



# Business Apps Getting Started Guide

December 2019



Apple at Work

# Contents

When employees have the power to work the way they want, they can do their best work. With thousands of apps for iPad and iPhone, your team can work in more flexible, creative, collaborative, and connected ways. Use this guide to discover some of the great business apps available on the App Store.

Work with documents	3
Be creative	4
Take notes	5
Build forms	5
Plan projects	6
Prioritize tasks	6
Collaborate	7
Manage files	7
Promote your brand	8
Engage customers	8
Enable your sales teams	9
Track time	9
Record expenses	10
Accept payments	10
Manage finances	11
Analyze data	11
Organize shifts	12
Employee wellness	12
Simplified app distribution	13
Additional resources	14

Tap an app name to download it or to learn more on the App Store.

# Work with documents

Create, edit, and share illustrated reports, interactive charts, and persuasive presentations. Work across document formats seamlessly and redefine productivity in your business.

## Documents



### Pages

Quickly craft letters and reports using beautiful Apple templates and styles. Add comments and illustrations using Apple Pencil.



### Microsoft Word

Make impactful text documents, scripts, blogs, write-ups, or resumes. Create, edit, view, and share your files easily.



### Google Docs

Create, edit, and collaborate on the go. Save time and add polish with easy-to-use templates.

## Spreadsheets



### Numbers

Create spreadsheets and easily add images, graphs, and tables. Animate data with interactive charts.



### Microsoft Excel

Build a spreadsheet to meet your specific needs. Implement complex formulas with amazing features.



### Google Sheets

Create and share spreadsheets. Get stuff done anytime—even without an internet connection.

## Presentations



### Keynote

A clean, intuitive interface puts important tools front and center, so everyone on your team can easily add impressive charts, edit photos, and incorporate cinematic effects.



### Microsoft PowerPoint

Make a lasting impression with powerful and customizable presentations that stand out.



### Google Slides

Create new presentations or edit slides that were created on the web or on another device.

## PDFs



### PDF Reader Pro

Annotate, bookmark, combine, and split PDFs. Easily fill out forms, all from your iPhone or iPad.



### PDF Expert

Read, highlight, sign, and complete PDFs. Edit existing PDF text, replace images, and hide sensitive data.



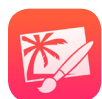
### Adobe Acrobat Reader

View, annotate, and sign PDFs. Use your finger or Apple Pencil to electronically sign any PDF document.

# Be creative

Express your creativity and bring your business ideas to life. Communicate in style with apps that will get you drawing and editing images in no time.

## Photos



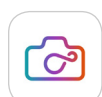
### Pixelmator

Touch up and enhance images, and sketch, paint, and create advanced image compositions.



### Camera+ 2

Shoot and edit using tools that work consistently across iPhone and iPad.



### Infiltr

Choose from more than seven million filters to enhance photos, videos, live photos, depth photos, and animated GIFs.



### Adobe Photoshop Fix

Easily retouch and restore images. Heal, smooth, lighten, and other adjustments give you the precise look you're after.



### Affinity Photo

This robust professional photo editing app offers a full range of fluid Multi-Touch gestures and Apple Pencil precision.

## Drawing



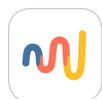
### Procreate

Dual-texture brushes and groundbreaking canvas resolution help you create beautiful sketches, inspiring paintings, and stunning illustrations anywhere you go.



### Affinity Designer

Fast, powerful, and precise design tools make it easy to collaborate with other creative professionals on marketing materials, websites, icons, UI design, or concept art.



### Paper by WeTransfer

Sketch, draw, diagram, color, and jot down notes and ideas anywhere using this immersive sketching app.

## Models



### Adobe Spark Page

Create professional-looking graphics, web pages, and videos in minutes. Browse templates or start from scratch.



### AutoCAD

View, create, edit, and share DWG files with easy-to-use drawing and drafting tools on iPhone and iPad.



### Shapr 3D CAD Modeling

Solid 3D modeling is easy with a powerful geometric modeling engine and a robust, integrated toolkit.



### uMake

Create immersive 3D content on the go with intuitive tools and an enhanced viewing experience.



### Inspire Pro

A proprietary painting engine provides an incredibly fast and realistic painting, drawing, and sketching experience.



### Adobe Photoshop Sketch

Capture your creativity wherever inspiration strikes with realistic pens, pencils, and watercolors, and show off your creative process with an autogenerated time-lapse video.



### Adobe Illustrator Draw

Create beautiful free-form vector designs, and turn your ideas into production-quality artwork.

# Take notes

Break away from traditional note-taking with these apps, and add audio clips, sketches, checklists, and more. Capture and organize your thoughts quickly and easily. And be more productive in meetings by focusing on the discussion instead of the notes.



## Notes

Notes is the best place to jot down quick thoughts or to save longer notes filled with checklists, images, web links, scanned documents, handwritten notes, or sketches.



## Voice Memos

Turn your iPhone or iPad into a portable recording device. Use the built-in microphone to create recordings and edit them on your device, then share with friends.



## Nebo

With a few taps and strokes, you can format your handwritten text as titles, paragraphs, and bulleted lists.



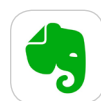
## CaptureAudio

Record presentations and meetings, add your own notes, pinpoint critical topics with flags, and more.



## GoodNotes 4

Take beautiful handwritten notes, and annotate PDF documents. Search your notes with the vector ink engine.



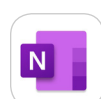
## Evernote

Capture, organize, and share notes from anywhere. Your best ideas are always with you and always in sync.



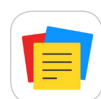
## Notability

Combine handwriting, photos, and typing in a single note and capture every detail.



## Microsoft OneNote

Create your very own digital notebook for organizing notes in the way that works best for you.



## Notebook

Take notes, add files, create checklists, make sketches, record audio, and capture moments.



## Noted

Noted is a beautiful audio recording and note-taking app for lectures, meetings, interviews, and more.



## Bear

This beautiful, flexible writing app is perfect for crafting notes, prose, code, and sketches.

# Build forms

Eliminate reams of paper with these apps for building electronic forms right on your iPhone or iPad. Whatever your document flow, you can get more accurate data and easily capture, combine, and share results.



## DocuSign

Get documents signed for free easily and securely—with no monthly limit.



## FastField Mobile Forms

Instantly deploy your forms to a mobile workforce and collect cleaner, richer data in real time.



## SignNow

Send documents to clients or coworkers that they can sign using just their finger.



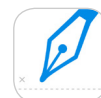
## iAuditor

Easily build your inspection forms. Complete inspections, assign corrective actions, and share reports all on your device.



## GoCanvas

Automate paperwork and digitize processes by creating digital forms and checklists.



## SignEasy

Easily self-sign documents, collect signatures in person, or send tracked documents to customers.



## Adobe Fill & Sign

Fill, sign, and send any forms fast. Snap a picture of a paper form and fill it in on your iPhone or iPad.

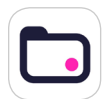


## ProntoForms - Mobile Forms

Make it easy for remote workers to collect and access data, and share results automatically.

# Plan projects

Make your projects run like clockwork with apps to help you plan, visualize, monitor, and share activities and actions. Redefine project efficiency without going into the office.



## Teamwork Projects

Manage ongoing projects within your Teamwork.com account. Complete tasks, meet milestones, share files, track time, and much more.



## Basecamp 3

Increase accountability and communicate more efficiently with to-do lists, messaging, schedules, reports, and more.



## OmniPlan 3

Visualize, maintain, and simplify your projects. Break down tasks, optimize resources, and monitor your plan.



## Microsoft Visio Viewer

View and interact with Visio diagrams directly from your iPhone or iPad.



## MindNode 6

Capture your thoughts and easily explore the connections between them to organize and share your ideas.



## Smartsheet

Create, edit, and share work with your team so that everyone has the latest information.



## Trello

Use boards, lists, and cards to organize and prioritize your projects in a fun, flexible, and collaborative way.



## OmniOutliner 3

Create perfect outlines with smart columns, scriptability, custom styles, templates, and more.



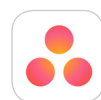
## Agenda

Plan and document your projects using this date-focused app for taking notes.



## MeisterTask

Create visual project boards, invite team members, and collaborate in real time.



## Asana

Quickly capture tasks, to-dos, reminders, and ideas, and stay on top of your work from anywhere.

# Prioritize tasks

Keep on top of your to-do list, however complex the task. Add actions that alert you at the right time and place so you can stay focused on the task at hand.



## Shortcuts

Streamline the things you do often using Shortcuts. Siri can intelligently pair your daily routines with third-party apps to suggest convenient shortcuts.



## Reminders

Reminders helps you keep track of all the things you need to do throughout your workday, like schedule meetings, send emails, follow up on projects, and so much more.



## Things 3

Easily collect your thoughts, create projects for each of your goals, and plan the steps needed to reach them.



## Todoist

Keep track of everything—from simple errands to your most ambitious projects.



## Wunderlist

Get things done with simple to-do list and task management tools.



## 2Do

Create simple tasks, checklists, and projects with subtasks, notes, attachments, and alarms.



## OmniFocus 3

Create projects and tasks, organize them with tags, and focus on what you can do right now.



# Collaborate

Stay in touch with customers, colleagues, and partners, and expand your reach through social media with powerful apps that keep you connected and up to date.



## Messages

Use Messages to send and receive texts, photos, videos, personalized effects, and more.



## FaceTime

Use FaceTime to quickly connect with your team, no matter where they are. FaceTime supports video and audio with up to 32 people at once.



## Podio

Use one app to get teams working in sync with integrated content, conversations, and processes, and run your projects from anywhere.



## Zoom Cloud Meetings

Start or join a 100-person meeting with flawless video, crystal clear audio, and instant screen sharing and messaging.



## Join.me

Join a conference call, host a video conference, and share content no matter where you are.



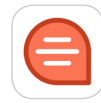
## Yammer

Connect to the right people in your organization, and share and search for information across teams, projects, and ideas.



## Slack

Collaborate in a hub that creates channels for conversation by topic, project, and team.



## Quip

Collaboration is fast and easy in this simple place for work teams to create living documents.



## Skype

Talk, chat, and collaborate with colleagues. Call local phones around the world with affordable rates.



## Cisco Jabber

Collaborate with instant messaging (IM), voice, voice messaging, and video calling capabilities.



## Cisco Webex Meetings

Join and present from any meeting, event, or training session with industry-leading audio and video.



## Moxtra Individual

Present, secure feedback, and get approvals on content to close business deals on the go.



## Cisco WebEx Teams

Move work forward in secure work spaces where everyone can contribute anytime.

# Manage files

Access and share your business documents from a range of cloud storage providers. Work more effectively with a single set of data across all your devices.



## Files

The Files app brings all your documents together so you can browse, search, and organize them in one place, including files located in third-party storage providers like OneDrive, Box, and Dropbox.



## Google Drive

View documents, search files, set permissions, and enable viewing of files offline.



## Microsoft OneDrive

Easily get to and share your documents, photos, and other files from your iPhone and iPad.



## Dropbox

This creative collaboration space brings files together in one central place and safely syncs them across all devices.



## Box

Securely store, manage, and share all your files, photos, and documents with 10GB of free cloud storage.



## Adobe Creative Cloud

Manage your files, view a tutorial, and download apps. Search, browse, and preview Photoshop, Illustrator, and InDesign design assets.

# Promote your brand

Use these apps to manage your digital marketing, raise your profile, and create campaigns that will get everyone talking about your business.



## Buffer

Schedule posts and track performance of your content on Facebook, Instagram, Twitter, and more.



## Weebly

Create, launch, and grow your online business, website, or blog. Simplify build processes with drag and drop.



## MailChimp

Create and send emails, manage subscribers, and stay on top of your marketing.



## WordPress

Manage or create your WordPress blog or website. Create and edit posts, view stats, and reply to comments.



## Zoho Campaigns

Create and send emails, manage subscribers, and stay on top of your marketing.



## Marketo Moments

See how your most recent campaigns are performing and take action on upcoming campaigns, all from the convenience of your iPhone or iPad.



## LinkedIn

Discover and connect with others, nurture relationships, search and apply for jobs, and get updates on topics and companies.



## GoDaddy

Put your big idea online and watch it grow with a domain name and website—all from your iPhone or iPad.



## Wix

Engage with people, manage your business, and do more on the go with your own customizable mobile place on the Wix app.



## Marketo Events

Quickly and easily check attendees into your events and seamlessly sync data back to your Marketo program using multiple iPad devices.

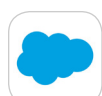


## HootSuite

Share and schedule posts from your Twitter, Facebook, Instagram, and LinkedIn accounts.

# Engage customers

Turn more prospects into customers and watch your business grow. Then deliver a great experience that keeps them coming back for more.



## Salesforce

Easily log, manage, and analyze customer activity with a suite of customer relationship management tools.



## ForceManager CRM

Increase accountability and communicate more efficiently with to-do lists, messaging, schedules, and reports.



## Zendesk Support

Track, prioritize, and solve customer support tickets in a beautifully simple system.



## Daylite

Manage customers, prospects, and vendors easily from one place.



## PocketSuite

Send your clients messages, take notes, make outbound calls, schedule follow-ups, create client records, and more.



## ScreenMeet Support

Make it easy for customers to share their screens directly with your support teams to resolve issues remotely.



## Cloze Relationship Management

Analyze data and use your data discoveries. See everything about your contacts—including email, meetings, and phone calls—all in one place.



# Enable your sales teams

Provide your sales teams with engaging, relevant content that they can access anywhere. Onboard and train your teams quickly by making it easy to discover, learn, and share the right content.



## **Zunos**

Use Zunos to provide interactive assessments, curate content, or deliver a tailored learning experience.



## **Showpad**

Empower your sales teams with one platform for onboarding, training, coaching, and sales content management.



## **Apple Books**

With even more options to create content for Apple Books, it's easier than ever to deliver engaging, interactive content to your audience.

# Track time

Your time is valuable. Keep track of how much you allocate to different projects and customers, and create professional invoices for clients in seconds.



## **HoursTracker**

Clock in and out as you work. Easily track your time and calculate earnings for one or more jobs.



## **Helios**

Organize important tasks and focus your attention with this simple time-tracking tool for freelancers and remote workers.



## **Time Master + Billing**

Track time and expenses, display reports, and generate professional PDF invoices right from your iPhone or iPad.



## **Invoice2go**

Send professional invoices and estimates to your customers, and get paid faster.



## **Timelines Time Tracking**

Understand where you spend your time and find ways to improve your routines, be more efficient, and achieve more.



## **Hours Time Tracking**

With a visual timeline, smart reminders, and detailed reporting, Hours makes time tracking easy.

# Record expenses

No need to spend office time completing expense reports. These apps let you quickly create and manage business expenses on the go.



## XpenseTracker

Track and report all your business expenses and mileage, and export reports and photo receipts directly to your desktop.



## Zoho Expense

Automate business and travel expense management and reduce the time you spend recording receipts and preparing expense reports.



## Everlance

This automatic mileage and expense tracker uses GPS to create a mileage log and connect with your bank card to produce expense reports.



## Expensify

Manage expense reports and track receipts and business travel for small businesses, accounts, and individuals.



## SAP Concur

Existing SAP Concur users can use this companion app to book travel, complete expense reports, and approve invoices.



## MileIQ

Automatically track and record your mileage as you drive your car for business.

# Accept payments

Take payments on the spot—no matter where you are. With innovative apps and payment solutions on iPhone and iPad, you're always open for business.



## Square Point of Sale

Accept debit and credit cards, EMV chip cards, and Apple Pay with the Square Reader. Keep track of sales and inventory in real time.



## talech Register

Take orders, accept payments, manage your inventory, and access customer information using a simple, intuitive interface.



## PayPal Here

Accept debit and credit cards, send invoices, track payments, and get paid with this mobile POS solution.



## Vend POS

Sell on the go, stay close to your customers, and manage and grow your retail business from anywhere in the world with this retail POS solution.



## TouchBistro Point of Sale

Take the guesswork out of ordering and staffing, streamline payments, improve menu management, and generate detailed reports for your restaurant.



## QuickBooks GoPayment POS

Accept credit and bank transfer payments, and track everything from one place.



## Revel POS

This feature-rich business management platform integrates all operations and customer channels into a single POS dashboard.



## iZettle Pro

Accept payments and increase sales with this point-of-sale app designed specifically for bars, cafés, and restaurants.



## Shopify

Run your business wherever you are. Whether you have one or multiple Shopify stores, this app makes it easy to manage your orders and products, connect with staff, and track sales.



## ShopKeep Point of Sale

Keep track of sales, manage inventory, simplify staff management, and more on iPad.

# Manage finances

Look after your business finances with these accounting solutions for iOS and iPadOS. Issue invoices, run payroll, manage cash flow, and keep your business running smoothly.



## Kashoo Cloud Accounting

Get all the accounting support your small business needs, including professional reporting, invoicing, and expense tracking.



## FB Classic

Manage your small business with this cloud-based accounting software for small businesses. Send invoices and track and manage expenses seamlessly.



## SurePayroll for Employers

Securely pay your employees and contractors in minutes from anywhere with your iPhone or iPad—and let SurePayroll handle the payroll taxes.



## QuickBooks Payroll

Complete payroll tasks for your employees with ease. Run payroll, pay taxes, and rest easy with bank-level security.



## Xero

Easily reconcile and send invoices, create expense claims, and record receipts knowing your encrypted data is saved securely in the cloud.



## QuickBooks Accounting

Easily manage your business's expenses and cash flow. Create invoices and view profit and loss.

# Analyze data

Make reports work harder with rich graphics and interactivity. Take your data visualizations to the next level and generate insights into your business like never before.



## Tableau Mobile

Stay on top of your data from anywhere. View dashboards, and scroll, search, and filter data sets.



## SAP Analytics Cloud Roambi

Create and deliver rich, interactive reports, charts, dashboards, KPIs, analytics, and data visualizations.



## Numerics

Design beautiful, accessible dashboards that connect to your business data securely and in real time.



## Microsoft Power BI

Access data, get notifications, annotate, and share using powerful features that enable decision-making.



## QlikView mobile

Analyze data and use your discoveries to support decision-making.



## MicroStrategy Mobile for iPad

Now MicroStrategy customers can go mobile with existing enterprise and information systems.

# Organize shifts

Manage your team, track attendance, and integrate your payroll. With these apps, you can make sure you have the right people in place at the right time.



## Crew Messaging and Scheduling

Simplify team communication, create group messages, schedule shifts, and assign tasks.



## Planday Employee Scheduling

Streamline management and employee scheduling for hourly workers and improve your administrative efficiency.



## Deputy: Shift Schedule Maker

Manage employee rosters, plan shifts, communicate with teams, review tasks, manage payroll, and get greater insight and control of your business.

# Employee wellness

From reminders to stand up to reaching fitness goals, a focus on wellness keeps your employees healthy, energized, and productive throughout the day.



## Challenges - Compete, Get Fit

Get fit and compete with friends, family, and coworkers through team-based challenges.



## Headspace

Relax with guided meditations and mindfulness techniques that bring calm, wellness, and balance to your life.



## MyFitnessPal

Set calorie goals, record your daily food and exercise, and start changing your life today.

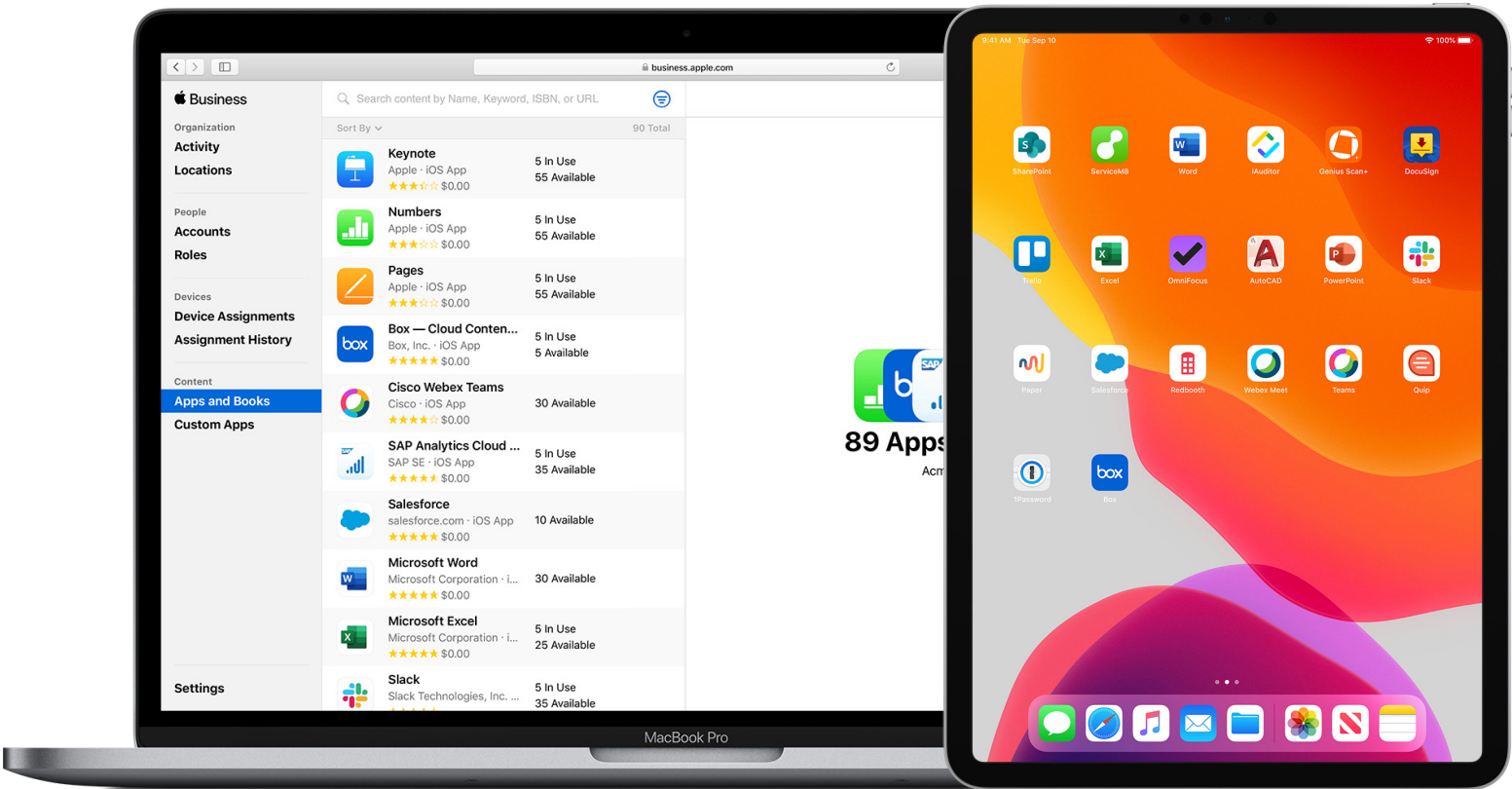
# Simplified app distribution

## Get started in one central place.

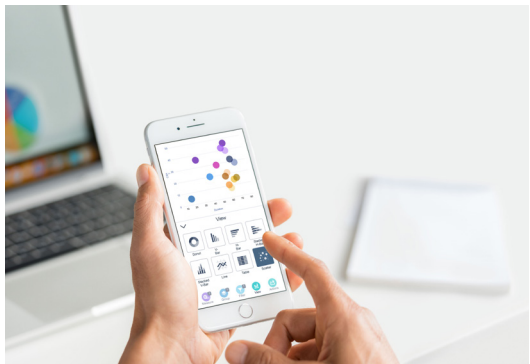
Apple Business Manager makes it easy to find, buy, and distribute apps and books in volume to meet your every business need.

Distribute apps purchased through Apple Business Manager easily through a mobile device management (MDM) solution to users or devices in any country where the apps are available. And with Volume Credit, you can use purchase orders to buy content through your reseller. Apple Business Manager works seamlessly with popular MDM solutions like Jamf, VMware, and MobileIron.

[Learn more ↗](#)



# Additional resources



## App Store

There are over 235,000 apps on the App Store designed to make your business more powerful, capable, and mobile.

[Go to the App Store for Business ↗](#)



## Apple at Work

iPhone, iPad, and Mac are the best tools for business. Learn more about Apple products, platforms, partners, and other resources to help you get started.

[Learn more ↗](#)



## Today at Apple

Make your best work even better with hands-on sessions for business that range from photography and video to art and design. Join us to explore tools, discover apps, and get inspired to accomplish more.

[Discover now ↗](#)