



A Welcome from our Commercial Director Carl Maher

A very warm welcome to the second edition of our quarterly bulletin InnSider. Following on from our initial launch issue, this edition will update you with what's been going on here at Innov8 as well as new products and advancements in the IT marketplace generally.

2008 is going to plan at Innov8, we have picked up some very high calibre customers and continue to get good recommendations from our user base. This is extremely pleasing as it is an excellent reflection of the level of customer satisfaction we are achieving.

Our team continues to grow and evolve with some new members in Marketing and Support this quarter. These highly skilled teams will help us in our efforts to continue to enhance the service we deliver to our customers over the coming years.

We have an exciting new relationship with IBM which strengthens our commitment to the best quality hardware choices for our customers. Having reviewed their impressive range of options, we believe they offer great value and compare well to the offerings of our other preferred supplier Hewlett Packard. We are also keen to compliment these new offerings with virtualisation solutions and remote desktop from VMWare and Citrix respectively.

However this quarter we are concentrating on software, including our new online InnVan solution and the upcoming offerings from Sage.

Carl

Innov8 News

New Starters

o Adam Rizvi.

Adam has joined us as part of the bustling support team. Adam previously worked for another large Sage business partner as a Sage support consultant and has worked in the industry for the last 4 years.

o Kayley Hennegan.

Kayley has joined us in the role of New business development. Coming from a previously high paced telephone role she has fitted in well talking to companies and discussing their pains and solutions.

o Lee Pomfret.

Lee has also recently joined us in the role of New Business Development. Coming from a local data centre Lee is used to discussing peoples issues and pains and finding solutions. In his spare time Lee is a DJ appearing in many clubs in the Manchester area.

Congratulations to Nina on her New Accreditations.

Innov8's Management and Directors would like to congratulate Nina Gilbert on her exam success. As a highly visible and essential part of the Innov8 team her demonstrations and knowledge are often the deciding factors in often complex deals.

Nina has spent the past few months working hard, keeping a pace with the Sage accreditation program. She has recently passed:

- o Sage 200 Manufacturing foundation
- o Sage 200 Manu graphical planner
- o Sage 200 v5 Financials
- o Sage 200 v5 Commercials
- o Sage 200 v5 Technical

Nina is already renowned within the sage community for her outstanding demonstrations and knowledge about the products and this success will ensure she is even better placed to help you find the perfect solution for your business.



Innov8 Welcomes Stateside Foods to the family.

Innov8 recently took on board the support of Citrix Environment for Stateside Foods. Stateside Foods are part of the Freiburger Group the largest frozen pizza producer in Europe. Stateside's market leading brands "Stateside" and "Pizza Al Forno" are supplied to all the major supermarkets in the UK.



Innov8 will be upgrading Stateside to the latest version of Citrix's XenApp Server to take advantage of its increased performance and security. Innov8's Citrix installation will also simplify remote access for Stateside through the deployment of the latest Citrix Access Gateway Application. Citrix Access Gateway gives them the ability to have users log in from anywhere over the internet securely without the complication of managing remote client software or VPN Tunnels. The Citrix Access Gateway can be securely accessed from anywhere in the world using technology built in to standard web browsers such as Microsoft's Internet Explorer or Firefox. This means that remote users can log in where traditional installed solutions are not possible such as from Web Cafés or from mobile devices.

Stateside chose Innov8 over their previous support partner due to our extensive accreditations in the Citrix arena as well as the stability of our engineering and support teams.

To read more about Stateside please visit their website at <http://www.stateside-foods.co.uk/> for more information on the Citrix Zen range please see our website (<http://www.innov8group.com>)

Articles

CRM – Common Challenges with implementing a CRM solution – By Matt Baker.

With the growing popularity of CRM (Customer Relationship Management) Matt Baker our Professional Services Manager (Read CRM guru) has put a few tips together on how to achieve a successful CRM implementation.

CRM Readiness – Make sure you are prepared and know what you want.

In order for a CRM implementation to be successful you must know exactly what you want to achieve from it. There are the obvious objectives such as the streamlining, simplification and increase in the productivity of your existing business processes, however there are also more immediately visible benefits such as an overall improvement of the quality of service to your customers.

Far from simply being a technical IT project, a CRM implementation must be embraced by every member of the business and the needs and requirements of each department understood prior to the commencement of the implementation.

If you don't look at the ways in which CRM will impact your business and identify how it will improve the way your individual departments will function there is no way for you to see and measure the benefits once the project has gone live.

Once you are ready this information must be fully communicated to us to ensure that all requirements and specific functions to be supported by CRM are documented as changes to specification mid-project can be costly in both time and money. These changes also cause inconsistencies and un-expected delays which if not understood correctly can affect your perceptions of the success of the project.

Training – Ensure your staff know how to use it!

Once the IT system is rolled out it is important, so that the full benefits of CRM can be realised, that sufficient time is spent training your teams to use the system and understand the new methodology. A lack of understanding of the system and its benefits may result in a resistance to taking up and using it. Most importantly this training must be on going to ensure new procedures and processes are embedded within the current team and also passed on to new starters.

Ensure that the system is used

In many cases once the 2 day “CRM training course” has been completed clients have no mechanism to monitor the up take of the system or the quality of the data being inserted into the system. Systems must be monitored to ensure that they are being used and not bypassed in favour of older more familiar techniques. This tends to be a larger problem with Sales teams – They should be encouraged to enter all correspondence into the CRM system or the previously identified benefits will not be realised. Notes on old systems or paper will simply go missing and will lead to a lack of trust in the new system.

The Miracle of CRM!

Often when a CRM solution is implemented, there is a temptation to sit back and wait for the changes to magically happen!

A CRM solution is not a miracle cure for business issues. It alone cannot improve a companies profitability, or its relationships with its clients, however providing it is kept up to date and accurate, CRM will provide key individuals/decision makers the information they need to manage the business both effectively and efficiently.

Inn Range News

InnVan Online - Ready for Launch.

Here at Innov8 we are very excited about launching an online, hosted version of our popular InnVan solution. This will provide most if not all of the functionality of the installed versions at a lower cost entry point to users who can not necessarily afford the initial outlay of the SE or Enterprise solutions.

InnVan Online is a revolutionary system designed to work with small van sales and distribution companies. This entirely hosted system links driver handsets directly to your accounts system allowing you to save money and increase sales. By offering a complete hosted solution we are able to give you complete security and reliability for just a single monthly payment – no capital investment required and no long term contracts to be tied into.



InnVan Online is based on the same core technology as our successful InnVan solution. This unique solution is already used by many large players in the food manufacturing market such as Dairy Gold and Freshfayre. The hosted application utilises the latest technology to provide reduced paperwork, increased accuracy and improved management information in an easy to learn and simple to use application - thus quickly delivering a real return on your investment.

InnVan can manage the whole business process from stock purchase and delivery to despatch to your customer, customer orders, van loads, mobile transaction processing (delivery notes, invoices, credits, returns, exchanges, samples, receipts), van stock management, van and depot cash management. InnVan's integration functionality means it can be seamlessly and simply integrated with your existing small business accounts system.

If you would like to see our InnVan product or would like to hear about the incentives available for businesses please contact your account manager or call our Marketing department. We are currently offering a Trial service for 3 months with the ability to cancel within 30 days without penalty.

Partner Services

The Business Depot originated in 2006; borne of the idea that contacting numerous different professionals on a regular basis to discuss finance, tax, accounting, HR, IT problems etc... and repeating the same stories regarding your business was both a frustrating and time consuming exercise.



A 'One Stop Shop' for business was established in the form of The Business Depot.

Set up by professionals with vast experience in various fields of business, both in industry and practice; they aim to fulfil all of the financial and administrative needs of your business.

How can the Business Depot help?

Whether it's simple book keeping or a full outsourcing operation, they aim to keep you informed on the performance of your business, identify where your costs are and give you sound business advice to take your business forward.

Why are they different?

The Business Depot prides itself on its customer service with customers in a variety of vertical markets.

They believe that their service is second to none with their customers agreeing:

'Working with The Business Depot is like having your own qualified staff on tap without having any of the issues or overheads that come with direct employment. Their staff are always friendly and willing to help from whatever angle we approach them with' Daniel Biggs MD, North West Group.

The Business Depot believe that to ensure the smooth operation of your business you need to build a lasting relationship together, to this end their staff are always on hand for advise or a chat regarding your business and any issues you may have no matter how large or small.

'I had doubts at first whether The Business Depot really could do everything they claim. They have; and more – 100% recommend outsourcing.' Martin Byrne MD, Martin Byrne Commercials.

The Business Depots service is strictly confidential; they ask you to sign no contracts – the service to their customers their best testimonial.

If you would like more information on the services The Business Depot could supply to you, please email Julie Bowmer on: JulieB@bakerbennett.co.uk or call her on: **0044 (0) 1706 650356**.

ISM Stock Control

Has your stock control become too much for your current **Sage 50 Solution**?

Natural company growth and development can put serious strains on your business systems which could ultimately make them hard to use, slow or unable to cope with your business requirements. These can be simple things such as expanding a product portfolio, increases in staff numbers or even starting to deal with companies overseas.

Are you coming to a point where you need a more comprehensive solution?

- o **Is your Sage 50 solution beginning to creak under the strain of extra workload?**
- o **Are you planning an expansion which will tip it over the edge or require you to buy more licences?**
- o **Would you like extra functionality such as food/beverage specific stock control or van routing which your system does not currently give you?**
- o **Are you currently using work-around solutions to make your system do the things you want it to?**

Solutions for your industry.

The ISM System is a next generation stock and trading application encompassing a whole range of modular options to suit your business. From Telesales right through to deliveries – ISM can enhance your business;

- o **Telesales**
- o **Sales Order Processing**
- o **Stock Control**
- o **Purchase order processing**
- o **Warehouse Management**
- o **Van Routing and Delivery**
- o **Add driver handsets as required**
- o **Full Analysis and Reporting**
- o **Full Route Accounting**
- o **Route Tracking**
- o **Tom Tom ® compatible**

Don't move away from your Sage or other accounts solution, introduce better stock control with ISM.

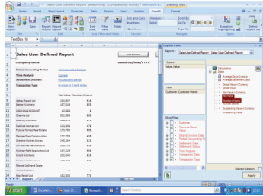
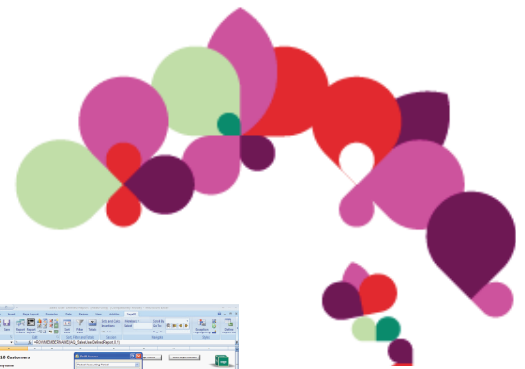
ISM has been purpose designed by Innov8, the North's leading Sage reseller, to integrate with Sage Accounts plus a wide range of other systems.

Moving from your existing accounts system can be a big decision and even when promised 'a complete data transfer' problems can occur. Why take that risk – Innov8's ISM simply extends the functionality by adding many new features but retains your accounts system. Full historical data is still there and new transactions build up for review and analysis.

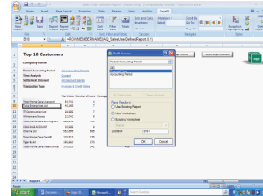
ISM extends many of the features of Sage Accounts such as Stock Control, Order Processing and reporting with much more flexibility and abilities. Furthermore since ISM is written in a modern programming environment it can easily grow as your business needs expand or change.

Sage 200 BI now available

Announced on the 29th August, the new Sage 200 Business intelligence is now launched. Complimenting the Sage 500 BI modules the new Sage 200 BI module enables you to extract real intelligence about your business from data accumulated every day in the normal course of operations.



Critical management decisions within your business, can now be made on complete and accurate information which is easily extracted.



Sage 50 Account 2009 - New Functionality.

The Sage 50 Accounts 2009 adds to the already feature rich offering by offering the following improvements:

<p>Working with Sage 50</p> <ul style="list-style-type: none"> Diary - New Outlook integration - Improved Assistance - Improved Easier corrections - Improved Practice company - Improved Automatic Updates - New 	<p>Managing Customers</p> <ul style="list-style-type: none"> Dashboard - Improved Chase debt - Improved Communications - Improved Contacts - New Accounts Disputes - Improved Payment method - New Reports - New Statement - New Letters - New
<p>Managing suppliers</p> <ul style="list-style-type: none"> Dashboard - Improved Prioritise payments - Improved Communications - Improved Contacts - New Payment method - New Reports - New Remittance - New 	<p>Managing my money</p> <ul style="list-style-type: none"> Cashflow - Improved Bank reconciliation - Improved Retrospective Bank Reconciliation report - New
<p>Reporting</p> <ul style="list-style-type: none"> Batch reports - New Secure PDF - New Easier to use - New 	<p>Department</p> <ul style="list-style-type: none"> Advanced budgets - Improved
<p>VAT</p> <ul style="list-style-type: none"> EC sales narrative New 	

Sage 50 Accounts 2009 is now even easier to use, information is even more available and accessible.

The new Sage 50 Accounts solution allows you to more effectively track cash flow through your business. Track debtors and chase them, set reminders on your diary so you don't forget.

If you would like more information on the Sage 50 Range or specifically the new Sage 50 Accounts 2009 please contact your account manager or email us at: info@innov8.co.uk and someone will contact you with more information.

