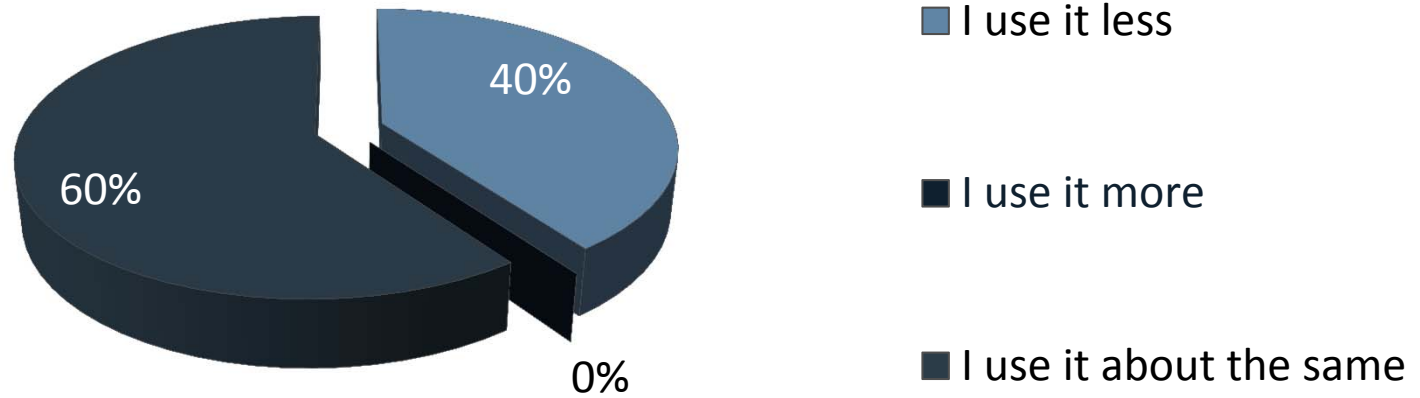






# QUESTIONS CONCERNING YOUR MOBILE HABITS

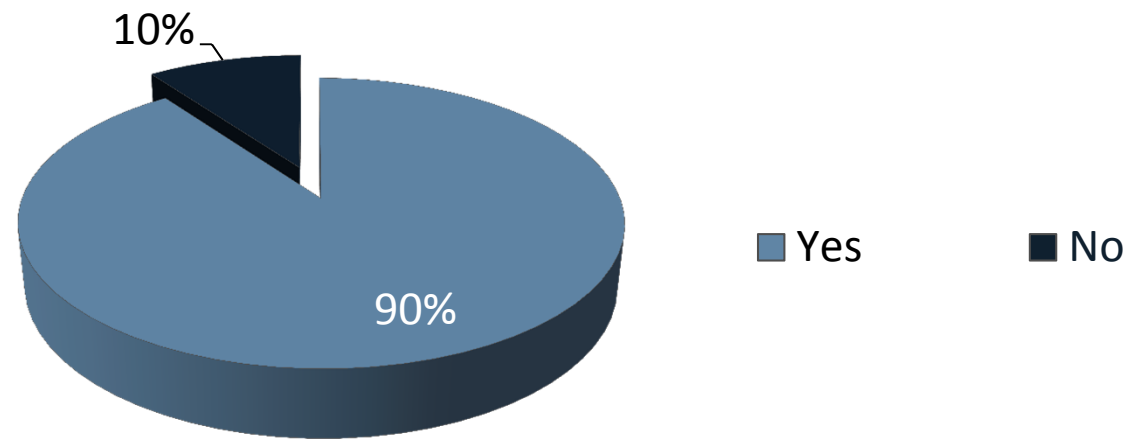
How has the iPad impacted your use of your smartphone (Blackberry/iPhone)?





# QUESTIONS CONCERNING YOUR MOBILE HABITS

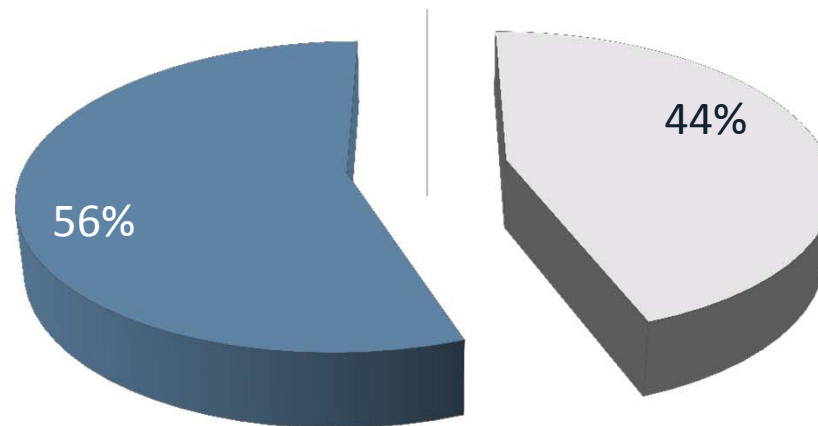
Has the iPad increased your overall mobile use?





# QUESTIONS CONCERNING YOUR MOBILE HABITS

How much time per day has the iPad added to your overall mobile use?

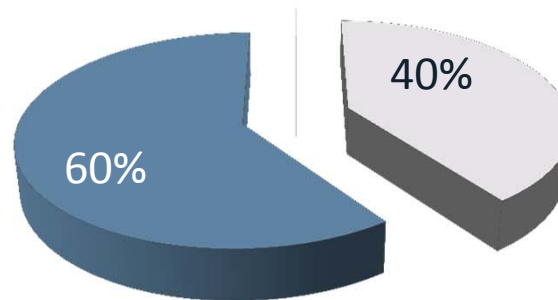


□ < 1 hr   ■ 1 - 2 hours   ■ 3 - 5 hours   ■ 5 - 7 hours   ■ Pretty much all day

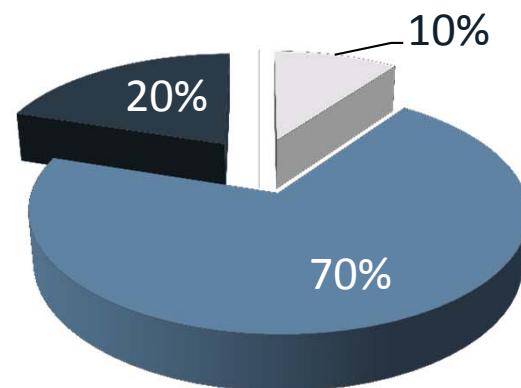


# QUESTIONS CONCERNING YOUR MOBILE HABITS

**Post-Challenge:** How much time did you spend on your iPad per day?



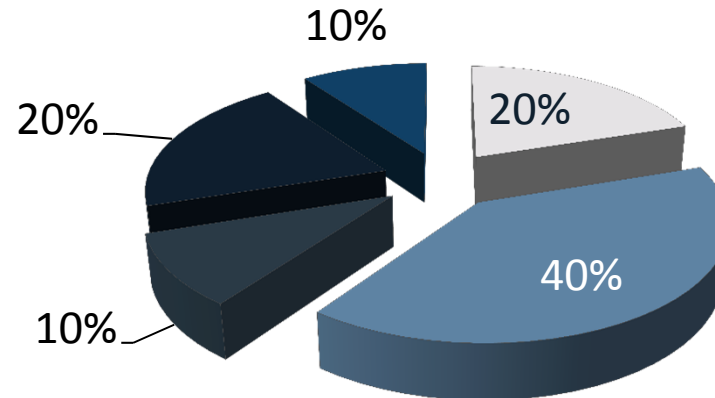
**Pre-Challenge:** Approximately how much time do you think you would spend on your iPad per day?



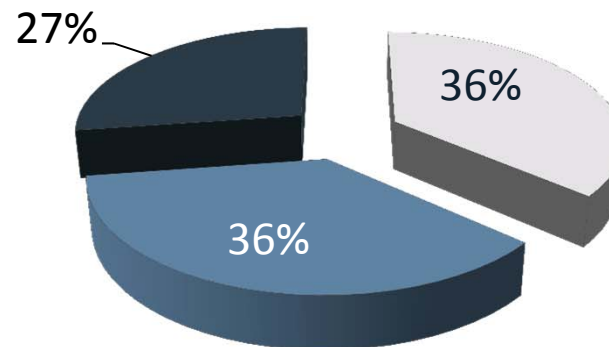
□ < 1 hr    ■ 1 - 2 hours    ■ 3 - 5 hours    ■ 5 - 7 hours    ■ Pretty much all day

# QUESTIONS CONCERNING YOUR MOBILE HABITS

**Post-Challenge:** What is your total mobile device usage?



**Pre-Challenge:** Approximately how much time per day do you spend on your mobile device?

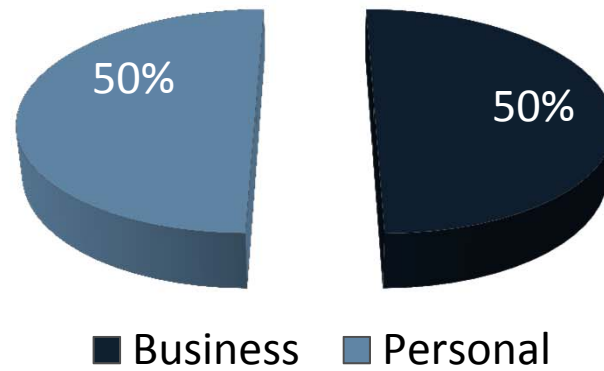


< 1 hr  
  1 - 2 hours  
  3 - 5 hours  
  5 - 7 hours  
  Pretty much all day



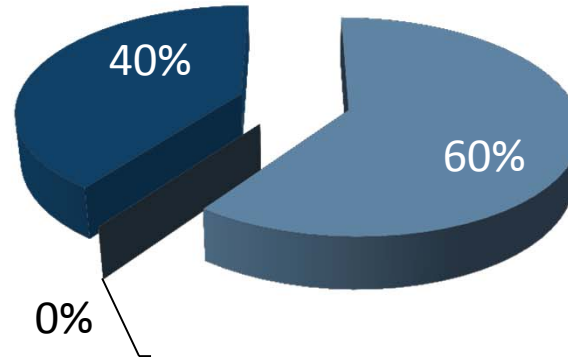
# QUESTIONS CONCERNING YOUR MOBILE HABITS

Did you use your iPad primarily for business or personal use?

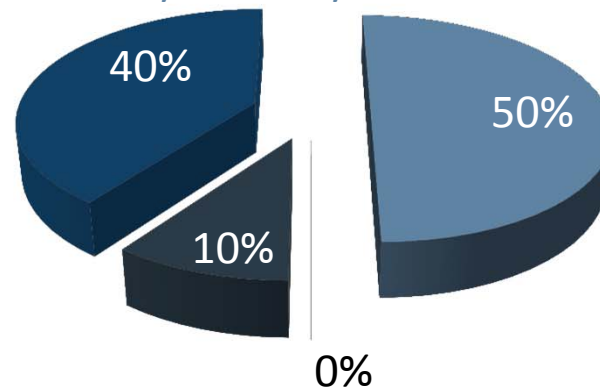


# QUESTIONS CONCERNING YOUR MOBILE HABITS

**Post-Challenge:** Where did you find yourself using your iPad most?



**Pre-Challenge:** Where do you think you would utilize your iPad most?



At home
  At work
  While I am out of the office
  While I am traveling

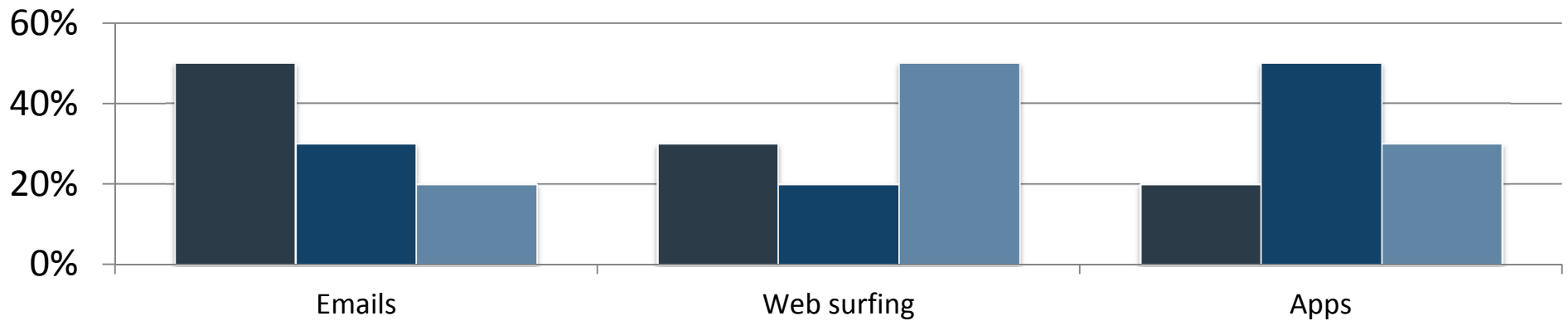


**AGIO**  
TECHNOLOGY

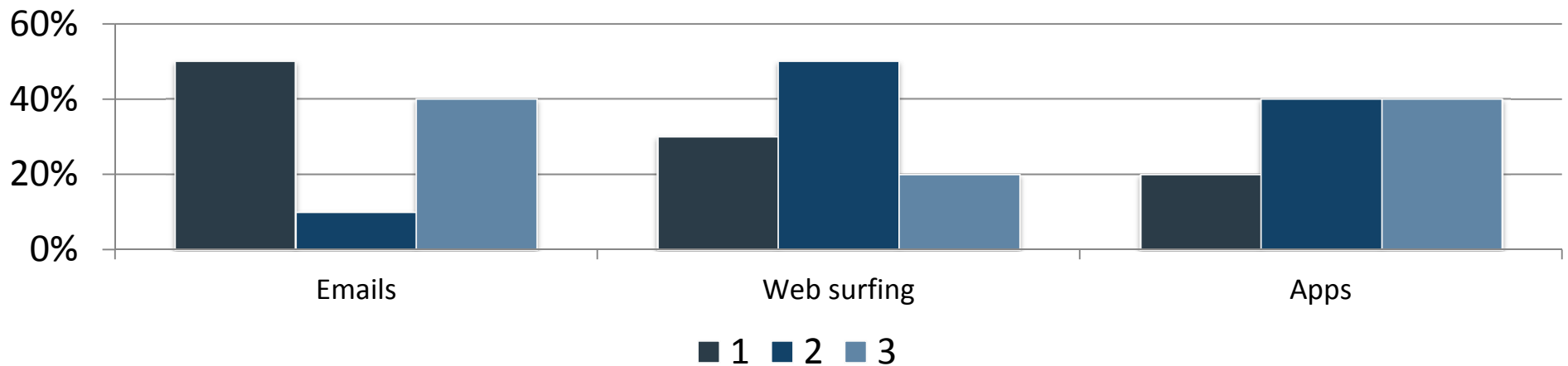
# QUESTIONS CONCERNING YOUR MOBILE HABITS

*Please rank the choices below in order of importance from most to least, with 1 being the most important and 3 being the least important.*

**Post-Challenge - What activities did you conduct on your iPad?**

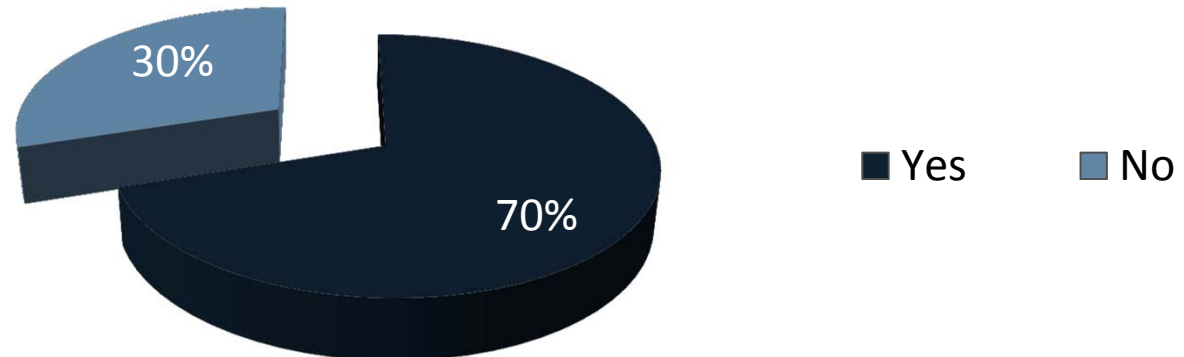


**Pre-Challenge – What activities do you plan on conducting on your iPad?**



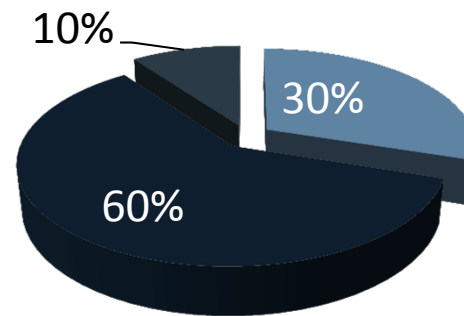
## iPAD FUNCTIONALITY

Would you recommend that your IT program provide iPads along with other mobile devices?

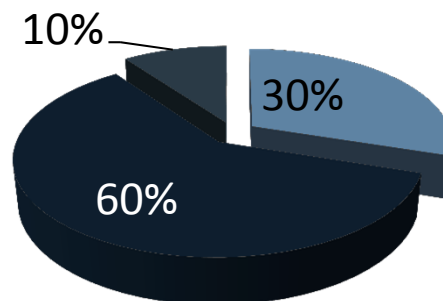


## iPAD FUNCTIONALITY

**Post-Challenge:** Do you believe the iPad made you more efficient at completing your tasks?



**Pre-Challenge:** Do you believe the iPad would make you more efficient at completing your tasks?

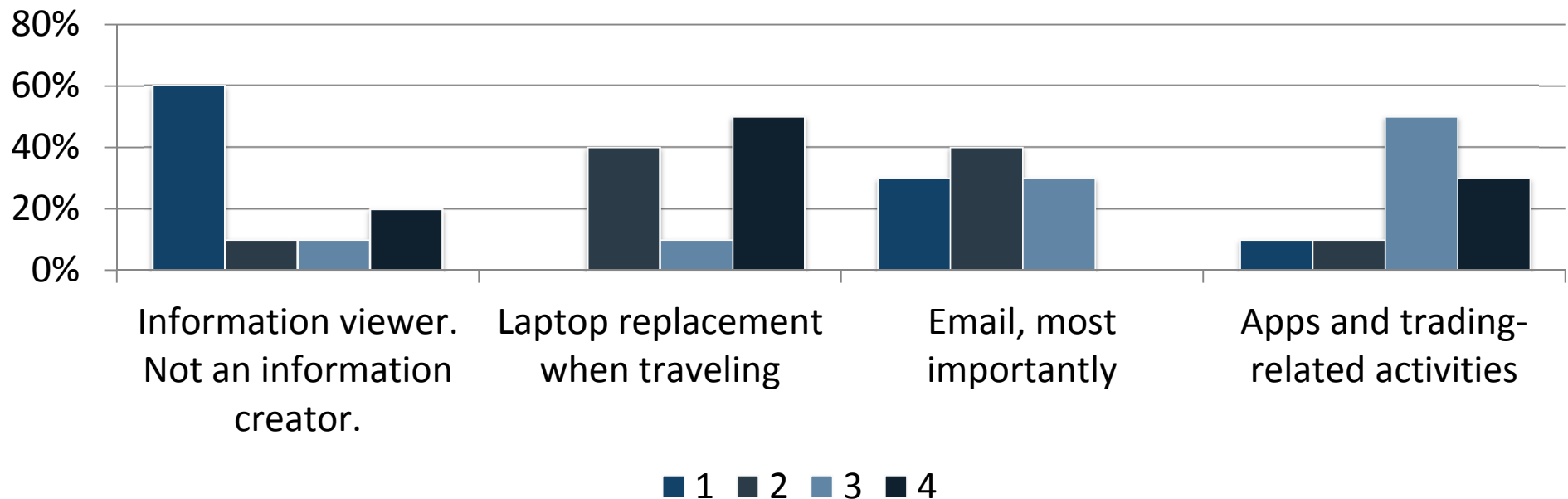


■ Yes - by a lot   ■ Yes - by a little   ■ No - not at all

## iPAD FUNCTIONALITY

Below are summaries for the responses Challengers provided regarding what functionality the iPad was to provide.

*Please rank the choices below, with 1 being the most accurate and 4 being the least accurate.*





## iPAD FUNCTIONALITY

What areas did you find the iPad to be helpful that you didn't anticipate?

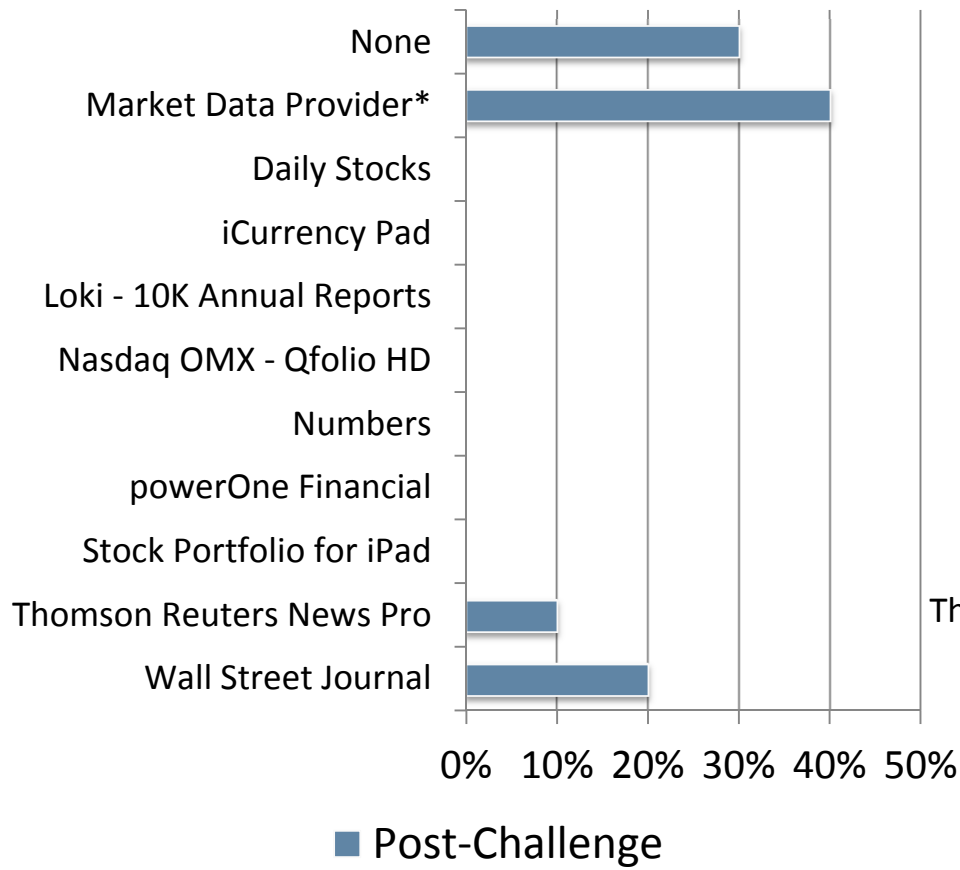
### OPEN-ENDED RESPONSES

- It is still too early to determine. Not enough apps to get a good sense.
- Reading PDF files / research reports
- Email and newspapers
- Accessing desktop remotely; using portfolio management applications
- ebooks
- Games
- Where my laptop is too heavy and cumbersome to take with me, the iPad's smaller size and weight make it easy to take along just about everywhere. There are still always the problems with signal that you encounter with AT&T, however.
- Fantastic for email. Quality of screen unexpected. Did not expect it would replace laptop for traveling, but it did.

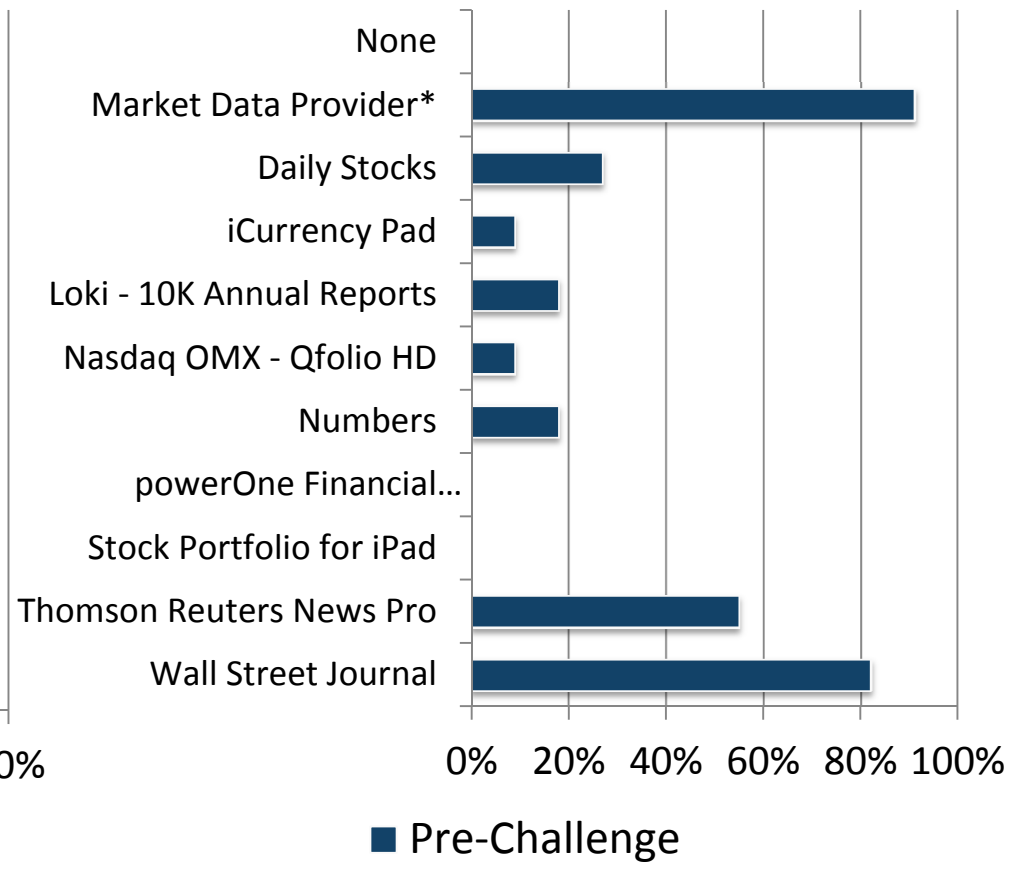


# iPAD APPS

**Post-Challenge:** Of the applications below, which did you use the most?  
Please select one.

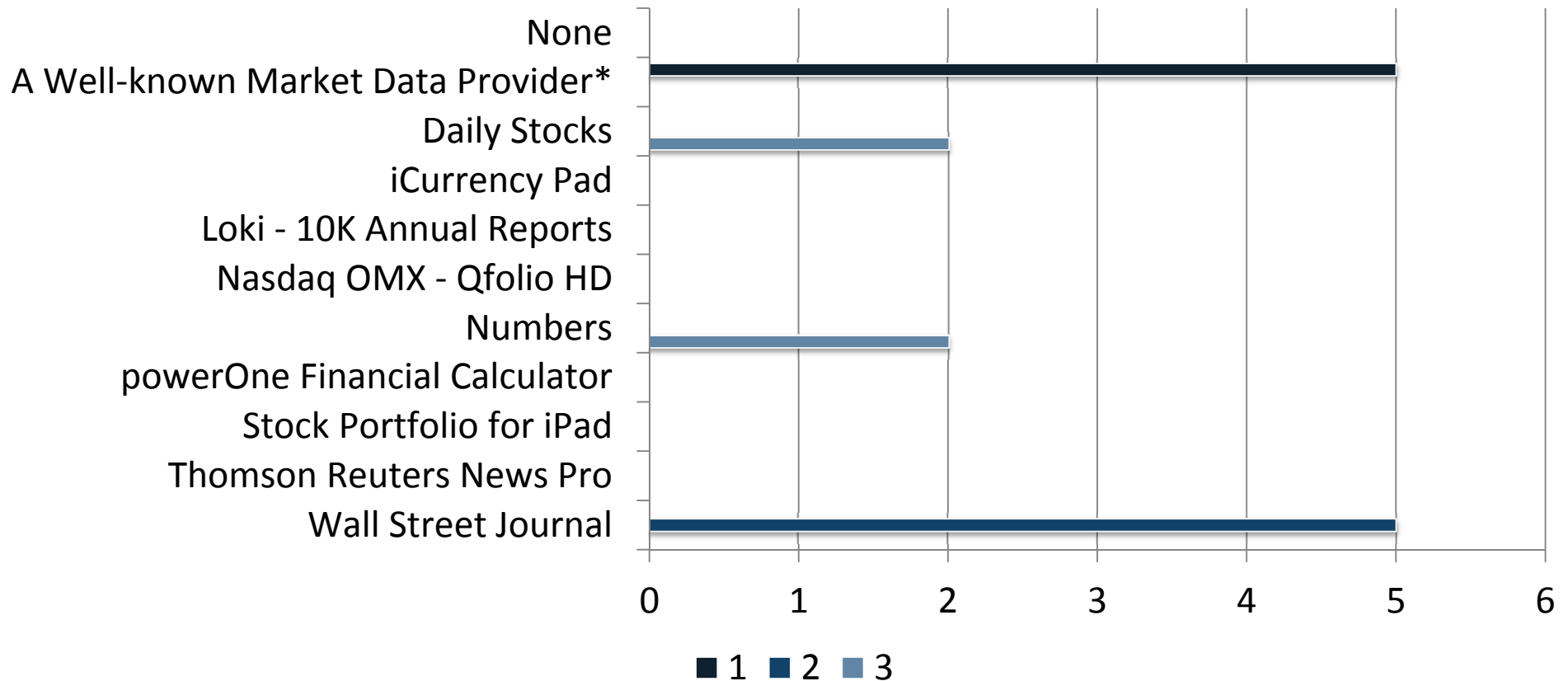


**Pre-Challenge:** Of the applications below, which do you think you will use the most?  
Please select all that apply.



\*the company requested not to be named in the survey

Of the applications listed below, rank the top 3 apps you used most.  
*Top three results shown.*



\*the company requested not to be named in the survey



## iPAD APPS

Did you find any other apps that you found helpful?

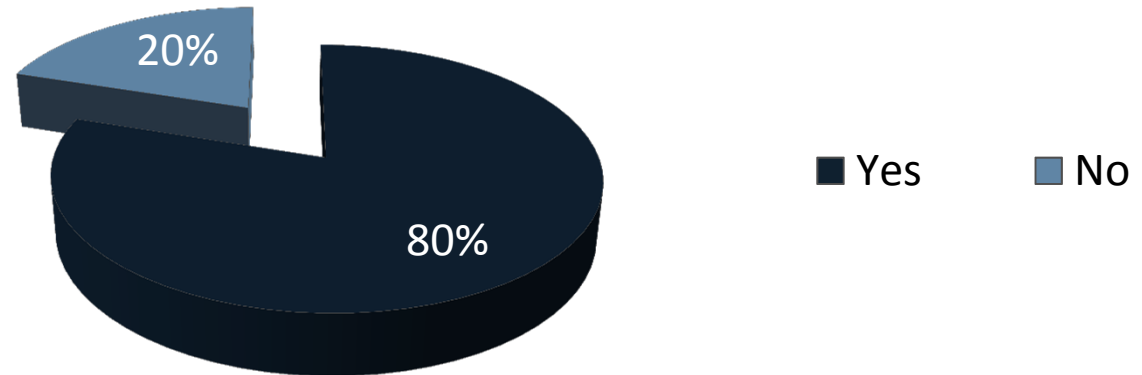
### OPEN-ENDED RESPONSES

- Travel apps
- NY Times, ESPN
- Remote Desktop
- RDP Lite
- NY Times, BBC News, France 24, Kindle, proprietary apps
- Financial Times was a great news app



# AGIO CUSTOMER SUPPORT

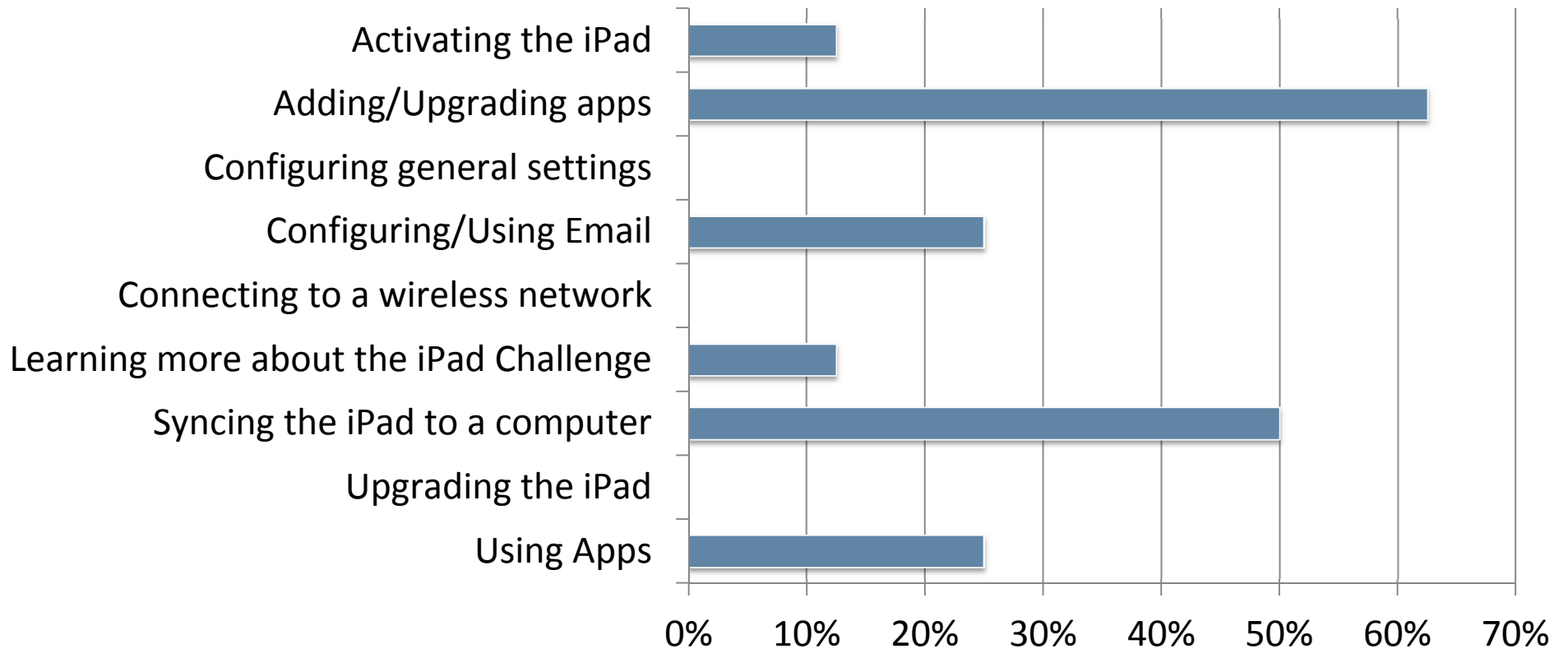
Did you contact Agio Customer Support to resolve any issues regarding the iPad or iPad Challenge?





# AGIO CUSTOMER SUPPORT

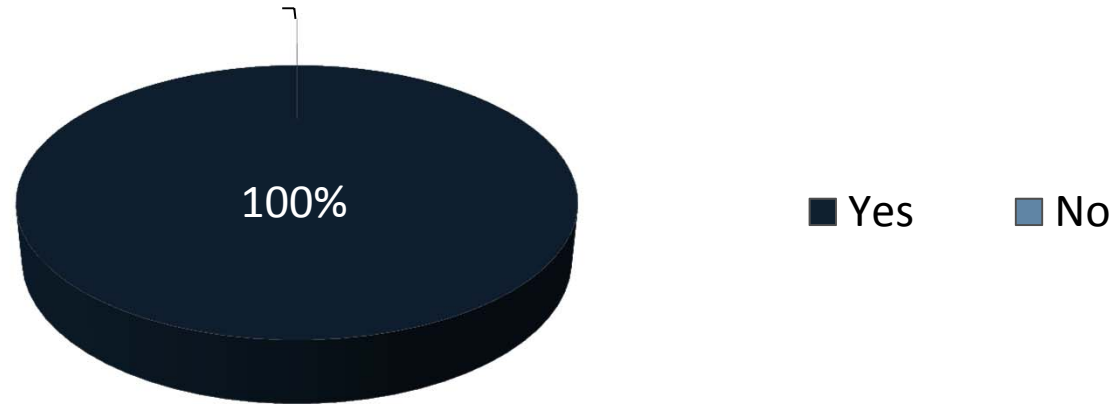
What was the reason for contacting Agio Customer Support? *Please check all that apply.*





# AGIO CUSTOMER SUPPORT

Did you feel that Agio Customer Support had competency and expertise in supporting the iPad?





# AGIO CUSTOMER SUPPORT

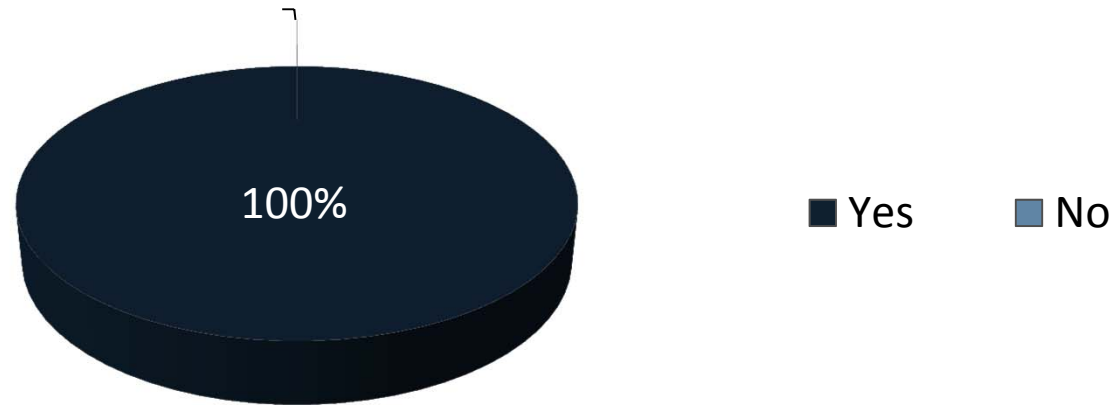
How would you rank Agio Customer Support in the following areas?  
*Please rank each area separately, with 1 being the highest and 5 being the lowest.*

	1	2	3
Positive	75%	25%	
Problem Solver	75%	25%	
Clear	75%	25%	
Responsible	100%		
Engaged	87%	13%	
Eager	62.5	12.5%	25%



# AGIO iPad CHALLENGE

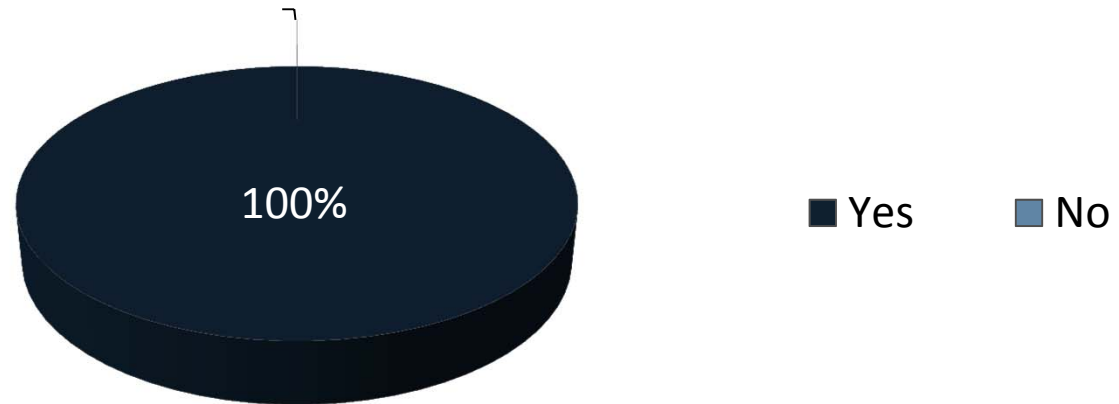
Would you participate in future Agio Challenges?





## AGIO iPad CHALLENGE

Would you be interested in beta testing financial-related iPad apps in the future?





## iPAD SPECIFIC QUESTIONS

Do you have any comments you would like to register about the iPad Challenge?

### OPEN-ENDED RESPONSES

- Email app should be able to sort by read/unread
- Bloomberg needs to be more like the desktop
- Remote Desktop should be able to view multi-screened desktops better
- Thank you very much. Really enjoyed it. Great device.
- iPad needs better Well-known Market Data Provider\* and Microsoft Word-like functionality to become a true netbook replacement
- Great experiment – thank you for considering us.
- iPad's biggest problem is that it is created to get info, not create it. Something as simple as a calculator or a few cells in a spreadsheet are a lot more work than they should be.
- I thought it was great.

\*the company requested not to be named in the survey



# AGIO

TECHNOLOGY

## SALES

[sales@agiolt.com](mailto:sales@agiolt.com)  
860.305.1368

## PRESS

[press@agiolt.com](mailto:press@agiolt.com)  
206.283.3213

## ONLINE

[www.agiolt.com](http://www.agiolt.com)

## COPORATE HEADQUARTERS

201 David L. Boren Blvd.  
Suite 250  
Norman, OK 73072