



Business Apps Getting Started Guide



Apple at Work

Contents

Apple devices are ready for business. With powerful built-in apps, and thousands of apps for business on the App Store, you can transform the way work gets done and tap into better productivity and collaboration. Use this guide to discover some of the great business apps available allowing you to work anywhere, anytime.

Work with documents	3
Manage files	4
Work with teams	4
Prioritize tasks	5
Take notes	5
Manage customer relationships	6
Enable sales	6
Record expenses	7
Analyze data	7
Track time	8
Plan projects	8
Build forms	9
Manage social media	9
Launch email campaigns	10
Build an online presence	10
Be creative	11
Maintain wellness	12
Manage finances	12
Accept payments	13
Organize employee shifts	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 business.

Documents



Pages

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



Microsoft Word

Create, edit, view, and share your Word files with others quickly and easily.



Google Docs: Sync, Edit, Share

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

Spreadsheets



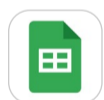
Numbers

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



Microsoft Excel

Build, edit, and share your spreadsheets using Excel. Rich formatting and layout options help you convey complex data easily from any device.



Google Sheets

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

Presentations



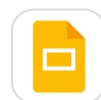
Keynote

Keynote makes it easy to create stunning and memorable presentations. With real-time collaboration, your team can work together from any device.



Microsoft PowerPoint

Customize and edit PowerPoint presentations on the go. Collaborate with coworkers or clients on the same file no matter what device they use.



Google Slides

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

PDFs



PDF Reader Pro - Sign, Edit PDF

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



PDF Expert: Read, Edit, & Sign

Download advanced PDF editing capabilities created for Apple devices. Highlight and annotate PDFs, add images, signatures, links, and more.



Adobe Acrobat Reader: Edit PDF

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

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.



Microsoft OneDrive

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



Box: The Content Cloud

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



Files

Browse, search, and organize all your documents together 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.



Dropbox: Cloud Files Storage

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

Work with teams

Work with customers, colleagues, and partners with powerful apps that keep you connected and up to date.

Communicate



Webex

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



Zoom - One Platform to Connect

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



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.



Google Meet

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



Cisco Jabber

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



Skype for iPad

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

Collaborate



Slack

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



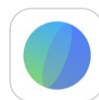
Quip - Docs, Chat, Sheets

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



Podio

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



Moxo

Streamline the entire client management lifecycle, from onboarding to servicing and exception handling, all in one app.



Yammer

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



Messages

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

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. And with the help of Siri, you can set reminders hands free.



Things 3

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



Todoist: To-Do List & Planner

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 - Todo List, Tasks & Notes

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.

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.



Microsoft OneNote

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



Notes

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



Voice Memos

Use the built-in microphone on iPhone or iPad to create recordings, edit them on your device, and share with coworkers.



Nebo: Notes & PDF Annotations

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



Simplenote

Easily search through notes with keyword highlighting, tags, and advanced sorting options.



GoodNotes 5

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



Evernote - Notes Organizer

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



Notability

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



Notebook - Notes, To-do, Journal

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.

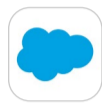


Bear - Markdown Notes

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

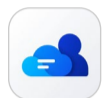
Manage customer relationships

Manage your sales pipeline, track customer activity, and close deals faster with CRM tools.



Salesforce

Easily log, manage, and analyze customer activity with a suite of customer relationship management tools, whether you're in the office or on the go.



SAP Sales Cloud

Access your SAP Sales Cloud data on the go to gain customer insights, collaborate with teams, and communicate better with your network.



Hubspot CRM: Grow better

Make calls, view reports, and manage customer contacts all in one place. Automatically log calls when you change up, assign tickets, and collaborate with your team.



Zoho CRM - Sales & Marketing

Engage with customers, convert leads, and close more deals. Monitor your sales pipeline and easily connect with customers anytime, anywhere.



Oracle CX Sales

Use this mobile app as the hub for everything you need to know and do to track and communicate with your customers.



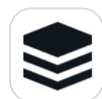
ForceManager mobile CRM

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



Zendesk Sell

Track communications, use email templates, add geolocations, or create mobile reports—while on the go or at your desk.



SugarCRM

Get convenient access to all of your CRM information, including Contacts, Accounts, Leads, Activities, and custom Sugar modules.

Enable sales

Access your company's customer-facing content to conduct engaging meetings and share relevant content to customers.



Ingage Presentations

Quickly design pages with your images, videos, and text to share instantly with clients or team members.



Prezi Viewer

Practice and review your presentations on the go. When you're ready to present, connect to a larger screen using AirPlay.



FlowVella Presentation App

Combine words, images, videos, links, galleries, and PDFs to transform your story into an interactive, engaging conversation.



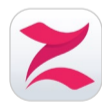
Apple Books

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



Bigtincan Hub

Securely access content specific to your job function, so you have the right content at your fingertips to drive more sales.



Zunos

Get to know your company's products and sales strategies through an interactive and custom learning experience.



Showpad

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

Record expenses

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



SAP Concur

Book travel, complete expense reports, and approve invoices on the go.



Zoho Expense - Expense Reports

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



Expensify: Receipts & Expenses

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



MileIQ: Mileage Tracker & Log

Track and record your mileage automatically as you travel to different customer accounts.



XpenseTracker Pro

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



Mileage Tracker by Everlance

Automatically create a mileage log based on your GPS location or expense report based on your corporate card activity.

Analyze data

Generate insights through data visualizations and make reports with rich graphics and interactivity that take your analytics to the next level.



Tableau Mobile

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



MicroStrategy Mobile for iPad

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



Numerics - Business Dashboards

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



Microsoft Power BI

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



Spotfire Analytics

Easily visualize, aggregate, and drill into data sets to gain insights across your organization.

Track time

Keep track of how much you allocate to different projects and customers in order to bill your time accurately.



HoursTracker: Hours & Pay

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



Helios

Focus your attention on work by using a simple time-tracking tool made for remote workers and freelancers.



Time Master + Billing

Track time and expenses, display reports, and generate professional PDF invoices.



Timelines Time Tracking

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



Hours TimeLord - Time Tracker

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

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.



Microsoft Planner

Create new plans, organize and assign tasks, share files, chat with project members, and get updates on progress.



Basecamp - Project Management

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



OmniPlan 4 for Enterprise

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



Notion

Easily drag and drop content, add rich media, and create planning dashboards with your team.



MindNode - Mind Map & Outline

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



Smartsheet: Teams & Projects

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



Trello: organize anything!

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.



Task Management: MeisterTask

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

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 - Upload & Sign Docs

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



Signeasy - Sign and Fill Docs

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



signNow: e-Signature app

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



Adobe Fill & Sign - Form Filler

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



GoCanvas - Business Forms

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



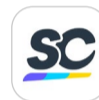
FastField Mobile Forms

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



ProntoForms - Mobile Forms

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



SafetyCulture (iAuditor)

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

Manage social media

Create and launch ads to increase brand awareness and reach new and existing customers.



Buffer: Plan & Schedule Posts

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



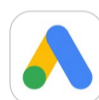
Hootsuite - Social Media Tools

Create social media content, schedule and publish posts, monitor activity and mentions, and manage comments and messages from your iPhone and iPad.



Insta Marketing Tool: smmhub

Manage your company's Instagram account. Plan content, edit photos and attract new customers.



Google Ads

Track your social campaigns on the go in real time. Review high-impact recommendations to improve performance.

Launch email campaigns

Build and track the effectiveness of your email campaigns and nurture customers through the sales funnel faster.



Constant Contact

Compose and schedule emails on the go with this intuitive mobile editor. Manage contact lists and track the progress of emails and posts, including opens and click-throughs.



MailChimp Marketing & CRM

Create and send emails, manage subscribers, and track email effectiveness.



Zoho Campaigns - Email Marketing

Create campaigns, customize messages, send emails, and nurture new customers.



ActiveCampaign

Easily review important campaign and automation performance metrics at your fingertips. With the built-in CRM, you can also view and manage the sales pipeline.



Marketo Moments

See how your most recent campaigns are performing and take action on upcoming campaigns.

Build an online presence

Use these apps to build and maintain websites and blogs and create meaningful content for your customers.



LinkedIn: Network & Job Finder

Discover and connect with others, nurture relationships, and get updates on topics and companies.



Google Analytics

Monitor all your web properties on the go. Check key metrics, track real-time data, build reports and save them to your dashboard for easy access.



Weebly by Square

Create, launch, and edit a business website or blog. Simplify build processes with drag and drop functionality.



GoDaddy

Bring your ideas to life with a professional website and domain using the website builder on iPhone.



WordPress - Website Builder

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



Adobe Spark Page

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



Wix Owner - Website Builder

Build, design, customize, and manage websites from anywhere across iPhone and iPad devices.



Squarespace

Tap into one platform to launch your website, fulfill orders, manage inventory, and promote your brand.

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+: Pro Camera & Editor

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



Infltr - Infinite Filters

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



Photoshop Express Photo Editor

Easily retouch and restore images. Add filters, use photo enhancer tools, create collages, and more.

Design



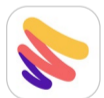
Procreate

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



Canva: Design, Photo & Video

Easily create stunning graphics, social media posts, videos, cards, flyers, photo collages and more. Made simply enough for anyone to use.



Paper by WeTransfer

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



Logo Maker Shop: Creator

Create stunning logos for your company without prior design skills. Choose from customizable logo templates built by professional designers.

Models



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: 3D Modeling CAD, Design

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



Inspire Pro

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



Adobe Fresco: Painting Studio

A free drawing and painting app designed for artists of all skill levels. Built specifically for iPad with Apple Pencil and iPhone.



Adobe Express: Graphic Design

Quickly and easily make standout content from thousands of beautiful templates on mobile and web. No graphic design skills necessary.



Adobe Creative Cloud

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

Maintain wellness

Take frequent short breaks, calm your anxieties and stress, and reach your fitness goals, so you can stay healthy, energized, and productive throughout the day.



Challenges - Compete, Get Fit

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



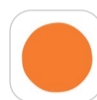
MyFitnessPal: Calorie Counter

Set calorie goals and record your daily food and exercise, so you can feel energized throughout your day.



Calm

Learn the skill of meditation to help reduce anxiety and refocus your attention.



Headspace: Mindful Meditation

Relax with guided meditations and mindfulness techniques to reduce stress and restore balance.

Manage finances

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



QuickBooks Accounting

Easily manage expenses and cash flow for your business. Create invoices and track profit and loss.



Xero Accounting

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



FreshBooks Accounting

Balance your books, client relationships and business with an all-in-one app to do your accounting, invoicing, expenses, time tracking, mileage, and more.



Kashoo Cloud Accounting

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



Square Payroll

Get access to full-service payroll services built by Square. Pay employees and contractors in just a few taps.



Zoho Books

Issue invoices, record expenses, and bill for your time accurately right from your iPhone or iPad.

Accept payments

With innovative apps and payment solutions on iPhone and iPad, you can take payments on the spot and send invoices or estimates to customers on the go.



Square Point of Sale (POS)

Square Reader accepts debit and credit cards, EMV chip cards, and Apple Pay.



PayPal Here: Point of Sale

Accept debit and credit cards, send invoices, and track payments from your iPhone or iPad.



Shopify - Your Ecommerce Store

Manage multiple Shopify stores and track orders and product inventory, connect with staff, and track sales.



QuickBooks GoPayment POS

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



Revel POS

Integrate all your business operations and customer channels into a single POS dashboard with Revel.



talech Register

Take orders, accept payments, manage your inventory, and access customer information on iPhone and iPad.



Lightspeed Retail POS (S)

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



Invoice Simple, Estimate Maker

Create, send, and track invoices and estimates from your iPhone and keep your finances organized.



Invoice Generator - Zoho

Quickly and easily generate invoices on the go. Just enter in the invoice details with a pre-created form and choose between printing or downloading it as a PDF.

Organize employee shifts

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



Workday

Get secure, mobile access to your Workday applications on the go, whether you're logging in as an employee or manager.



HotSchedules

Manage schedules, shift changes, and communicate with your team with this easy-to-use app.



Crew Messaging and Scheduling

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



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.



Planday Employee Scheduling

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

Additional resources



App Store

There are over 235,000 apps on the App Store designed to make your workday more efficient and productive—whether you're in the office or on the go.

[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 ranging from productivity to graphic design. Visit an Apple Retail Store to explore tools, discover apps, and get inspired to accomplish more.

[Discover now ↗](#)