



E.NEWSLETTER

Welcome to the autumn edition of "The Business End". Our last newsletter was the most successful yet, more local business people read it than ever before and we had lots of positive feedback. I would like to extend my thanks to all those who provide feedback regarding the communications sent to you from Shield Technologies. Remember you can get lots more updates by following us on Twitter or joining our Facebook page the links for which you will find below.

We have also introduced a reviews tab on our Facebook page, if you rate the service you receive from Shield go to our Facebook page and click on the reviews tab.

Mark Swindale, Managing Director.

Shield's persistence pays off

Barker Storey Matthews, commercial property agents recently signed a Safety Net contract covering all four of its sites; Peterborough, Huntingdon, Cambridge and Bury. We first visited BSM's Peterborough office in July 2009 to discuss their needs and talk through the benefits of our Safety Net IT support. During the following eight months we had a number of meetings with a member of BSM's IT committee and then finally with the whole IT committee in March 2010. Following this meeting a decision was made to move IT support to Shield Technologies from 1st August 2010. During this process the subject of cost obviously reared its head; why is our service more expensive than their existing provider? When we made clear that each of BSM's 5 servers would be monitored 24/7, that we would be alerted when server resources were running low or when any of the servers went off line and that backups would be checked for completion every day the IT committee soon realised that the level of service and our proactive approach to IT support is far superior to that of their previous support provider.

customer survey . . .

Customers were asked to rate the following out of a possible 10, 1 being a low rating and 10 being the best:

- The speed of our response to your request
- The competence of our support team
- The friendliness of our support team
- Was your issue resolved first time?

9.42

9.47

9.39

92%



It's a long way in a mini

The owner of Moving Up Media, a local Web Design Company is embarking on a marathon drive supporting Sue Ryder Care and Action Medical Research, in his Classic Mini which recently had its 50th anniversary.

Andy Lindsey will start in Peterborough on Saturday 25th September, travelling south to Lands End, all the way up to John O' Groats and then back to Peterborough.

Andy has already been sponsored by numerous local businesses including Shield Technologies, all of which get to see their logo featured on mini itself. Andy is hoping for lots of local and national press exposure throughout his 2,000 mile journey.

For further information about Andy's journey or sponsorship opportunities go to the purpose built website www.itsalongwayinamini.co.uk or email andy@movingupmedia.co.uk alternatively call 01733 341525.

Customer Profile: Effective Credit Collections



For 8 years Effective Credit Collections Limited has been working in support of clients throughout the UK helping them maximise their cash flow. We are committed to providing an honest and efficient system of commercial debt recovery for our clientele from credit control, pre-legal and legal collection through to contested litigation, all on our no collection - no commission terms. We deliver a full range of ancillary services to complement our credit management services and represent National Trade Associations, Chambers of Commerce and a diverse range of businesses offering national and international collection expertise.

Shield has been my preferred supplier of IT services since 2005. The Shield team has always been reliable and their services have always proven to be cost effective. Unlike many in the IT industry Shield always recommend the most appropriate solution and take cost very much into account. Without knowing it, Shield changed my life! They introduced me to remote technologies, which whilst now commonplace were not necessarily so back then. I have used them successfully ever since and when I met my now wife, an American Citizen, this technology along with my great staff made it possible for me to live outside the UK but still continue to work in and grow my business. Three years of being able to do this is as much a testament to the IT advice and assistance I have received from Shield as it is to anything else and I will always be grateful for the opportunity this has given me. Shield is growing too and their increasing client list is a reflection on their talents, honesty and personal attention to detail.

Bob Partridge, Effective Credit Collections, 01733 755001, www.effectivecc.co.uk or email office@effectivecc.co.uk

You Can't Manage What You Can't Measure

Shield Technologies have recently teamed up with Danwood, Europe's largest print management solutions supplier, to help you tackle one area in your business which can often be overlooked but could realise substantial savings, your office print.

We're offering a print investigation service, which can accurately determine your print output costs and provide a total cost of ownership. This service is ideal for companies who have found themselves in the situation of having a variety of equipment from different manufacturers on a variety of leases with separate invoices. The audit can examine for instance:-

- Hardware – copiers, multi-functional devices, printers, faxes and scanners
- Contracts and leases for the copiers or multi-functional devices
- Printer, fax and copier volumes
- Colour vs. mono copies produced
- Associated print costs e.g. consumables and energy costs.

The print investigation is carried out independently and upon completion you will receive a report detailing the most efficient way for your business to be producing its every day documents. It will ultimately look to improve your business profitability and office efficiency.

This service can be applied to any business no matter the industry or the size. Once a print baseline has been established, this provides the foundation against which future savings can be measured. Typically we can save businesses anywhere between 20% and 30%.

For more information on Danwood and to view some case studies, please go to www.danwood.co.uk or contact Trevor Benton on 07525 985237.



The End of Windows XP

Microsoft are bringing to an end the sale of Windows XP on all new machines from 22nd October 2010 and many of the major distributors in the UK will stop selling and shipping at the end of September.

Although for many who use and like Windows XP this is a concern; there are some solutions.

Two areas of concern are:

1. Microsoft will no longer release updates for Windows XP. The main reasons for updates are to fix security concerns; we believe most hackers will now have moved onto Windows 7 and Vista to exploit their vulnerabilities rather than spending time and money trying to exploit eight year old technology.
2. Some older software may not be compatible with Windows 7 and whilst this may be an issue for some, it will still be possible to downgrade from Windows Vista or 7 to XP (utilising Microsoft's Life Cycle Policy).

If you have any concerns about your software's compatibility with Windows 7 speak with your software provider or ask us to. If you wish to buy any pc's with Windows XP on, please contact us as soon as possible, most distributors will end the sale of these machines at the end of this month.

IOS4 for Iphone

If you have an Iphone 3g or 3gs you may be wondering whether you should upgrade the operating system to IOS4. We have been looking at and testing the new features to find out what all the fuss is about.

Follow the link below to the news item on our website to find out more about the new features and benefits of an upgrade to IOS4.

www.shieldtechnologies.co.uk/index.php/2010/07/ios4/

Remember: Before upgrading your Iphone operating system ensure you complete a backup, consult the Apple website for help www.apple.com



Barter Card

Shield Technologies are excited to announce that we have recently joined Bartercard. Bartercard is a trading portal for members to trade their products and services with other members using trade pounds instead of hard cash. The benefits are extensive and include reducing cash expenses, improving cash flow, increasing sales, moving idle stock and filling downtime. Bartercard members also have an advantage over their competitors with fellow members choosing to do business with each other.

Bartercard was launched in Australia almost 20 years ago and is currently operating in 9 countries. It has become extremely popular in the UK and is growing fast; the bigger Bartercard becomes the better for members as there will be more businesses with which to trade.

We have taken advice from Simon Chaplin CEO at Greenstones Accountants who has researched Bartercard and feels it could help many small to medium sized businesses, particularly in the current economic climate. Simon has also recently joined Bartercard and he helped us to resolve some concerns we had around accounting for VAT. This is all quite straight forward and can be easily integrated into accounting systems.

Each Bartercard member is allocated a personal Trade Co-ordinator whose job it is to find new business for members and to introduce businesses to each other. They can also assist in sourcing products or services through other Bartercard members anywhere in the country.

We are hoping to find lots of new business with the help of the Bartercard scheme. For further information about Bartercard and how it can benefit your business please email Kevin.Crighton@uk.bartercard.net or call 07730 523235.



New Customers

Barker Storey Matthews, Central Packaging, Total Promotions, Taz Motorcycles, Moving up Media.

SHIELD
technologies
... safeguarding your business

the**businessclub**
building better business

TOP TIPS

New Users

Requests for new users to be set up should be emailed to support@shieldtechnologies.co.uk, the technicians can then copy and paste the details when actioning your requests to save any spelling errors.

Roboform

Roboform is a password manager, allowing you one click access to your most used websites.

Roboform free can store up to 10 sets of login details, for an unlimited number of login details you can download Roboform Pro for just £19.99 per user.

Although we would not advise using roboform for banking and other more sensitive log in details it is a very secure way to resolve the issue of remembering passwords with just one master password.

For more information about Roboform and how the software works visit www.roboform.com

Technician Number 3

On 1st September 2010 Stuart Robinson joined Shield Technologies as Trainee IT Support Technician. After spending 10 years in the armed forces Stuart has decided on a career and location change moving from Newcastle to Peterborough.

Stuart is a member of the 1st line support team and will shadow Mark and Jonny for several weeks in order to better understand the IT support we offer and what our customers expect from us.

We are very excited about this appointment; the confidence to invest in another member of staff comes due to a period of sustained growth.



The
**BUSINESS
END**

AUTUMN 2010