

The IT Newsletter for the Executive



**Website Launch!**

The new Diversity Solutions website was launched recently.

Dear Colleague,

Welcome to the inaugural edition of the 'IT for the Executive' monthly newsletter. The aim of this newsletter is not to overload you with technical jargon, but to educate and inform how modern computing technology can help your business, in a simplified comprehensive manner. As much as I do try and simplify the articles, occasionally I will have to get a little technical. Please use the glossary link on the right for a brief description of these terms. By all means, if you get stuck, do get in touch, and we will update the glossary.

The simple truth is, IT is going to play a major part in the development, not just the running of any business. Without technology know-how, you could find your business severely lacking opportunities your competitors may prosper from. Clearly it is the fault of the early technical boffins for introducing such complexity, with terms such as ADSL, html and .NET, but we are slowly progressing at making these terms digestible.

As I keep saying to many, by trying to understand too much too soon, you run the risk of becoming overwhelmed. It is rather like trying to understand the evolution of the human species, our planet and indeed the solar system. It is simply too much to grasp at once. However, by understanding how simple components are made, we will eventually get the whole picture. Technology is nowhere near as complex as the grand world of science. Fear is generally the only barrier to learning this sufficiently.

Over the coming months, I will go through the various technologies and applications that is likely be at the heart of every successful company in the near future. I will also look at information technology in the news and briefly explain what and how this has an impact on business.

Well I hope you enjoy this edition and hopefully you will notice vast improvements over the next few months with your personal IT literacy skills and confidence. Be sure to comment if you wish.

**The importance of CRM in SME**

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Small businesses often lack the technical expertise to implement such a system. The simple truth is, CRM (Customer Relationship Management) is a proven technology that large companies simply could not do without as the rewards are largely substantial. SME's often assume that because they don't have a vast number of clients, they are can manage efficiently. They couldn't be further from the truth. As



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May 2006

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they have a small number of clients, special attention is needed in retaining these and indeed if this is given and achieved, they will find their client numbers will increase as less go elsewhere.

CRM is not just an application, but a system that alerts and records every aspect of communication between you and the client. It is an informative system, with basic intelligence that will not let you delve into the field of neglect. All businesses do it, they might not realise it, but they will, when the member or client decides to resign and by then it is far too late. The damage was done long before.

CRM will work wonders with a business, however it doesn't come cheap, but the investment will pay a business dividends and substantial profits can be made in the long term just by this fractional investment.

#### Useful Links

- » [www.divsol.co.uk/crm](http://www.divsol.co.uk/crm)
- » [Wikipedia: CRM](#)
- » [Request a Demo](#)

The beauty about most modern CRM systems nowadays, is the ability to login and view client information from anywhere in the world. It gives the CEO the chance to keep an eye on communication between the staff and clients and any form of neglect will be shown in the form of alerts. Reports can be exported at any time which is particularly useful for board meetings. Essentially a CRM system reveals the heart of the company's communication and performance.

If you wish to read more about this product, please visit our website [here](#) for a detailed description.

#### Become IT wise

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"IT" is considered by most to be a feared word. Why? Because it is vastly misunderstood and generally, someone that does not understand it, is made to feel rather stupid. The simple fact is that those who work within a business environment at whatever level, must understand technology in order to succeed. I am not writing as a insistent advocate, as I indeed I am a fan of pen and paper, but merely as a messenger informing you how to stay competitive.

# IT?

Experiment, spend a day trying to do the basics through trial and error. Read a little about the building blocks, of even the history of computing. Think of a computer as a field of switches, reacting with speed to a series of instructions. We made computers, therefore we need to fully understand them, for as much as we wish to escape reality, they help us significantly in business and this is just a sample of what is to come.

#### Useful Links

- » [www.wikipedia.org](http://www.wikipedia.org)
- » [Google Options](#)
- » [IT Training](#)

#### The art of the using the Search Engine

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The search engine, many would agree, is the heart of the internet. More than 40% of websites are found using the search engine yet I am still surprised to see 90% of users still do not know how to use it properly. A search engine is more than just a facility for searching for a word, it is a highly complex mechanism that, especially in the case of Google, use basic forms of Artificial Intelligence to disseminate and retrieve. Unfortunately, most people do not know how to use it properly and therefore do not benefit from these features.



In short, I am going to show you how to use a search engine and how this will change the way you search for information for your business. Time and time again, you only have fragments of company information, such as a staff member or part of a company's name or even just a telephone number from which to search. The most important point to note, is how much information can you gather from this. Is this a UK number or an international number? Is the company's name part or full? Have you tried the Companies House website to look for the contact details? Have you tried using the domain in the email address to search for their website?

The most useful way of filtering information and telling the search engine exactly what you are looking for, is the inverted comma (""). For instance, by typing

#### Useful Links

- » [www.google.co.uk](http://www.google.co.uk)



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in Joe Bloggs in the Google™ search engine without this, you get every website in the world with Joe and bloggs somewhere within these pages, even if it is Joe Smith and Peter Bloggs. Not much help? So you now use "Joe Bloggs" using your inverted comas to force the engine to search for this exact phrase. Suddenly your results make a lot more sense. Now you can go one better, how about by country? Clicking on the "within the UK only" in Google™ will now narrow it down within the UK only. Now we have what I call the basics, we can get smart, by using "Joe Bloggs" London you can see where I am going. This searches for the intact phrase Joe Bloggs as well as looking for London anywhere else in the page.

- » Google Options
- » [maps.google.co.uk](http://maps.google.co.uk)
- » [www.kaxy.com](http://www.kaxy.com)

I will be going into further detail in future editions and will hopefully increase the usefulness to your company in time. A lot of information, you require for your business, is there on the internet. Contacts, data, statistics and market research. Use this effectively and your opportunities could flourish, for you have the entire world at your fingertips, you just have to know how to request effectively.

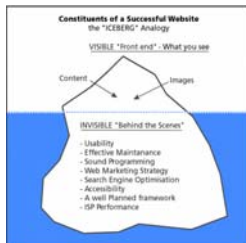
### Is your Company's Website conveying the right message?

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With the web nearing 20 years old, substantial improvements have been made since the days of rather boring themeless sites. As technology has improved, it has enabled websites to display an unlimited degree of designs. The World Wide Web is no longer just a source of information, it's rather like having an infinite number of media channels. Many large companies are now using flash to show moving images or even compress video. As broadband is now accessible by the majority and at low cost, it is now possible for readers to view such dynamism. Of course, for most companies it is not important or indeed not in their favour to be represented with such glamour. However, it is important that the site looks professional, is well coordinated and easy to read.



### Constituents of a Successful Website (Click thumbnail to view)



Past research indicates a user's attention span will stretch to 5 seconds, whilst looking at a specific page. Display this in a readable informative fashion and you will have made a regular user, however, presented in a fragmented, unfriendly arrangement and you will lose them forever. It is not like a newspaper where they have paid for or only have the one option.

The viewer has too much information and selects your company for a privileged view. Entice them and keep them and your job is done. It will most definitely have a positive effect on business as well as show interest from investors, associates and potential partners.

### Useful Links

- » [www.divsol.co.uk/web](http://www.divsol.co.uk/web)
- » Google Options

I hope you have found this newsletter informative. If you wish to discuss related technologies in more detail or want advice on how your company could benefit from advanced technological implementation, do drop me a note.

Best wishes

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