

# CAN'T WORK WITHOUT ...

Laptop	Fujitsu Siemens Amilo M7400
Printer	Brother MFC5840-CN multifunction device
Phone/PDA	XDA 2 Smartphone



**Bernie Browne: for a marketing professional, good communications and colour imaging are vital**

*In this issue, we begin a new series profiling owner-managers and the IT productivity tools they use in their everyday working lives. Each issue, we will set out to establish if the products delivered a significant return on initial investment in terms of increasing the user's (and the company's) productivity and increased efficiencies.*

**Bernie Browne** is principal of MarketIT and a self-employed marketing consultant based in Co. Galway. For her job, she needs access to high speed broadband but she is outside of a DSL exchange so she needs to look at getting a satellite broadband alternative installed. She is still trying to find a suitable service provider.

She is mobile in that she spends a lot of time on the road on the way to clients in Mayo and in the UK, so she needs a portable computer and a smartphone to help her manage information. Her challenge is to manage the battery life consumption of the laptop and the

smartphone, and manage the data and voice costs that go with accessing the mobile Internet, and e-mail on the go.

Back in her home office, as a marketing professional she has a requirement to print colour marketing collateral on top of the every day mono printed draft documents. So she needs an economical multi-function printer that will give her affordable colour, and allow her to manage her printing output stringently on a monthly basis.

She also needs scanning, copying and integrated fax and e-mail capability.

With this in mind, she installed the inkjet-based Brother MFC5840-CN device with 16Mbytes of memory, two paper trays and four individual inkjet cartridges. It offers colour fax, a colour printer, a colour copier with enlargement, reduction and multi-copying; a colour scanner; and a card reader printing images from a digital camera or mobile phone.

For a smartphone, she specified the XDA 2 from O2 with its PC-like functionality of contacts organiser, web browsing, e-mail and instant messaging, and Pocket Word and Excel. (Did we mention that it's also a phone?)

For her laptop, she went for the very portable Centrino-based Amilo M7400 from Fujitsu Siemens. It offers ample memory in 512Mbyte, a gigantic 80Gbyte hard disk and with Wi-Fi on-board, Bernie will be able to access broadband services in hotels, airports and other hotspots around Ireland and the UK.

She has one reservation about this system already: why is Windows XP Home Edition shipped as the operating system when business users should get the Professional Edition for LAN networking and better security? For a full report on how Bernie gets on with her new tech tools, see our next issue.