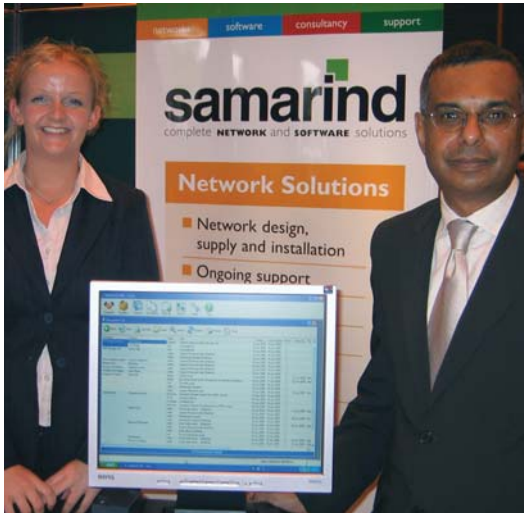


# samarind

complete NETWORK and SOFTWARE solutions



## Samarind make an exhibition of their latest product

Networking was the key when Samarind took part in this year's Chester Business Exhibition. The Exhibition, which was held in the city's Northgate Arena on June 17, was an opportunity for the company to showcase their own Customer Relationship Management software.

'This was the first exhibition Samarind have done, so it was a big day for us,' said sales consultant Carly McKay. 'It proved great for networking and we made excellent contacts with the other exhibitors, some of which may lead to future business.'

'It was a really hot day – we were so glad we took our fans with us! – and I think this may have kept visitor numbers down a bit, but it was still a great opportunity to show off our new CRM product.'

Customer Relationship Management software is an essential tool for all businesses, providing a central repository for all customer information while providing instant access and updates. The new CRM software developed by Samarind is not only efficient and powerful enough to take on market leaders, it also has a cost benefit which will make it particularly attractive to SMEs. Businesses can rent the product on a 'pay as you go' basis instead of having to buy it outright.

Samarind's co-directors, Miranda and Sadik Pothiwala, say that Samarind CRM has all the features you'd expect

from a modern CRM product plus rather more. 'We've designed it to be fully compatible with common business software such as Outlook and Sage and, provided you have the right systems in place, to be accessible by staff out in the field,' said Miranda. 'We've also made it very easy to use, minimising the amount of training required.'

Like all Samarind software, it can be tailor-made to suit the specific needs of customers.

'It was great to be able to launch this important new product at the Chester Business Exhibition' said Carly. 'In fact, there was a double reason to celebrate because one of our support customers, The Gate Marketing & Design Ltd, won second prize in the Best New Business Award at the Exhibition. We offer them our hearty congratulations.'



**"Congratulations to the winner of our prize draw, they are now the owner of this fantastic laser mouse!"**

## Autumn 05 Newsletter contents

### front cover

Samarind news  
Chester Business Exhibition

### page 2

hot topic - mobility  
case study -  
Graphoprint

### page 3

employee profile -  
Gavin Yardley  
tips and tricks -  
Microsoft Outlook

### back page

what's hot -  
D-link  
coming soon...  
IP phone systems



Samarind Limited  
Parkway Business Centre  
Parkway  
Deeside Industrial Park  
Flintshire  
CH5 2LE  
Telephone: 01244 288281  
Fax: 01244 288820  
[www.samarind.co.uk](http://www.samarind.co.uk)

networks

software

consultancy

support

## hot topic



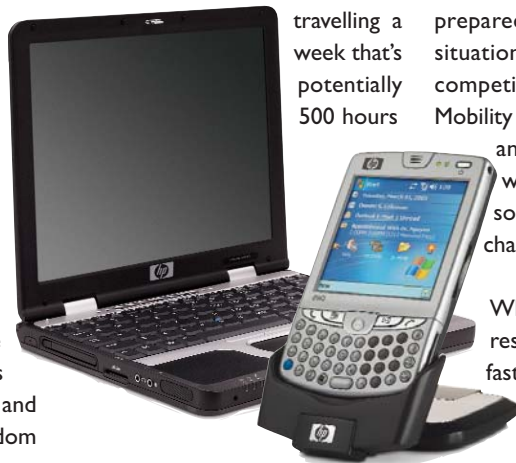
### Mobility...

Mobility is the key word for small businesses at the moment. The traditional 9 – 5 working day at your desk is over and the need for businesses to be responsive, fast and above all else flexible, have meant that the number of people who work 'on the move' has increased dramatically.

Having a mobile workforce can provide numerous benefits to your business. It gives you and your employees greater freedom

to pursue business objectives whenever and wherever they go. When you free yourself from the confines of the desk, productivity becomes more flexible and you no longer have the restraints of time and location.

When workers can access information and accomplish tasks while they're out of the office, it results in saved time and money. If one employee spends a total of ten hours travelling a week that's potentially 500 hours



of lost productivity in a year! You can minimise downtime due to travel or interruptions because your main productivity tools are with you the whole time. The time between "need to-do" and "job done" is much shorter as workers have their laptops or PDA's with them and can complete tasks then and there.

With a mobile workforce, your business is more ready than ever for change. You are better prepared to adapt to new situations and respond to competitive demands faster. Mobility lets you take computing and business applications with you wherever you go, so you're flexible to meet changing expectations.

When you're mobile you can respond to customer needs faster and meet expectations with greater ease. You can take presentations

with you, modify them for your customers' specific needs, and take notes during meetings, all adding up to greater customer relationships and satisfaction.

To ensure a mobile workforce functions effectively then high quality robust and reliable technology is extremely important. Samarind can offer help and advice on a whole range of solutions for mobility, from business notebooks, tablet PC's and handhelds to mobile and wireless printers and projectors. And as a Hewlett Packard business partner, Samarind Limited is in the best position to supply you with the top quality hardware you need to achieve this.

If you are interested in finding out how you could benefit from deploying a mobile strategy in your business please call Carly McKay on **(01244) 288281** or email [sales@samarind.co.uk](mailto:sales@samarind.co.uk).

## case study



### Graphoprint

GRAPHOPRINT

'We finally got everything to Samarind by Tuesday morning,' Claire recalls. 'Fortunately we had a back-up, but it didn't include three days' worth of data – from Wednesday night to the time of the fire – and it was imperative we recovered that data. Considering the state of the servers, I thought it was an impossible task. Paperwork had been lost as well, of course. I thought we'd lost everything.'

"Samarind have looked after us so well but I didn't really expect anybody to be in on Easter Sunday morning when I phoned..."

Samarind has helped an important client rise like a phoenix from the ashes. In March Graphoprint Ltd, a printing services company near Samarind's office on Deeside Industrial Park, was severely damaged by fire. The blaze started on the Saturday evening of the Easter bank holiday weekend, so there was no-one on site except security personnel and fortunately no-one was hurt. The fire raged for 48 hours and 75% of Graphoprint's production capacity was destroyed.

One of the first on the scene was Graphoprint's office manager, Claire Raggett. Claire said: 'It was a heartbreaking sight and we soon realised that our paper records had been destroyed. The server room was badly damaged by heat, smoke and water. Getting the system up and running again was a main priority.

'Samarind have looked after us so well but I didn't really expect anybody to be in on Easter Sunday morning when I phoned; I expected to be put through to an answering service or reconnected to somebody's mobile. But one of the team, Les Veal, happened to be there and he immediately rushed round to see what he could do to help.'

Fire officers removed the servers from the wrecked building and they were put into Les's care at Samarind. They were in a sorry state, covered in black soot which had also got sucked inside the cases. The situation didn't look hopeful.

But in less than a week – by the following Monday – Samarind had succeeded in recovering everything, bar four files which Claire was pleased to discover were old e-mail accounts and of no use, anyway. At the same time, the team had succeeded in hooking up new computers to the old leased line in the fire-damaged building.

'Thanks to Samarind we had computers before we had phones,' said Claire. 'New PCs, full network capability and all that data recovered in less than a week – it was like a miracle.'

'They worked tirelessly, even over the weekend. They were prepared to go in there, amongst all this soot and debris, dressed in white paper suits, with hard hats and dust masks, gaffer taping things here, lashing things up there and running cables across the road between Graphoprint and Samarind. The effort they put in was amazing.'

'It was a case of full disaster recovery – to carry on our business we needed that data recovered and we needed to have those computers working. I love Samarind to bits – they are my saviours!'

Six months down the line, all Graphoprint's departments are working well, with one press working full-time, a second press already being installed and two more on the way.

## employee profile



Gavin Yardley



Love in a cold climate has really warmed the heart of Samarind systems analyst Gavin Yardley. The 33-year-old will soon marry the girl of his dreams, on a little island above the Arctic Circle.

Originally from Wetherby, home of the famous racecourse, near York, Gavin joined Samarind four years ago, and soon became an integral part of the software development team.

'The work's enjoyable because it's always challenging,' says Gavin. 'Every job throws up fresh challenges because every client has different needs, so you're always stretching yourself, finding new ways of doing things. You don't think in terms of problems – but in terms of solutions. Samarind is a friendly and happy company to work for – you always know you can ask for help and support when you need it, but otherwise you're trusted to get on with finding those solutions for yourself.'

The latest challenge Gavin has been happy to solve is the courting of his Norwegian fiancée Tori. Gavin met Tori at Easter last year on one of his visits home to Yorkshire. Tori is a teacher and had been following a top-up course at York University. 'We fell in love but soon Tori was back in Norway – so we could only see each other once every few months,' Gavin explained.

Nevertheless, the relationship blossomed and soon Gavin will be flying back out to Norway to marry Tori in an ancient, octagonal wooden church near her home on the mountainous island of HadselËy in the Far North.

'It's going to be a wonderful experience, we'll be married in the midnight sun,' Gary enthused. 'HadselËy is strikingly beautiful. Tori's family own a farm which stands by the shore. There's a private beach in

front and massive mountains rise up behind it. It's like another world. Recently there was a rock fall – great boulders came crashing down – but no one was hurt and fortunately all the sheep dodged out of the way!'

Tori will be moving to the UK to live with her new husband on the Wirral. She intends to take up supply teaching. As you might expect, her English is perfect. Can Gavin speak any Norwegian? 'I can just about count up to ten,' he says, sheepishly.

There is another great love in Gavin's life – his 1976 Triumph Stag. Gavin's a big fan of classic cars and recently drove his Triumph to Le Mans.

'I'd always wanted to see the 24-hour race at Le Mans,' said Gavin, 'but the trip fulfilled another ambition, too. I wanted to drive the Triumph in Europe. It originally belonged to my grandfather and he hated flying, so he'd drive it everywhere. He'd driven around Spain in it and across the Alps. I really enjoyed driving it through France, with the soft-top down – you can imagine.'

Gavin's granddad is still alive and he plays golf with him when he visits Wetherby. The gentleman might be 94 but he still manages to give Gavin a good game.

What with a lovely new wife, and a growing career at Samarind, the future's looking rosy for Gavin. After the wedding, it's off to Dublin for the honeymoon. 'It's the Viking connection,' said Gavin. 'York was originally a Viking town, Wirral was a Viking settlement and Dublin was founded by Norwegian Vikings in the Dark Ages. Tori – who teaches history among other subjects – will be fascinated to explore it.'

## tips and tricks



## Outlook Shortcuts:

Following on from the popularity of our article about Windows shortcuts, here are some shortcuts and other tips to help speed up your use of Microsoft Outlook.

If you're someone who's familiar with the layout of the standard PC keyboard, you can save lots of time and wrist ache by using keyboard shortcuts instead of moving and clicking with your mouse.

Ctrl + N	Start a <b>N</b> ew email
Ctrl + Shift + A	Make a new <b>A</b> ppointment
Ctrl + Shift + C	Add a new <b>C</b> ontact
Ctrl + Shift + K	Create a new <b>t</b> ask
Ctrl + Shift + B	Open your <b>A</b> ddress <b>B</b> ook
Ctrl + O	<b>O</b> pen the selected email/contact/whatever
Ctrl + I	Open your <b>M</b> ail
Ctrl + 2	Open your <b>C</b> alendar
Ctrl + 3	Open your <b>C</b> ontacts
Ctrl + 4	Open your <b>T</b> asks
Ctrl + R	<b>R</b> eply ...
Ctrl + Shift + R	<b>R</b> eply to all ...
Ctrl + F	<b>F</b> orward ...

### Did you know?

#### The quick way to send a file to someone

If you've been working on a document in a package such as Word or Excel there's a really quick way to send it to someone via email. You don't have to go through the whole process of saving it, closing Word (or whatever), starting a new email and attaching the file from where you saved it. From Word itself you can simply click 'File' on the menu, choose 'Send To' then pick one of the 'Mail Recipient' options as shown in the following screenshot.

This opens up Outlook and starts a new email with the file already attached, all in one easy step. All you have to do is say who to send it to and (optionally) add a few words of explanation.

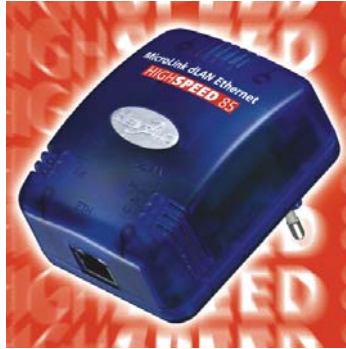
#### You can brighten up your emails with a background theme

Outlook comes with a selection of different 'Stationery' styles, a bit like the desktop themes you get in Windows XP itself. You can choose one as the default style of your new emails or even design your own.

From the Outlook menu choose 'Tools', then 'Options ...' then the 'Mail Format' tab, and click on 'Stationery picker'. There's lots to choose from, and even more available to download.

Or why not set up one based on your company logo? If you would like help doing this please call Miranda on 01244 288281.

what's  
hot



## MicroLink dLAN high speed ethernet

Do you have a network set up at home? Do you want to have high speed internet access but are you reluctant to do so because of the extra cabling it will involve? Do you want a wireless network but the layout of your home won't

allow it to pass through walls? If this situation sounds familiar (and we're sure it does!) then check out MicroLink dLAN Highspeed Ethernet. With this brilliant new product running a home network has never been easier.

The devolo MicroLink dLAN Highspeed Ethernet Adaptor plugs in to your household power socket and networks over your existing electricity wiring! This clever device allows you to transfer even large quantities of data over your network in a short space of time. It allows you to surf the net from any PC in the house

and you can network television and stereo systems at high speeds and connect games consoles for multi user gaming. It is the first product to offer data transfers at a rate of 85Mbps over the household power circuit which makes it possible to transmit video in DVD quality for high speed video streaming.

You need an adaptor for each device and combined with a devolo router every household power socket can provide internet and network access from any number of devices simultaneously.

The range is 200 metres regardless of the architecture of your home. Installation is simple to do and a devolo network

guarantees high security with encryption so your network is not open to the whole street! We're sure you'll agree that this is a great product.

For more information please call Samarind on 01244 288281 or e-mail [sales@samarind.co.uk](mailto:sales@samarind.co.uk)



coming  
soon...



IP phone  
systems

**SAMARIND WILL SOON be adding IP telephony to their extensive range of services. We will be selling, installing and supporting the AVAYA IP System and hope to be fully accredited in the next six months!**

What is IP Telephony? IP telephony enables voice communication over internet protocol (IP) networks. It brings together an organisation's many locations - including mobile workers - into a single converged network. It promises cost savings by combining voice and data on one network that can be centrally maintained, as well as by eliminating the expense of calls between locations.

Instead of a separate, multi-line phone beside a users PC at each desk, IP telephony allows software on the PC to serve as a "soft" phone. This means you can dial, hold, transfer, indeed all the functions available by pressing buttons on the handset, on your PC. The software, unlike telephone hardware, is easily

upgraded and enhanced, without work disruption, without equipment cost and without even visiting every desk.

Managing Director of Samarind Sadik Pothiwala says "It is important that we can offer our customers all the latest and greatest technology solutions. We are beginning training with Avaya to ensure we have all the skills and product knowledge to do just that".

We have already implemented the Avaya IP System for one of our customers and they are benefiting greatly from the improved features on offer. The new phone system integrates with Samarind's new CRM software and allows them to access the relevant details even as their customer is calling in.

We've also implemented the Avaya System in-house here at Samarind and have been using it for the past few months. It has enabled us to bring our users who work from home onto our network at the office and means that instead of dialing their number, we just dial their extension as if they are sat in the next office!

There will be more information available soon on our website at [www.samarind.co.uk](http://www.samarind.co.uk) and look out for full details in our next newsletter.

**Interested in IP Telephony? Please give Carly or Sadik a call on 01244 288281 or e-mail [sales@samarind.co.uk](mailto:sales@samarind.co.uk)**

