

JOHN MAYFIELD

Real estate broker takes office on the road with HP EliteBook Tablet PC



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—John Mayfield, real estate broker and technology consultant

HP CUSTOMER CASE STUDY:

For durable mobile computing with tablet functionality, tech-savvy REALTOR® chooses HP EliteBook Tablet PC

INDUSTRY:
Real estate

OBJECTIVE:

Provide durability and capability in a mobile PC with tablet PC capabilities

APPROACH:

Real estate broker and educator John Mayfield chose the HP EliteBook 2740p Tablet PC as his traveling companion and portable office

TECHNOLOGY IMPROVEMENTS:

- HP EliteBook PCs meet military standards testing for resistance to vibration, dust, altitude and high temperature.¹
- Intel® i5 processor provides powerful performance
- HP ProtectTools software encrypts hard drive to enhance security for sensitive data
- Fingerprint sensor ensures only the registered user can log in

BUSINESS BENEFITS:

- Ability to receive, view, annotate, sign and return documents electronically
- Rugged design ensures continued performance even in challenging environments or when the PC is dropped
- Flexibility to use the EliteBook as a full-fledged business PC with a full keyboard, or take advantage of tablet PC functionality with stylus and high-resolution digital ink

**HP recommends
Windows® 7 Professional.**



John Mayfield became a REALTOR® in Missouri more than 30 years ago. In time, he became a successful broker with his own firm. But what interests him most these days is helping his peers leverage technology to become more effective REALTORS®.

And he practices what he preaches. Every day as he ventures out in his car, he takes the office with him in the form of an HP EliteBook 2740p Tablet PC. "I've had five tablet PCs over the years, and the latest technology is excellent," he notes. "The HP EliteBook Tablet PC is fast, it's rugged, and it's all the computer a REALTOR® needs on the road."

ENABLING PAPERLESS WORKFLOW

Years ago, Mayfield says, he didn't really take advantage of the unique tablet functionality, using the stylus to write on screen with digital ink. But that has changed. Now he routinely receives documents electronically, reviews and annotates them, adds a signature, and sends them on their way. The process takes just minutes and flows electronically.

"It would be very difficult for me to go back to using a standard notebook PC," he says. "I get so

CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

Real estate sales and management

PRIMARY HARDWARE

- HP EliteBook 2740p Tablet PC

PRIMARY SOFTWARE

- Genuine Windows® 7 Professional
- Microsoft® Office
- Microsoft® Journal Note Writer
- DeskTop Author
- HP ProtectTools

many documents that need a signature. In the old days, I'd have to print them out, sign them, and scan them in order to return the documents. Now I can do it all quickly on the screen of my EliteBook."

He says he has handled real estate transactions in which literally every piece of the transaction—from writing the offer to receiving and accepting a counteroffer, and ultimately forwarding all the papers to the title company—was paperless. It's rapidly evolving into his standard way of working.

"When you're able to do all that on a computer, and the other agent is fumbling around with paper, that makes an impression on sellers," he says. "Buyers and sellers want someone tech-savvy representing them. Having good technology and using it effectively provides an edge on the competition."

It also saves him time. He estimates having a business PC with tablet PC capabilities with him easily saves an hour a week minimum, and likely more. Especially when he encounters the unexpected.

"If I go by one of my listed houses and see that the flyer box is empty, I can just print out more flyers on my HP Officejet H470 Mobile Printer, which I always have in the car," he says. "It saves me from having to return to the office and then make a second trip to the house."

RUGGED DESIGN STANDS UP TO FIELD USE

HP EliteBook PCs meet military standards testing for resistance to vibration, dust, altitude and high temperature,¹ and feature spill-resistant keyboards and rugged cases. In short, they're designed for more hazardous duty than Mayfield needs. But he's aware and very thankful that built-in software locks the hard drive to help protect data if the PC

"Having good technology and using it effectively gives you an edge on the competition."

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is dropped. "It's very rugged," he says. That's important to Mayfield because he depends on the EliteBook fully for his day-to-day professional life. When he returns home, he connects a docking station and dual 21-inch diagonal HP monitors to transform it into his desktop PC.

He's also aware that EliteBook PCs come with a three-year warranty and qualify for HP Elite Premium Support, a 24 x 7 x 365 service with dedicated expert support engineers focused only on Elite-series PCs.

His EliteBook, running Genuine Windows® 7, is configured with an Intel® i5 processor for powerful performance, 4 GB of RAM, and a 250 GB hard drive. "It's very fast and stable—the closest thing I've found to a true mobile and desktop PC in one." He routinely uses Microsoft® Office and, to convert documents into a form that will accept handwriting, Microsoft Journal Note Writer. To create brochures for his business, he uses DeskTop Author.

Security is a major concern for Mayfield. He uses HP ProtectTools software to encrypt his hard drive, and the built-in fingerprint sensor to ensure that only he can log in to the PC.

ADVICE TO PEERS: EMBRACE FULL TABLET PC FUNCTIONALITY

Mayfield spends less time selling these days, and more time speaking professionally and mentoring business professionals on using technology effectively. He is a Senior Graduate REALTOR® Institute instructor, has been a featured speaker at the National Association of REALTORS® and taught in the organization's Technology Resource Center.

His website, businessstechguy.com, is full of tips based on his own experiences with the technology that he uses on a daily basis. He advises friends in the real estate business who are considering the move to the "pad computing environment" to consider the EliteBook 2740p PC instead.

Mayfield finds the stylus used with an EliteBook Tablet PC very accurate compared with the subtleties of a touch-screen interface, and he likes the flexibility to choose different colors and line weights depending on the document and his input.

"One of the things I like most about the HP EliteBook Tablet PC is that it gives you the advantages of tablet computing, along with a full keyboard for typing. It offers complete computing functionality in a convenient package, which is what mobile professionals really need."

HP recommends Windows® 7 Professional.

To learn more, visit www.hp.com

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

John Mayfield collaborates with HP as an HP-sponsored industry speaker.

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4AA3-4252ENW, April 2011

