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### Quote of the Month

"Innovation distinguishes between a leader and a follower."

- Steve Jobs (Chairman and CEO of Apple Inc.)

### Get Linked to Accent Global



We invite you to get LinkedIn to Accent Global and our consultants. LinkedIn is a business focused networking site with over 40 million users spanning over 150 industries. There are also dozens of specialized groups you can join to learn about areas of interest to you.

### Related iPhone innovation Articles:



*"Driven by Quality, Ethics, and Innovation, to maximize our customers' IT efficiency and workforce productivity."*

### Dear Friends of Accent Global,

You are receiving this newsletter as the result of contact with one or more Accent Global Consultants.

This month we address technology innovation. Everyone is aware of the tremendous success of the Apple iPhone and their innovative approach to smart phone technology. Our article "The Success of iPhone - An Innovative Approach" explores some of the reasons for this success and how Accent Global applies this innovation to business technology initiatives.

As always, we welcome your suggestions for this newsletter and we offer you the opportunity to opt out if you wish.

### Dennis Lasley

Director, Business Development  
Accent Global System Architects LLC

*"Connecting your business with its technology!"*

### The Success of the iPhone

"An Innovative Approach"

What makes the iPhone so innovative? The innovation is in how Apple focuses on

["Users love affair with iPhone stumps Mobile World panel"](#)

By David Benjamin

[Apple's iPhone App Store hits first year"](#)

By Matt Hamblen

[Innovation on the iPhone](#)

By Paul Kafasis

We want this newsletter to be meaningful to you, so I welcome your comments as well as recommendations on how we can improve.

Sincerely,

**Dennis Lasley**

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improving the users experience versus just providing new technology. Unlike other mobile phone companies who focus entirely on designing new technology capabilities, Apple went an additional step by improving processes to enhance the consumer experience. The iPhone isn't the first smart phone (Palm, Blackberry), but what is a first is how Apple has dramatically improved the user experience, providing a multitude of applications that can be easily accessed and used. The innovation and resulting success of the iPhone is not about new technology... it is about a dramatically improved user experience.

Accent Global takes a similar innovative approach by maintaining a focus on improving the business user experience. Accent Global goes the extra step, thinking of the business results and user needs versus focusing entirely on new technology capabilities. Innovative improvements in your business can often be achieved by using the technology you have more effectively, rather than by adding new technology to the mix. This focus on the business user is what distinguishes our services, and results in businesses that are better connected with their technology.

Like the iPhone, innovation in business is less about what the technology can do, but more about improving the user experience and how business stakeholders will use technology to do their jobs more efficiently and effectively.

**TAKEAWAY:** Focus on improving the user experience versus adding new technology.