

September 2010



iPopped™

The ENTERPRIZE SECRET

Path to 'Innovative Value Creation'
By Richard D. Smith, CEO

SMITH-TRG

That rumble you hear
isn't a **storm** . . . it's . . .

your **competition** getting iPopped,
going from Briefcases to iPads & iPhones!



And, in the process . . .



they're
getting
more
competitive.

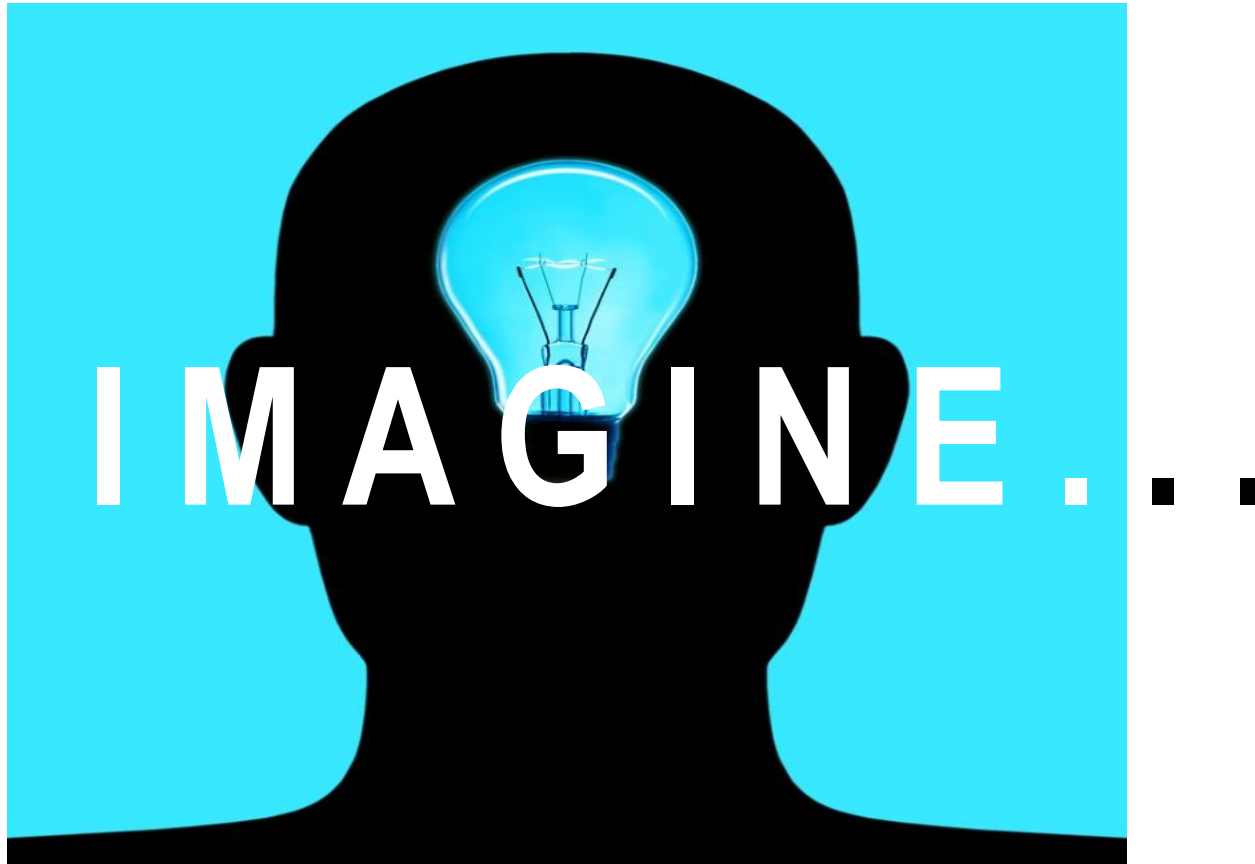


They're Harnessing -

the iPopped/Apple Centric age paradigm shift to further optimize productivity, lower operational costs, and drive creation of new sources of enterprise business value.

iPoppedTM

the Paradigm Shift – led/driven by Steve Jobs as change agent with iPhone (smartphones) & iPad (tablets) as catalysts for market & enterprise transformation.



**YOU. . . CAN ENABLE
EVERYTHING
YOU WANT.**

Higher Productivity
Higher Quality
Lower Complexity
Lower Total Cost of
Ownership & Operation

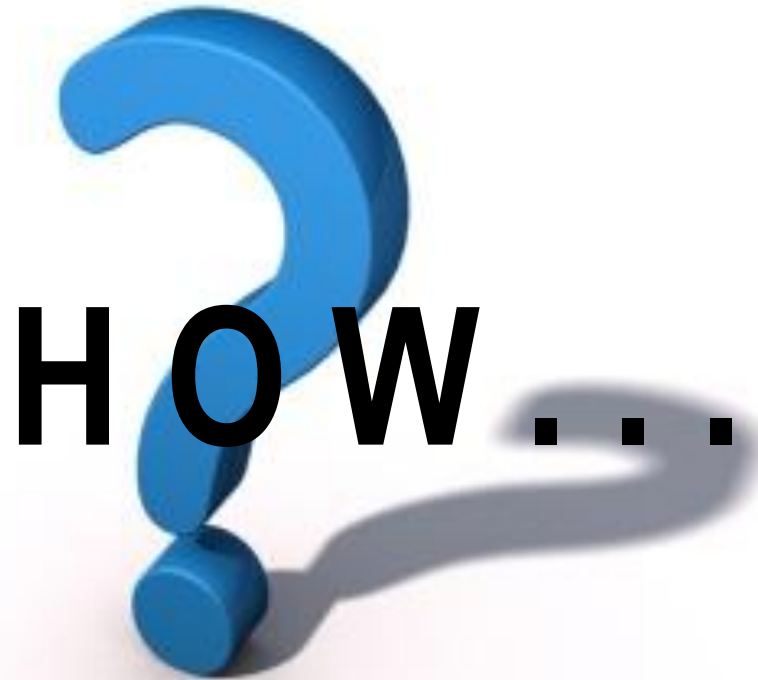
WITH THE
ONE THING
YOU **NEED.**

NEED

70%*
*associated
operating cost
reductions*

(Average results achieved during SMITH-TRG
iPopped Enterprise performance improvement work
with small, mid-market and Global 2000 companies.)*

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To do this . . .

You Need To
KNOW . . .

HOW to Assess & Align *for maximum activity value impact*



Assess - Strategic & Tactical (@ Business Unit, Department, Management Level & Function)

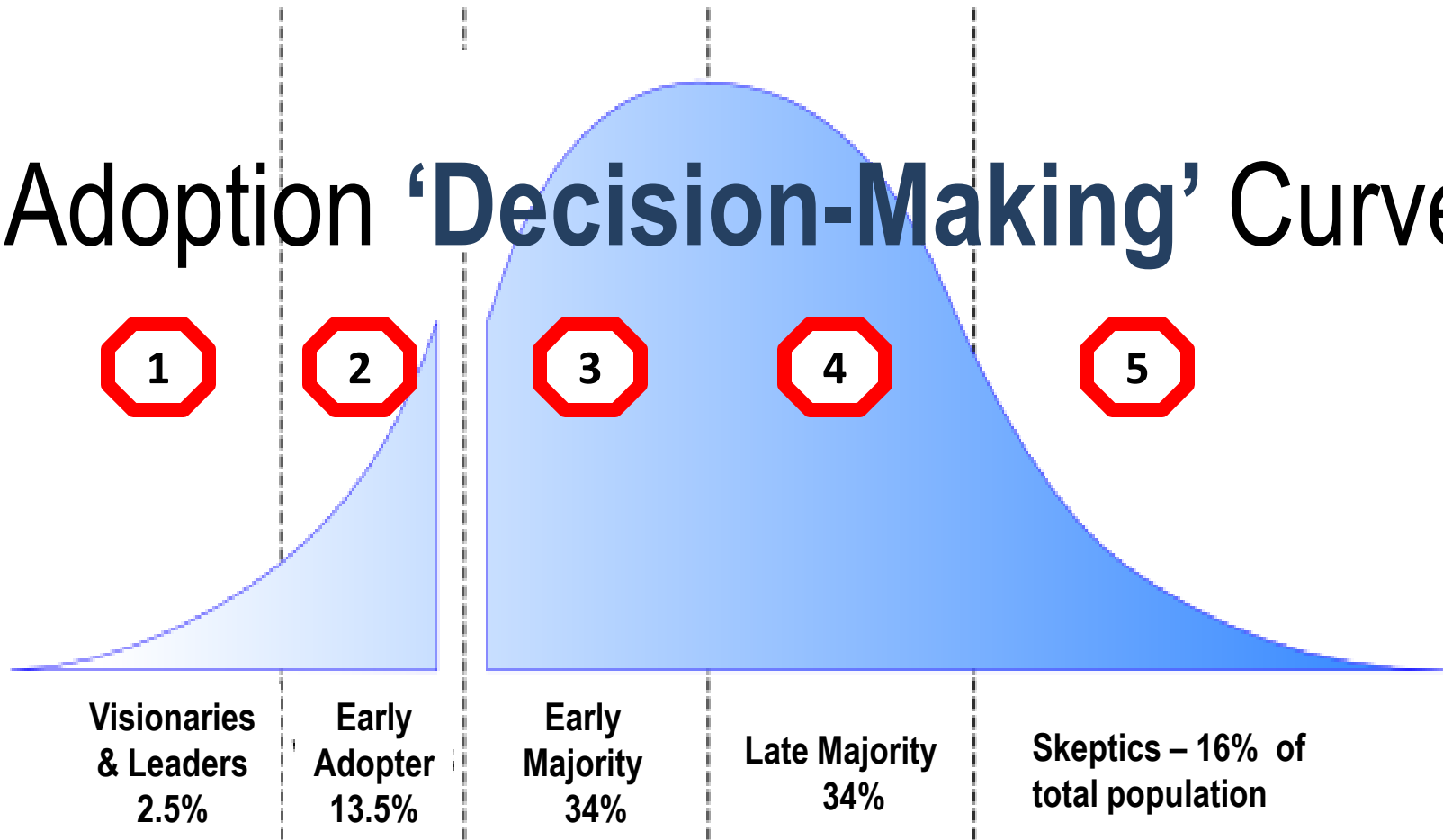


**CXO Stakeholders
Participation
essential**

Determine -
*Where are **you** &
your enterprise on . . .*

Adoption Decision-Making Curve?

Adoption 'Decision-Making' Curve



What's *your* adoption #?



Your adoption #?



WHY
So Important 

ENABLES

Proper Alignment

What's In vs. What's Out



IMPACTS

Potential Derived Value



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TECHNOLOGY...

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*Half of Fortune 100
are testing or
deploying iPads.*



Over 500 applications built for iPad are in the business category.



PHOTO: APPLE

Citrix Systems Inc. app, allowing access to internal corporate programs from the iPad, downloaded over 145,000 times.



WHY
Become iPopped
(in whole or in part)



Good CXO's . . .
Facilitate Change



50%** productivity gain
70%** associated cost savings
Competitive advantage

*(**Average results-achieved by using SMITH-TRG proprietary methodologies & processes during iPopped Enterprise performance improvement work with small, mid-market and Global 2000 companies.)*

Great Ones . . .
Drive It!

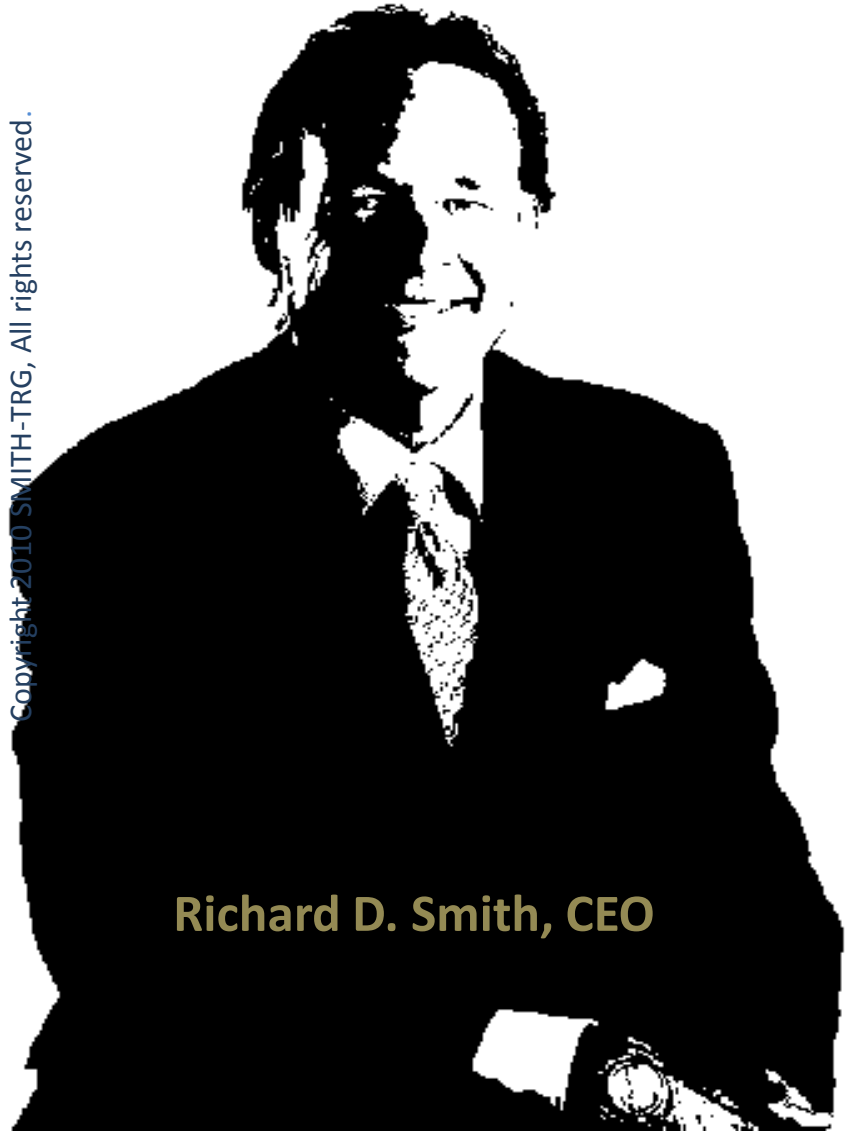


What decision do
you plan to make



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Richard D. Smith, CEO

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iPopped Enterprise
Performance Improvement Assessment
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ABOUT US: OUR *value creation* PRACTICE . . .

Enterprise leaders across industries and lines-of-business (regardless of size) are known for being many things. Patient is not one of them.

Consequently, they want someone who understands creating strategic business value, they desire 'trusted-business advice' and cost effective competitive advantage solutions, and they want and desire them today!

Fortunately, with three decades of performance improvement and value creation consulting, global IT/telecommunications, wireless, and digital-media industry experience, SMITH-TRG excels, not just at developing executable strategies specifically for the client, but developing them quickly.

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SMITH-TRG
enabling value creation

www.SMITH-TRG.com