



Welcome...

...to the Spring issue of *Outspoken*. Each quarter, *Outspoken* will bring you a selection of offers, tips and news that we hope you'll find useful, informative and, yes, entertaining.

In this issue there are tips on choosing memorable company, product and service names, an introduction to Voice Over Internet Protocol (VOIP) communications, and news of the next release of Microsoft's Internet Explorer and the expansion of BT's network of ADSL-enabled exchanges.

Please do let me know what you think, and what you'd like to see more (or less) of in future issues. And please feel free to pass on any of the offers in *Outspoken* to your colleagues, customers and suppliers. They'll thank you, and so will we.

Ian Terry

Ian Terry
Managing Director

**FREE SUPPORT
for 3 months!**
See Page 3

VOIP to save businesses millions

VOIP. That's Voice Over Internet Protocol and it is set to save businesses millions.

Any business with more than one office, or with staff using mobile phones, is probably paying significant call charges for calls between offices, or between offices and mobiles. VOIP provides a way to address this financial drain.

VOIP allows calls to be routed over the internet, bypassing telecoms providers' networks - and their call charges. A couple of scenarios will illustrate.

Incoming calls

A prospect calls your office in, say, Bristol. They ask to speak to a particular person, who that day is working in your Manchester office. The person taking the call in Bristol will probably have to ask the prospect to dial Manchester. They may decide not to, they may misdial, or they may not get through. Any number of hitches could cause you to lose that prospect for ever.

If the call can be transferred, then there is less danger of losing the prospect - but call charges from such transfers mount up rapidly, eroding your profits.

Staff in the field

A mobile workforce - perhaps sales staff or support engineers - need to stay in contact with base office, using mobile phones. The call charges can be punitive.



With a VOIP solution in place, your prospect's call can be seamlessly transferred from Bristol to Manchester over the Internet, as easily as transferring it to another extension in the Bristol office. Staff working off site can talk to office-based colleagues just as they have always done, but over the internet rather than over a telecoms network.

The benefits are clear. Communication becomes easier to manage, service to customers and prospects is improved, leading in turn to improved customer acquisition and retention rates. Inter-office and office/mobile call charges are slashed.

For help in analysing call patterns to assess the benefits and savings that your business could realise with VOIP, call Orchard's VOIP specialists on **01934 629008**.

Page 1 - VOIP to save businesses millions

Page 2 - Servers, desktops and notebooks
- B2B events coming up
- TaxCalc lives again
- BT widens ADSL net
- IE7 this summer?
- Free MS Office downloads

Page 3 - Equinet first

- Instantly forgettable?
- Free support from Orchard
- Your typing: unique
- Clean up with Stinger

Page 4 - Chip scams

- No worries
- Running Novell?
- Try Equinet for free
- Backup Exec v10
- On yer bike, Ian
- Orchard to open Bristol office
- "No gherkin, thanks"

TaxCalc lives again

TaxCalc, the popular Self Assessment Tax Return package, has been relaunched. Available from £19.99, TaxCalc 2005 will ship from the end of April 2005.

Visit www.taxcalc.com

or call **08708 776655**

BT widens SDSL net

BT has announced a programme to upgrade 500 more exchanges to SDSL broadband. The project will bring the number of SDSL-enabled exchanges to 1300, making SDSL available to over two thirds of the UK's businesses.

Full story with list of exchanges:

www.infoptr.co.uk/sdsl.html



IE7 this summer?

Microsoft Chairman Bill Gates has announced Internet Explorer version 7, enhancing defences against phishing, malicious software and spyware. Beta shipments are planned for summer 2005.

Full story:

www.infoptr.co.uk/ie7.html

Free MS Office downloads

Ever needed to email a Visio document to a colleague who doesn't have the application on their PC? Get the free viewer - and a host of other Office downloads - at Microsoft's Office Downloads page.

Visit www.infoptr.co.uk/office.html

Servers, desktops and notebooks: talk to Orchard before you buy

Orchard are urging businesses to contact them before ordering servers, desktop PCs or notebooks, and in particular Dell or Acer products, to secure significant savings and other benefits.

A Dell reseller, Orchard can purchase the company's servers, desktops and notebooks at lower prices than those normally available. Delivery is usually faster than when buying direct, and Orchard can track order progress for the customer.

Orchard's value added Acer notebook package is also attractive, bundling various Acer notebooks with free carry cases and on-site support. If a notebook covered by Orchard's on-site support should fail, Orchard will visit the customer and if possible repair the machine. Otherwise, a replacement unit will be provided (where possible transferring hard disk, applications, data and set-up) and Orchard will handle the returns procedure with Acer. That returns procedure can take up to a month, during which a user without on-site support would be without their notebook.

For businesses considering the installation of several machines these offers could save significant sums and provide considerable peace of mind.

For details, call Orchard on **01934 629008**

B2B events coming up

Running a business successfully demands the ability to think on several levels. The details have to be attended to, but you cannot ignore longer-term issues. Are you working with the right clients? Could you handle your day to day processes more efficiently? Are your staff enthusiastic and loyal?

It's hardly news that such issues often get pushed aside by more immediate needs. But, unless the long-term issues are attended to, the future is not going to be rosy.

The B2B events running this summer and autumn are the ideal opportunity to spend time away from the daily routine, addressing those longer-term issues. Each event includes a comprehensive seminar programme, the chance to check out potential new suppliers and the opportunity to network. Entry is free.



B2B event dates are as follows:

- B2B London - 24 & 25 May, The Business Design Centre, Islington
- B2B Thames Valley - 14 & 15 June, Newbury Racecourse
- B2B West - 20 & 21 September, the At-Bristol centre
- B2B Midlands - 18 & 19 October, the Arena, Coventry
- B2B South East - 26 & 27 October, the Brighton Centre

For full details, visit

www.b2blondon.co.uk



Telephone: 01934 629008



Equinet first with new certification

Swindon-based Equinet, the internet security gateway and caching specialist, has announced that its NetPilot internet security appliance is the first to achieve Checkmark certification for its firewall, virtual private network (VPN), and anti-virus functions.

Checkmark, an industry-wide benchmark, is designed to give users clear and unambiguous facts about the performance of networking products. Checkmark certification underlines the quality of NetPilot, setting it apart from competing products which do not have this accreditation.

For help with selecting the best products to secure your networks, call Orchard's networking specialists on **01934 629008**. And don't miss our *Try Equinet for free* offer on page 4.

Instantly forgettable?

Research by Microsoft's Small Business Team and the British Chambers of Commerce has revealed that 81% of small firms in the UK spend too little or too much time choosing their business name. Either, it seems, can make a name less memorable.

26% of firms interviewed admitted that they had spent less than an hour on choosing their name, while 24% spent less than 10 minutes. 45%, however, took a week or more.

Following the research, Microsoft commissioned three times world memory champion Andi Bell to devise a series of tips for creating a memorable business name - tips that could equally be applied to naming a product or service.

Andi's tips include the following:

- **Make it Meaningful:** a concrete or visual noun is more memorable than something like the owner's name or terms such as Limited or Associates
- **Colourful Connections:** it can be highly memorable to connect a concrete noun to a simple business description: for example, Crown Windscreens
- **Poetry:** Use combinations that are easy to say and hear. Alliteration often works well.
- **Don't Dwell on it:** consider your name carefully but don't chew it over for too long. It will start to seem more memorable than it really is.

See www.bcentral.co.uk/whatsinaname for full tips.



Free support from Orchard

Orchard has announced a promotion aimed at reducing risk for new customers. When signing up for a year's support, they will receive the first three months free of charge.

"Businesses looking for new providers can find themselves in a quandary," said Ian Terry, Orchard's Managing Director. "Committing to a new provider for a full year can be daunting, so Orchard is offering new customers the first three months of a year's contract absolutely free. Those three months provide the opportunity to see the difference we can make"

The scheme will provide increased peace of mind for businesses using Orchard for the first time, and a 25% saving on the year's support costs.

**FREE SUPPORT
for 3 months!**

For details,
call Orchard on
01934 629008



Your typing: unique

US-based BioPassword Inc has come up with an unusual security system. The technology recognises users' unique typing rhythms to verify their identity on password entry.

Visit www.infoptr.co.uk/biopassword.html

Clean up with Stinger

With even the best antivirus protection the odd nasty sometimes gets through. McAfee's Stinger could help with cleaning up after the event.

Details at www.vil.nai.com/vil/stinger

For advice on antivirus protection, call Orchard on **01934 629008**

Chip scams: protect yourself

Periodically stories surface in the IT press about chip 'remarking' scams. One such story unfolded in January, with Taiwanese officials shutting down a Taipei workshop amid accusations of the remarking of some 60,000 AMD processors.

While AMD maintained that none of the remarked chips had appeared in the European channel, the highly active grey market is notoriously difficult - many would say impossible - to track.

Ultimately, end users must beware. By using only trusted suppliers you can protect your business against the danger of buying systems built with unreliable, low performance or even stolen components.

That need not mean paying through the nose. Read *Servers, desktops and notebooks: talk to Orchard before you buy* on page 2 for details on Orchard's deals on servers, desktops and notebooks.

No worries

Many of Orchard's customers have very specific requirements. Others need support for all of their systems. Call Care Systems, providers of *Roundsman* milk round management software and *Garageman* software for garages, are a case in point.

"We're a small company selling very specific solutions," explained Peter Cane, Call Care's Managing Director. "To do that effectively we have to focus on making our product the best in its field, and selling it enthusiastically."

That meant finding an IT support company that could support Call Care's Novell network.

"I already knew Orchard, so I discussed our requirements with them," said Peter. "They were great, providing us with ad-hoc support while we got the contracts set up. Now the contracts are in place I can focus on growing Call Care's customer base and developing our products, with no worries about what I will do if the server crashes."

Running Novell?

Support for Novell software is increasingly hard to find, but Orchard can help. We support Novell sites nationwide: if you are looking for support, call Orchard on **01934 629008**

Try Equinet for free

Equinet NetPilot Plus: thirty days' free trial, with free installation.

Trial Equinet's advanced protection against spam, viruses, hackers, inappropriate content and phishing attacks absolutely free of charge for thirty days.

For details, call Orchard on **01934 629008**

Backup Exec v10

Backup Exec v10 for Windows servers has been released by Veritas, the world's leading storage software company, which merged with Symantec in December 2004. Backup Exec v9.1 for NetWare servers is also available.

For details, call Orchard on **01934 629008**

"No gherkin, thanks"

When a one-size-fits-all PC or server won't do, talk to Orchard. We can specify, build, install and support precisely to your requirements. So you get what you need, and you don't have to pay for what you don't need.

For details, call Orchard on **01934 629008**



On yer bike, Ian

Looking at the sober-suited chap smiling benignly on our front page you might not guess that Ian Terry, Orchard's Managing Director, has something of a wild side.

Catch him at the weekend and he's more likely to be in leathers than a suit, for our Ian is the proud owner of not one or two, but five racing motorcycles, including - and you should see the glint in his eye when he tells you - a Ducati 996. "It was named the most desirable motorcycle in the world in a Motorcycle News poll," he beams.

A true enthusiast, Ian is often to be seen hurling one of his bikes around the circuit at Castle Combe at Chippenham. Drop him a line at ian@orchard-computers.com if you share his enthusiasm.

Orchard to open Bristol office

Based in Weston-super-Mare since 1990, Orchard is to open a second office, in Bristol. The new office will enable Orchard to improve services to businesses in the city and its surrounding areas.

"We have wanted a facility in Bristol for some time," commented Ian Terry, Orchard's Managing Director. "It will make all the difference for our customers in the area, and I've already had positive customer feedback, before it is even open."

"The new office will complement our existing nationwide coverage and enable Bristol-based firms to take full advantage of our 'first three months free' offer," he added. See page 3 for details on this offer.

With the lease signed and due to start on 1 May, Orchard is planning to have the office up and running by early July.



- 12 Bridgwater Court, Oldmixon Crescent, Weston-Super-Mare, North Somerset. BS24 9AY
- Trubodys Yard, London Road, Bridgegate, Bristol

Orchard Computer Services

12 Bridgwater Court, Oldmixon Crescent,
Weston-Super-Mare, North Somerset. BS24 9AY

Telephone: 01934 629008 • Email: sales@orchard-computers.com • Web: www.orchard-computers.com