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The world is going virtual. Letâ€™s take the example of offices. CEOâ€™s have two personal assistants, a the first one is mobile. Instead of a human reminding them of appointments, itâ€™s their smart phones that bling to indicate a meeting time or for that matter a new mail in inbox. Smart Phones not only double up as secretaries, but also laptops. They come handy to make a power point presentation, forecast a graph, keep a tab on stock market, etc. The mobile applications have made a furor in the business world.

Businesses now create customized mobile applications that make operations much easier, simpler and a great time saver. Companies now provide a similar smart phone to all the employees making communication and sharing easy. The moment there is a hitch in sharing, a new application is developed to solve the problem. Thereâ€™s no denying that mobile business applications are versatile and potentially strategic technology that improves information quality and accessibility, increases operational efficiency, and enhances management effectiveness.

The New Age mobile applications have made employees grab the opportunities on the go. Now, they can feed information in real time, eliminating mistakes and decision making a cakewalk. For instance, the reporters equipped with mobile computers can cover a news or sporting event, take digital video or still photographs, compose the text of the news story, and transmit the completed product for editing and immediate publication. Parking control officers use handheld computers to check the registration and violation history of parking offenders. Parking violations are issued immediately and towing/backup can be requested when required.

Given the tons of data that this department maintains, mobile applications like employee data analysis, centralized employee database, employee monitoring, management of the time sheet, etc. have come handy. Added to this, the updates from the mobile interface gets directly stored in the companyâ€™s back-end database giving easy access. The mobile computer even minimizes the employeeâ€™s travel to computer giving him access to the system anywhere and everywhere. For instance, the cleaning and hospitality staff of a hotel is signaled by the central computer wirelessly signals cleaning staff that the rooms are ready for cleaning as and when vacated. Even the problems that are identified during cleaning are reported in real time.

The mobile healthcare worker can access patient records for reference purposes, and is able to update them with current information. The more efficient hand-off between ambulance Emergency medical technicians (EMTs) and hospital staff made possible by mobile computing can save lives that otherwise might have been lost.

The political members stay in touch through continuous access to information and work-in-progress while the stock traders gain immediate access to figures. While the disaster management cuts the information disseminating time, the airlines manage the baggage movement; every business is benefitting from the customized business applications. Whoa! The world is on a new platform. Mobile Applications have cut the 24 days time to 24 hours and this is not a passing phase. Those left behind will have to hunt for a new word to live-in.

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