

AT YOUR SERVICE

With BT you can choose from a whole host of features useful to you and your business. BT is leading the broadband market for business, providing a complete Broadband Networked Business. This encompasses many things that BT can do to help you and your business run as efficiently, effectively and flexibly as possible.

- BT broadband customers can access their email accounts from any PC with internet connection.
- The Business Email plus package provides 150MB mailbox capacity with a view to purchase up to 1GB memory.
- You can email up to 500 recipients at one time.
- Microsoft Outlook Mobile Access (OMA) enables email access via mobile phones.
- Microsoft Active Sync allows easy integration with PDA's and BlackBerry technology.
- IT Support Manager Remote (ITSM) provides self-care diagnosis software as well as leading edge remote access technology.
- BT's IT experts can securely take control of a PC to fix the problem, without coming on site.
- Teleworker connects remote workers using the latest Virtual Private Network Technology. This enables key staff to access corporate resources when they need them.
- The Internet Security Pack gives users high-quality protection which runs continuously.

With the Internet Business Pack you can:

- Acquire your own domain name like www.yourbusiness.co.uk.
- Build your website with BT website creator
- Get 100 MB extra space
- Get 100 extra personalised email addresses like your.name@yourbusiness.co.uk

BT Broadband Voice makes use of users existing Broadband connection, providing two additional virtual lines. This enables you to enjoy the benefits of two more phone lines without needing to have new lines installed.

SUPERSONIC SECRETARY

When Marie Robinson found she was expecting her second baby, she began to look for ways to combine work and family life.

"I was an office manager with a solicitor, and they suggested I might work from home, but it didn't work out," says Marie, 33, who lives in Kenilworth in Worcestershire. "I started looking around for other opportunities, but all I could find were things like stuffing envelopes."

Then Marie came across a company called OutSec, which uses British 'virtual secretaries' living all over the world to provide online transcription services for a wide range of clients, including lawyers, estate agents and doctors.

Now, with the help of a broadband internet connection, Marie is able to use her skills as a legal secretary and work at home, basing her working day around her children, Todd, six and Mia, who is now two.

"I can work in the mornings, when Mia usually has a sleep, and I can sit down and work in the evenings when the children are in bed," says Marie.

The dictation to be transcribed comes to Marie in the form of sound files sent by OutSec directly to her computer.

"I type out the documents, using templates supplied by the clients, and send them back by computer to OutSec," she says. "I have a wireless broadband connection which means I can work anywhere in the house."

"It all works very smoothly, and I have a good relationship with the people at OutSec."



OutSec (www.outsec.co.uk) was set up six years ago by husband and wife team Richard and Vanessa Phillips, who were also looking for opportunities to work from home. "We had both worked in merchant banking in London, but when we had our twin boys Toby and Hugo, who are now 11, we wanted to move somewhere they could run about in the woods and fall out of trees," says Richard.

The family, which now includes seven year-old Emma, moved to an old farmhouse in the Norfolk countryside where they now run their company from a converted dairy.

The secret of OutSec's success is a combination of broadband and digital technology. Small handheld digital recorders allow clients' dictation to be downloaded straight into their computers and sent to OutSec using the company's unique file transfer software, FileManager.

FileManager allows files to be transferred faster and more securely than by email and clients can also use it without having to install any software.

"Without broadband our company simply could not exist," says Richard, 44. "When we first started with just

four or five clients, we were using a dial-up connection and sending files by ordinary email, but we soon found we were drowning, with 500 emails coming in a day with sound files attached. For us, broadband came not a moment too soon!

"With the huge number of clients and typists we have now, it would be virtually impossible to send all these whopping sound files back and forward without using broadband. All our clients use it, and our typists, who can be anywhere in the world - this is a global business, and where they work from doesn't matter."

Richard and Vanessa, 47 have already won numerous awards for their innovation and customer service, and this week won the regional East of England finals of the DTI E-Commerce Awards for Best Use of Teleworkers and were runner-up for Best Use of Broadband.

"Much of our workforce are ladies in their fifties, who are very highly qualified and dedicated, but who have been ignored because of ageism in the workplace," he says.

"And our typists can work from home but be better off, because they don't have any travelling costs. It also cuts costs for our clients, as they have a pay and go service instead of having to pay a full time secretary, and instant access to some of the most skilled secretaries in the business.

Broadband really is changing the way Britain works."

A sick PC can cause serious disruption to a business. Software crashes, data loss and dead email quickly translate into wasted time, missed schedules and lost revenue. Is it the hardware? Is it software? Is it a virus? Who knows? You don't need to wait with BT's IT Support Manager Remote (ITSMR). The service provides easy to use self-care diagnosis software as well as leading-edge remote access technology which enables our IT expert to securely take control of your PC to fix the problem, without even coming on-site. Leaving you free to get on with the business

MR FIX IT

of running your business.

What can I expect from ITSMR?

Quite simply, practically all of your IT requirements can be covered. From installing, configuring and repairing operating systems, networks and hardware, you'll also get support on all your BT Business products and services, plus Microsoft's software and applications such as the

complete Microsoft Office Small Business Edition suite.

How will ITSMR benefit my business?

No matter how big your company is, how many offices you have, or if you already employ an IT manager, ITSM can bring benefits to you.

A small organisation with no in-house IT staff

BT's remote support ensures that you can run the high-

performance hardware and software your business needs. We also take the hassle out of configuration - saving you those hours trying to discover why Plug and Play has turned into Run and Stop!

A medium-sized company Remote support is an efficient, flexible solution that keeps your PCs and software running. That frees up your IT staff to focus on strategic tasks

shared IT resource

The gains are even greater. There's no need to wait for an in-house IT consultant to be dispatched to your premises as our IT expert can access your PC remotely to reduce downtime.

A company employing home workers Often these are the ones who are most at risk from IT-related disruption, left with limited - and costly - support by staff at HQ. ITSMR can be bought to support these workers so you can rely on us to solve their hardware and software problems that put your revenues at risk.



SPEEDY... HINTS AND TIPS

Angus from BT Broadband helpdesk answers the most commonly asked questions from small businesses regarding broadband:

What is broadband?

A high-speed internet connection, up to 20 times faster than a traditional 56k modem connection, that is "always on". Called broadband because it has a much larger capacity to receive (and send) data.

What's the difference between connection speeds?

BT Business Broadband offers connection speeds of 2mb as standard - four times faster than the standard broadband connection offered by most other internet service providers.

Can I use my telephone and internet at the same time with broadband?

Yes, one of the key advantages of broadband is it allows both internet and phone calls to take place simultaneously on the same land line. A device called a microfilter (phone adaptor) plugs into your telephone line, splitting the line so you can do both.

Can I make phone calls over the internet?

Yes, this technology is called VoIP, Voice over Internet Protocol, which in means you can make voice calls via your PC over a broadband connection. BT's Broadband Voice service provides two additional virtual lines that can be used even when you're online.

Can I work wirelessly with a broadband connection?

Yes, using wireless technology (Wi-Fi), you can access the internet - with no download limits - at any of the thousands of access points (hotspots) in places such as cafes, hotels and airports here and abroad.

How does wireless technology work?

To work wirelessly, you require a wireless router, this picks up signals from outside your building and sends the connection point back to you, so you can log on without physically connecting yourself into the network. To work on the move you can download a list of hotspots where you can pick up a wireless signal.

Am I more at risk from viruses with broadband?

No, the risks are no higher than with a standard internet connection. However, we strongly recommend you use a firewall and anti-virus protection with your broadband service.

WIN IT PACKAGE WORTH OVER £2,500

Want to get your business up to speed? We've got just what you need. We've teamed up with BT Business Broadband and Sony to give one business the chance to win an IT package worth over £2500. The IT package includes: BT Business Network providing BT Business Broadband from one broadband line, for up to 20 users with speeds of up to 2Mb*

IT Support Manager offering you 24/7 technical support and providing solutions by accessing your PC remotely. Internet Security Pack with firewall and anti virus software which runs in the background, helping to guard your PC continuously.

ASony VAIO FS laptop that is robust, yet lightweight being made from magnesium alloy. It's perfect for the needs of a demanding but value-conscious business user with features including multiformat DVD, widescreen, and clearer visibility displays.

For your chance to win this great prize simply explain, in not more than 50 words, how broadband has helped your business. If you do not already have broadband, explain how you think broadband will help. Email your entry to: btmirror@kazoo.co.uk or post to: BT Mirror competition, Kazoo, Third Floor, 12 Goslett Yard, London WC2H 0EQ.

* If your line won't support 1MB/2MB, you will be offered the best speed available for your line. Usage allowances apply. 12 month minimum term.

TERMS AND CONDITIONS: Normal MGN rules apply. Open to UK businesses with a BT line, in broadband enabled area. Subject to availability and line test (www.bt.com/getbroadband). Only one entry per business. No cash alternative or substitute prizes. Competition closes 31 December 2005. Entries may be used in PR activity; BT will inform any entries if they are to be used.

BROADBAND BENEFITS



David Frost, Chairman of the British Chamber of Commerce gives his views on the benefits of broadband:

More and more small businesses are benefiting from broadband. For many it has transformed their business. Downloads are faster, new software and e-enabled packages are available and broadband generally can provide low-cost, direct contact with customers and suppliers. But despite these benefits, many businesses are, and



understandably so, worried about the risks - internet fraud, viruses and hacking can really damage a business. Protecting your financial security and reputation amongst customers against these dangers are top priorities for any business. IT can be a confusing maze, but help and advice is available to reduce these risks. Organisations like Chambers of Commerce, Microsoft and BT are working with small businesses through e-Business

Clubs to help provide advice. They provide valuable information, practical IT demonstrations and networking opportunities so you can learn from other businesses. The British Chambers of Commerce is holding workshops for businesses about these issues to help them get maximum benefit from IT and feel confident about security. Information and advice is available, those who really want to improve their bottom line will do well to go and seek it.

Check out www.britisshchambers.org.uk for more information on the BCC.

