

## The Apple of Enterprise's Eye

Written by Marco Attard  
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It appears some American businesses will start handing out iDevices to their employees instead of the traditional Blackberry, Bloomberg reports.



In a move quite threatening to RIM, JPMorgan gives its investment bankers iPads as mobile tool of choice. The bankers will use of the tablets for the more obvious needs (email, contacts, calendar) together with document mark-up and annotation, presentation use and even apps.

Meanwhile Morgan Stanley and Credit Suisse unveil their own iPad apps and Citigroup and Bank of America consider having their employees replace their Blackberries with iPhones.

Back in May Standard Chartered was one of the first (and biggest) companies to swap its Blackberries with iPhones.

More than 80% of Fortune 500 companies are listed as "deploying or piloting" the iPhone as smartphone of choice.

RIM still fights for enterprise market share though-- a number of companies agree to using the Playbook (as soon as it comes out, of course).

Go [JPMorgan Gives Bankers IPads](#)

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