

# Biz-Insider



NEWSLETTER

AUGUST, 2012

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### INSIDER INTRODUCTION

In this edition of the newsletter we give you insights into Virtualisation and the Cloud and welcome you to our seminar being held later in the month, refer page 3.

We also introduce our new addition to the Team, Mr Ian Pam.

We hope you enjoy the other topics this month which include marketing tips, ERP solutions, SME website platforms and some interesting places we have found on-line.

***Teresa Hooper***  
***Partner***



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## INTRODUCING IAN PAM...

Teresa Hooper is delighted to welcome a new member, Ian Pam to the team. Ian joins JR.bizlink in it's 10<sup>th</sup> Anniversary year as Business Development Manager.

Ian Pam is far from the usual software sales journeyman. Not only is Ian a qualified accountant with a double accounting/finance B.Commerce degree, he is also a business systems specialist. A rare and valuable combination indeed. Ian walks the talk as a result of a short history as a company accountant and a corporate accountant, followed by several years spent working as an application consultant with international ERP firms including: Intenia, QAD Inc. and Microsoft Dynamics AX.



Ian has also performed as a senior management consultant working over 6 years in advising a varied client base on their ERP and Financial needs and in sectors including Defence, Manufacturing, Retail and Finance industries. With a methodical, customer centric approach coupled with in-depth technical skills, Ian is able to clearly articulate important strategic goals that will guide any business client on their business journey.

Ian's areas of expertise include: Business IT Strategy & Systems selection, Greentree demonstrations and implementation, Training and Change Management, Software as a Service (SAAS) offerings, Post-Implementation Performance analysis and Quality Audit and Risk Mitigation and Management Strategies.

If you would like a business needs chat [contact Ian here](#) or call Ian on T: **07 3222 8444**

## SAAS WITH A PURPOSE

JR.bizlink presents SAAS with a Purpose, a value-add online systems approach that **saves business' time and money.**

SAAS offers SMB's the ultimate in efficiency and flexibility and helps reduce overheads.

Whether you're just starting out, expanding, or looking to replace systems - talk to JR.bizlink about 'SaaS with a Purpose' and **discover a fast, lean and easy way to access manage and maintain your business.**



*"Through this system we're able to value-add in a very cost-effective manner because so much of the work is automated,"* Teresa Hooper, JR.bizlink.

**Phone Teresa on (07) 3222 8444 for a FREE SAAS Consultation**

[Read More](#)

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## THE 'REAL' BENEFITS OF VIRTUALISATION

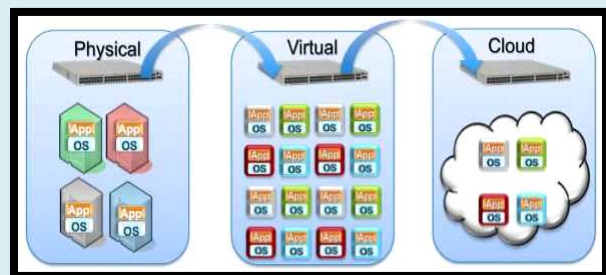
*Peter Tobin of InfoTech Solutions provides an in depth look at Virtualisation ...*

Virtualization is all about maximising computing efficiencies to deliver a more cost effective and robust IT solution.

Physical servers typically operate to only 10% of their CPU capacity and 40% of their storage capacity. Virtualisation enables the far greater utilisation of all that untapped computing power by installing several virtual machines on the same physical device in a process known as "server consolidation". Software versions of servers are created and these configurations are called server "emulations", or more often these days, server "images".

Peter's smart and compelling article goes on to cover the following:

- *An introduction to IT Virtualisation*
- *What is Virtualisation?*
- *How does it work?*
- *Why should I do it?*
- *Reduce cost and risk*



Read the Full Virtualisation article [here](#).

To attend our free virtualisation seminar on Wednesday 29<sup>th</sup> August, [click here](#)

Visit the InfoTech website [here](#).

## GREENTREE'S UK EXPANSION

Tough times are providing the ideal growth environment for Greentree software with the announcement of several new partners and customers. "In the current climate, businesses are facing the twin challenges of really needing to innovate and significantly lower costs. This is where Greentree can provide a rapid payback" says Harry Mowat Managing Director Greentree UK.



Greentree's new partner network has already notched up a spate of customer wins, signing up companies across many business sectors, and even gaining some export success.

Greentree UK has also just forged its first technology partnership, with leading UK POS solutions supplier Futura. Futura's POS terminals are installed in thousands of businesses throughout the UK and worldwide – users include Crew Clothing, Cath Kidston, Menarys and Greenwoods.

"We have deliberately chosen to invest and expand during this recession," says Greentree's UK Managing Director, Harry Mowat. "In the current climate, businesses are facing the twin challenges of really needing to innovate and significantly lower costs. This is where Greentree can provide a rapid payback."

Read the full article [here](#)

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## GO TO MARKET: PARTNERING TIPS

The success of your company solely depends on the acceptability of your product/service in the market place. Thus every company, irrespective of size and sector, needs to have an appropriate "go to market" strategy to remain in business.



It is also obvious that all companies do not have deep pockets required to spend on sales and marketing initiatives. So as an entrepreneur, you need to strike the right partnerships to penetrate and survive in markets where you have had no prior presence.

To get into the market you need channel partners or commission agents who will distribute your products to the retailers.

Once you have identified your partners, support them with sales and marketing promotion to give the product a push. Go step by step. If yours is a small company, you should grow slowly, steadily and should not spread everywhere without the necessary support and backing.

Read the full article [here](#)

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## FIVE BIG WAYS YOUR ERP COULD GO RIGHT

Looking to solve your enterprise resource planning problems and luxuriate in its new-found benefits and positive return on investment?

A number of chief information officers — all of whom have presided over ERPs at multiple points in their careers — where interviewed with a view to coming up with one critical success factor for an ERP project. They had trouble knocking the list down to just one, but in the end they persevered. What follows are contributions from several CIOs.

This article serves to outline 5 keys tips to help with successful ERP. Each of the following tips is expanded upon in the full article:

1. UNDERSTAND THE BENEFITS.
2. DON'T CLIP THE TAIL OF THE PROJECT.
3. DON'T UNDERESTIMATE THE IMPORTANCE OF MASTER DATA GOVERNANCE
4. PREPARE FOR THE DIP
5. DON'T OVERLOAD THE ERP.

Read the full article [here](#)

Speak to Ian Pam regarding ERP advice.

[Contact Ian here](#) or call Ian on T: 07 3222 8444

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## INSIDER GOES ONLINE TO FIND SOME INTERESTING WEBSITES



**iWire** is the place to catch-up on all the latest technology related news. iWire is Australia's most read independent technology news source. With 327,505 (Nielsen SiteCensus) visitors a month. iWire has 20,000+ subscribers to its daily IT&T newsletter. <http://www.itwire.com/>

**WP Hub** is a new site for all things WordPress. WordPress is an excellent low cost - high quality option for an SME website platform. The WP Hub website specializes in reviewing premium WordPress themes, plugins and hosts. In addition, you can find articles and content relevant to all things WordPress including tutorials. <http://www.wphub.com/>

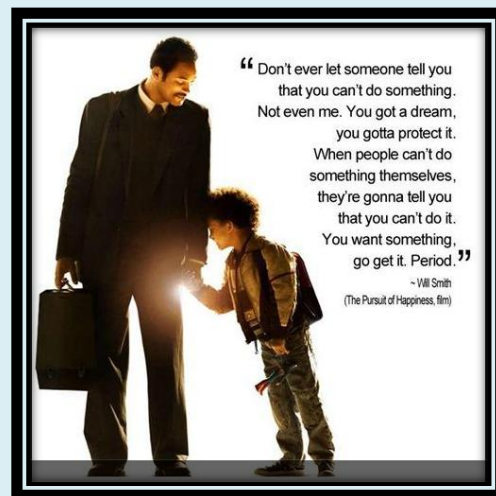


### SOCIAL MEDIA

Take a look at JR.bizlink's social media activity and sign up for alerts:



### QUOTABLES



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