

You've Come A Long Way Baby!

Don't you just love the stories your Mom or Dad tell you...

"When I was young, I walked to school barefoot, in the snow, uphill... both ways!"



I love to think how far we've come in a relatively short period of time. Through innovation our world has become so much more efficient.

Still there are many people who are hesitant to adopt an innovative product. They don't want to take the risk of leaving behind something that is already working.

But what are they missing?

When I think about some of the "old ways" of doing things versus our current practices that seem so common place, I have to laugh.

Remember when the world was flat? Well you probably weren't around for that but I'm sure you remember these common used items and practice.

Look how far we've come!

OLD	NEW
Abacus	Calculator
Wringer Washer	Front Loading Washing Machine
Flash Bulbs & Carbon Film	Digital Camera
Cod Liver Oil	Multi- Vitamins
Using an iron to straighten your hair	Straight- Iron
Using a needle and a potato to pierce your ears	Piercing Experts
Carrier Pigeons	Email
Covered Wagon	Airplane
Candlelight	Light bulb
DOS based computers	Windows Vista
ATARI	Nintendo Wii/ Playstation/ X-box
Paper and pen for field data collection	Handheld with HotLeap for field data collection

It's crazy to think I let my sister-in-law pierce MY ears with a needle and a potato, but I did!



The Customer Knows Best

Innovation has really shaped our world. But consumers are leery of new products. Are they really going to stick around? (Remember BETA tapes?)

The best innovations are consumer driven. Those are the ones that stick around and establish a niche in the market. They provide the consumer with proven, desirable benefits that they want and/or need.



This was our catalyst when developing HotLeap. Our customers wanted to collect data for more than just 1 application on their handheld and they wanted to use 1 program to do this. Collecting data for multiple applications on a handheld increases efficiency and productivity. It makes a big difference when you have the right information at the right time for all of your equipment.

So toss the potato!

Or in this case, the pen and paper.

And email me for a FREE 30 day trial of HotLeap.

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