

Digital Business

A new approach that gets to the heart of business's technology needs. More space is devoted to our 'definitive' articles on the use, management, and investment in today's technology, plus thought leadership on best practice and IT that will shape tomorrow's organisations. Featured in this issue:

- **Mobile Apps – the big new thing? But what are they, where do they come from and what can they do?**
- **Mobile Apps – a look at how you create them**
- **Phones – would you like that in large, medium or small?**
- **Can You Believe IT? A look ahead to a mobile technology that will change business**
- **Does IT work?: mobile business applications**
- **First Ade: Demystification and practical advice on – in this issue - mobility from Ade McCormack – plus readers' contributions**
- **What's New: Latest products and services from the vendors**
- **My Ideas: We talk to a significant figure in the world of mobile**
- **Perspectives: Alan Cane puts IT in the wider context**
- **View from the Valley: Chris Nuttall on the latest thinking**

The Financial Times proposes to publish the following FT Report on February 15 2010. Deadline for completion of articles: February 1 2010.

We plan to include the following features (please note that this list is provisional):

To receive news of updates to our schedule, send your e-mail address to digitalbusiness@ft.com, with "UPDATE REQUEST" in the subject field.

Big Page Feature

Mobile Apps – the big new thing

They seem to be proliferating unchecked and are familiar to certain segments of society. Yet they remain a mystery to many. So what are they, where do they come

from and what can they do? Our feature will look at whether they offer useful features to businesses. **1,400 words, Alan Cane**

Plus: Mobile Apps – a look at how you create them

We follow the processes necessary to create a usable mobile app. Is it really so easy that anyone can do it? **900 words, Alan Cane**

Plus: one of our writers lists their favourite mobile apps

Big Page Feature

Mobile devices: Would you like that in small, medium or large?

From the tiniest communication devices up to the heftiest laptops, there is now a range of mobile devices to suit every taste and meet every need. The new kid on the block is the netbook – a mid-sized device between a smartphone and a small laptop – that draws most of its computing capacity from the internet.

But which device suits which task? How do they differ? What are the pros and cons of each category? This feature will assess each type. **1,100 words, Paul Taylor**

Big Page Feature

Mobile security

How good or bad is it? Threats are everywhere – some were reported to have been recently aimed at the iPhone, for example. Can mobile devices be an easy way into corporate systems – and how can they be made secure without undermining their usefulness? **1,200 words, Jessica Twentyman**

Big Page Feature

The completely mobile office

The concept of mobile working is gradually increasing in acceptability and many roles now incorporate an element of working on the move. But how feasible is it to work constantly on the move using only mobile devices. Some roles lend themselves to this type of working – others perhaps don't. Digital Business explored the idea a couple of years ago with two energetic youngsters running their business remotely for a week. It affected their decision-making processes, turned them into scavengers of power and left them exhausted from non-stop working – they had their office tools with them all the time and felt compelled to use them. So what are the pros and cons of the mobile office? And how close are we to seeing businesses being run entirely using mobile devices? **1,200 words, Stephen Pritchard**

Issues for Business

NEW REGULAR FEATURE – Can You Believe IT?

A new series focusing on a new piece of surprising technology that could one day change the way businesses operate – or even the world. In this issue: a mobile technology. **Joia Shillingford, 600 words**

Does IT work? Mobile business applications

A look at how a particular aspect of IT is affecting businesses. In this issue: Mobile business applications **950 words, Stephen Pritchard**

NEW REGULAR FEATURE – First Ade

What can your business do to be better at IT? **Ade McCormack** begins a new regular feature that demystifies technology and offers easily digestible and practical guidance on how it can best be used. His rolling list of topics will include security, being green, mobility, and web strategy. In this issue – Mobility.

Plus - tips from readers. We'll be inviting readers to share their experience by sending us their own ideas, which will be posted at www.ft.com/digitalbusiness, with the best being used in the print edition.

What's New: Launches and Updates Digest

Keeping general business abreast of the most interesting products and services. A selection of highlights to keep opinion-formers informed about the technology industry's output. **Geoff Nairn**

NB: A new edition of Geoff Nairn's What's New round-up appears every Tuesday at www.ft.com/digitalbusiness

Interviews / Ideas

My Ideas

Either: A senior executive or industry expert is interviewed about their relationship with technology; the importance they attach to IT in their business and their sector; how it can differentiate their company or provide it with competitive advantage; and whether their business sees IT as strategic or simply a cost. In this issue: someone from the world of mobile.

Or they put forward their own ideas in their own words. **1,200 words**

Perspectives

Alan Cane, our regular columnist, places today's technology in context.

Valley View

Chris Nuttall's column that captures the colour and flavour of life in Silicon Valley.

Editorial Information for FT Digital Business

Background information for articles or themes that have not yet been assigned to individual writers should be sent, by e-mail only please, to digitalbusiness@ft.com where they will be considered by Peter Whitehead, FT Digital Business editor. Please do not use individual e-mail addresses, fax numbers or post.

Once articles have been assigned (the synopses on the Digital Business pages of FT.com – accessible via 'Looking Ahead' link – will be updated), please send information directly to the writers concerned. Information on writers, and their email addresses, is available via the "Writers and Contacts" link at www.ft.com/digitalbusiness.

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