contacts
- ↗ Files from other apps

NEW Print to PDF

Evernote

- www.evernote.com
- Free
- Suite of software and services designed for notetaking and archiving
- A "note" can be a piece of text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note.
- Notes can also have file attachments.
- Notes can then be sorted into folders, tagged, annotated, edited, given comments, and searched.
- Notes automatically synchronized with the Evernote server, letting a user access and edit notes across multiple machines and O/S's, but still view, input and edit data when an internet connection is not available.
- Users can access their note archive via a web interface, with more limited functionality.
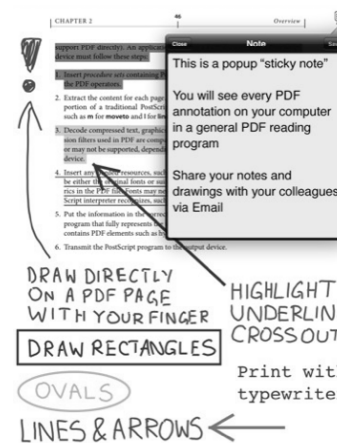
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GoodReader

- www.goodreader.net
- $4.99
- Super-robust PDF reader for iPad.
- The #1 selling non-Apple app for iPad in USA in 2010!
- Read virtually anything: books, movies, maps, pictures.
- Handles huge PDF and TXT files, manuals, large books, magazines, and renderings of 100 mb and more.
- Mark-up PDFs with typewriter text boxes, sticky notes, lines, arrows, and freehand drawings on top of a PDF file.
- Sync your files with iDisk, Dropbox, SugarSync, etc.
- Sync entire folders or individual files separately.

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Instapaper

- Free; Pro version $4.99
- Find great web pages wherever you are, then read them at home or on the go, even without an internet connection.
- Download your unread articles and read them anytime
- Downloads a mostly-text version of each page and formats them for maximum readability.

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Square

- www.SquareUp.com
- Free, card transaction fees extra
- Accept card payments for amounts up to $60.
- Create lists of the items or services you sell
- Free card reader that plugs into your iPad.
- Process cash sales and send receipts to a buyer's email.
- Downloadable record of all your sales.
- Card fees:
  - 2.75% + $0.15 for a swiped card
  - 3.5% + $0.15 for a keyed-in card.
- No monthly fee or minimum and no contract or merchant account required.
- Could be a great app for some of your clients.

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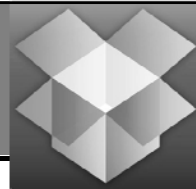**CPA2Biz**
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Citrix Receiver

- www.citrix.com
- Free
- Full connection to Citrix servers

Dropbox

- www.dropbox.com
- Freemium model -- free service = 2 GB; several increments up to 100GB for $200 / year.
- Uses the cloud (Amazon's S3) to store and share files and folders with others across the Internet using file synchronization.
- relatively large number of user clients across a variety of desktop and mobile operating systems
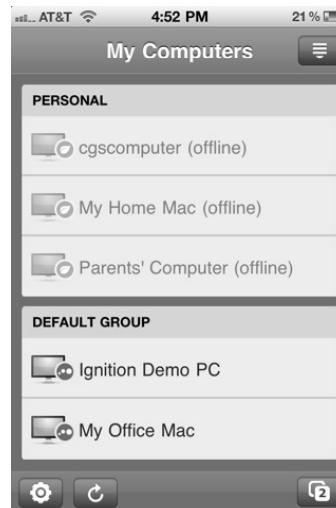
LogMeIn Ignition

- www.LogMeIn.com
- $29.99
- Works with LogMeIn software on an unlimited number of remote computers
- Ignition combines the ease of your iPad with the strength of your computers.
- Opens any file on your home or work computer.
- Edit it with your computer applications.
- Save it to your iPad so you can view and open files, even when w/o connectivity.

Adobe Ideas

- www.adobe.com/products/adobeideas
- Free
- Need to make a rough sketch? Drawings are vector-based, so you can enlarge or reduce drawing elements with getting "the jaggies".
- Easy to zoom in, so you can make it larger if your drawing gets more complicated than you originally expected.
- Separate drawing and photo layers means you can annotate photos -- useful for adding notes to photos taken during a site visit.
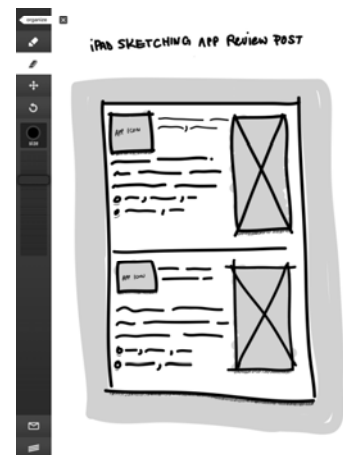
The iPad Business App Toolkit

iPad Office Suite (choose one):
   iWork Suite
   Documents To Go
   Quick Office Connect
Readers:
   iBooks
   Instapaper or **Flipbook**
   Amazon Kindle Reader
File Storage:
   Dropbox
Taking Notes:
   Evernote

PDF Markup:
   GoodReader
Support for Microsoft®
Word, Excel & PowerPoint
      Documents to Go
ToDo And Task Management
   Things
Business Utilities
   ZipThat
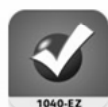   **Citrix Receiver**
   Calculator HD
   AirFiles HD
   Penultimate or Adobe Ideas

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Intuit

TurboTax SnapTax
Finance
Updated Feb 23, 2011
FREE ▼
1040-EZ

Online Payroll
Business
Updated Dec 29, 2010
FREE ▼

QuickBooks Connect
Business
Updated Mar 15, 2011
FREE ▼

DealHood
Lifestyle
Updated Dec 08, 2010
FREE ▼

QuickReceipts
Finance
Updated Oct 16, 2010
FREE ▼

MyTaxRefund
Finance
Updated Mar 09, 2011
⊞ FREE ▼

TaxCaster Mobile
Finance
Updated Nov 16, 2010
FREE ▼

Intuit GoPayment Credit Card Ter...
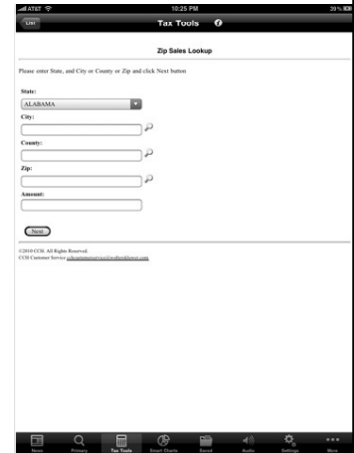Business
Updated Jan 10, 2011
FREE ▼

Tap2Track Mileage
Finance
Updated Jan 29, 2010
$3.99 BUY ▼

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CCH Mobile
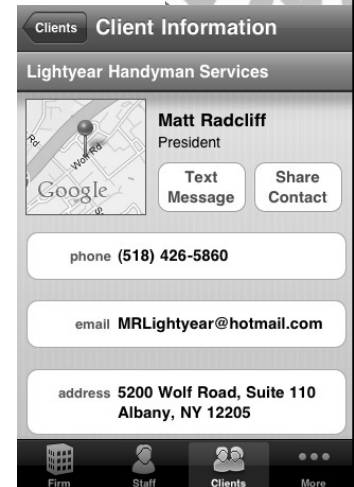
- Provides access to CCH's research content
  - News
  - IRC and Regulations
  - Tax Tools
  - Smart Charts
    - Rates
      Federal
      SALT
      Multistate

Mobile CS

- Thomson Reuters product
- App is free – data download charged per user/month
- Data displayed is fed from Practice CS database
- Over 2,500 downloads in the first 30 days

Personal Entertainment

- StreamToMe
- Netflix
- Google Earth
- SkySafari Lite

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Recommendations:

"Most firms fall into one of two categories. They are trying to build a competitive advantage or trying to defend their competitive advantage. So if they see a lot more firms are using an iPad to be nimble, they will quickly follow suit."

Darren Root
Executive Editor – The CPA Practice Advisor

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Questions .....

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