



Dan Nixon of Lock It Up Storage (above) equips all of his managers with an iPhone or BlackBerry to ensure that no important business falls through the cracks.

Phoning It In

Innovative applications allow you to use your iPhone or BlackBerry to run your storage business from just about anywhere.

By Tom Comi

There's technology that makes life easier, and then there's technology that can be considered life-altering. It's safe to say that the modern-day cell phone definitely falls into the latter category.

There was a time when a mobile phone was just that. It afforded people the ability to make and receive calls from anywhere around the country. But the game has changed, and smartphones now permit users to e-mail, text, surf the Internet, open documents, watch videos and so much more.

What was once considered a luxury is now a necessity that most storage owners can't live without. Dan Nixon is one of those operators. He owns seven Lock It Up facilities in Utah and is in the process of building two others. He owns an iPhone and admits that it has changed the way he conducts business.

"It's definitely allowed me to multi-task from any location," he said. "I can be talking on the phone, looking at an e-mail and sending somebody else a text. It really is amazing how

it allows you to do so many things at once. I never imagined we would advance as far as we have."

Although Nixon emphasizes that nothing beats the personal contact of being in an office, he has no choice with so many facilities under his stead. As a result, he made sure that all of his managers were equipped with a phone to ensure that they are always accessible.

"Every manager has either an iPhone or a BlackBerry," he said. "I text one of my managers up to 15 times a day. We've had to cut back staff due to the economy, so phones have become an integral part of our virtual call center. If a property gets a call and doesn't pick up after a certain amount of rings, it rolls to another facility."

Regardless of what kind of smartphone you own, there are hundreds of available applications (or "apps") you can own that can help you run your company efficiently. Nixon, for example, says he has been using a manual HP 12c financial calculator for the past few decades (retail price ranges up

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to \$75), and he was able to download it on his iPhone for a fraction of that cost.

SSA *Globe* snooped around to see some of the other nifty applications we could find to help you better run your facility anywhere and anytime. They range in price (many are free), but all of them are almost guaranteed to make your life easier.

An Apple a Day...

Whether it's through your iPhone or iPod Touch, there are lots of great applications that can help you operate your storage facility more effectively. Here are just a few:

- **Sugar Sync:** As much as phones have made our lives easier, we still rely heavily on our daily use of computers. Well, this app permits you to access your files from anywhere, including Word, Excel, PowerPoint, PDFs and photos. The best part: it doesn't use any memory on your phone.
- **iCam:** Can't be everywhere at once? This nifty app allows you to view live streaming video from up to four computer webcams at the same time right there on your phone. Users will also need to acquire iCamSource to stream the webcam video to iCam.
- **Credit Card Terminal:** Let's say you are on the road and a customer calls to rent a storage unit. This innovative device lets you take their credit card payment right there on the spot, ensuring that you don't miss a sale.
- **QuickVoice iP:** Tired of coming up with great ideas with no pen and paper around? That problem no longer exists thanks to this nifty invention, which allows you to record ideas, reminders, to-do lists, etc.



- **Page Once:** For those of you who can't afford a secretary, your savior has arrived. This Personal Productivity Assistant allows you to access your online accounts on one page, including banking, credit cards and social networks.
- **Beam Me:** Nothing gets more cumbersome than handing out or receiving business

cards. They either get lost or thrown into a pile on your desk. With BeamMe, you can shoot your contact information to a customer or client in a matter of seconds through either your phone or e-mail.

- **Print & Share:** Suffice it to say you will never be able to print out of your actual iPhone, but this app does the next best thing by allowing you to wirelessly print from your phone to a local printer.
- **ACTPrinter:** Let's say you are on the way out the door to a business meeting, and you need to bring a file from your computer. Instead of wasting paper by printing the documents out, you can "print" by sending them to your phone and storing the documents. When you get to your meeting, everything you need is right there in the palm of your hand.
- **Nomina:** Sitting on the beach and thinking about opening your own storage facility? This handy application can help you come up with a name, find available Web domains and search for the necessary trademarks.
- **LogMeIn:** We've all been at home and realized we left something important on the office computer. Worry no more. With your iPhone, you can view your desktop remotely and access files right there on the spot.

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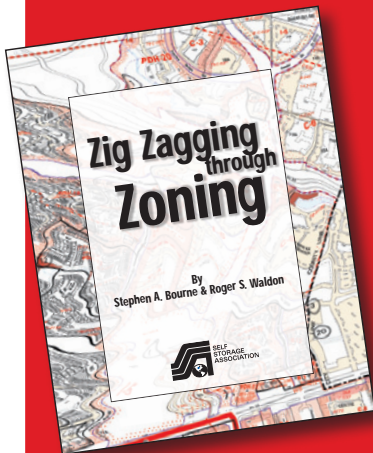
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ZIG ZAGGING THROUGH ZONING for Self Storage Operations

by Stephen Bourne & Roger Waldon

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Back in Black

Much like the iPhone, there are many great apps available that enable you to run your business directly from your BlackBerry. Following are just a few we found especially helpful:

- **Documents To Go:** The premium edition of this app allows you to view, edit and create Microsoft Office files. There's no need to be in the office to open documents in Word, Excel or PowerPoint (as well as Adobe PDF files).
- **PocketMac:** Many BlackBerry customers are under the false impression that their phone is not compatible with their Mac. This free app allows users to sync their calendars, contacts, e-mail and iTunes.
- **BlackBerry Unite!:** This free software is a must-have for the owner or manager of several facilities. You can share documents, pictures and calendars between you and your employees, ensuring that nothing falls through the cracks.
- **JabbLite Blackberry Personal Money Manager:** Nothing is more crucial to a business owner than being able to stay on top of the company's finances. This budgeting program uses spreadsheets to make sure you are never in the dark about money coming in or going out.
- **WorldMate Live:** Just because you're heading to the SSA trade show in Las Vegas this September doesn't mean you have to be out of touch. This app will allow you to check your flight status, share your itineraries and communicate with friends.
- **Vlingo:** Those poor typing skills you've always worried about are no longer a problem. With this voice application, you can simply speak to your phone to send an e-mail or text, call a business colleague or surf the Internet.
- **Pairingo:** Available for both the iPhone and Blackberry, this is billed as the "ultimate Instant Messaging client" for phones and computers. And who can argue otherwise when it allows you to chat with coworkers, send voice messages, and create groups so you can communicate with several people at one time. Sounds like a great way to hold your next staff meeting.
- **Tell Me:** Produced by Microsoft, this forthcoming service (scheduled to roll out in the fall) will allow BlackBerry users to press one button and say what they want to do. For example: "Send John Smith an e-mail," or "Call Jane Doe," or "Text Mike Johnson." This app really could alter how you use your phone both professionally and socially.
- **bluCTRL:** This innovative application turns your BlackBerry into a full wireless Bluetooth keyboard and mouse, giving you the ability to do PowerPoint presentations, roam the Internet, and control your media center from your phone.
- **Beyond411:** The name says it all. This invaluable app goes beyond typical 411 services by providing local and mobile searches that come up much quicker than queries via the Yellow Pages, White Pages or Internet. It's truly a must-have for storage owners. ❖

For more information on the apps mentioned, go to apple.com/iphone/appstore/ or na.blackberry.com/eng/services/appworld/.