



Nothing But Net

Go Mobile

By Randy Schmidt

I was listening to my favorite classic rock station this morning, when a song by The Who caught my attention. Pete Townsend prophetically sang the following lyrics:

Out in the woods
or in the city
It's all the same to me
When I'm driving free
The world's my home
when I'm mobile

The song of course was their 1971 hit "Going Mobile." It amazed me to think how accurate these 40-year-old lyrics still are today. With the proliferation of smart phones, netbooks, tablets and e-readers, information is instantly at your fingertips. In 2011, it is apparent that going mobile has taken on an entirely new meaning. Here's what it means today:

Going mobile today means that you can conduct business; with anyone, from anywhere, and at any time. Can your business do this? If not, now is the time to start thinking of ways to accomplish these very goals. The days of needing to be tied to a single location to conduct business are over. It's time to cut the cord and move into the mobile arena where information can be easily accessed from anywhere.

All of the tools to make this happen are readily available today. Almost every part of the lending process is available via the web. Online point-of-sale and consumer portals are available to allow you to reach out and communicate with your prospects and customers. Cloud based document storage allows you to collaborate with customers and business partners. Online LOS systems let you process loans from anywhere by using only a web browser. If you are considering purchasing or upgrading any part of your lending process, now is the time to think mobile.

If on the other hand, upgrades are not in your immediate future, there are still things that can be done to make your process more mobile. Secure VPNs can be set up that allow you to log into your network from remote locations. Virtual desktops can be created that allow you to connect to and work on your legacy client/server applications. Even phones can easily be rerouted to allow you to communicate with clients and business associates when out of the office. It just takes a little imagination and the desire to go mobile to make this happen.

I can think of no better way to sum things up than to refer back to Pete Townsend's prophetic words from 1971. Whether you are out in the woods or in the city it's all the same to you, the world is your home when you're mobile.

Randy Schmidt is President of Data-Vision, Inc. and is responsible for overall operation and strategic planning for the company. Randy became involved in the IT side of mortgage banking almost 30 years ago and has been involved in numerous projects on both the origination and servicing side of the business. In 1993, Randy co-founded Data-Vision, Inc., in Mishawaka, Indiana as a Web design company. He then combined his previous mortgage experience with Internet knowledge to bring the speed, power and availability of the internet to the Mortgage industry. He can be reached at rschmidt@d-vision.com.