T H E   E L E C T R O N

OFFICIAL NEWSLETTER OF THE INSTITUTION OF ELECTRONICS

Issue 9: Spring 2011

INTERNET WORLD

Internet World is Europe's longest running, best attended and biggest event for internet businesses. With the UK's web economy alone now worth over £100 billion the application of electronics to the marketing field has never been more important, and a strong need for these professionals to remain in touch with digital developments especially was evident at the event at Earls Court in London from 10th. to 12th. May.

Five key digital application areas combined to form the centrepiece of the show, namely Digital and Mobile Marketing, eCommerce and mCommerce, Connectivity and Hosting, Content Management and Social Media. In these areas there were around 300 industry suppliers with a supporting seminar schedule that provided a total of 140 hours of free conference sessions that were staged in six themed theatres as follows:

- Advertising, Affiliate and Search

- The Future of Social Media

- eCommerce, mCommerce and Fulfilment

- Email, Mobile and Analytics

- Hosting, Web Design and Build

- Content Management

In addition to these a dedicated Keynote Theatre featured presentations from twenty leading practitioners in the field of electronic marketing from organisations such as Barclays, Cisco, The Guardian, Facebook, Google, Amazon, eBay, Dixons Retail, Ericsson and Yahoo. Topics included 'The Future of the Social Web', 'How Google measures the Impact of Display Advertising', 'The Outlook for Internet Retailing', 'The Opensource Cloud', 'Customer Experience Monitoring', and 'The Future Innovations in Search'.

The show, which is now in its nineteenth year, has had six years of consecutive growth and this year the Mobile zone has been expanded to reflect the growing uptake of smart phones and tablet devices.

In the Event Guide visitors were given tips on how to address some commonly asked questions in the field of electronic marketing such as 'How to make your Web Pages more engaging', 'Are you smarter than a Smart Phone?', 'Has Email Marketing had its Day?' and 'Is Mobile driving your Web Engagement?'. Other topics include 'Making Money through Online Dating', 'The Changing Face of Internet Retailing', 'Making the World more open and connected', and 'The Future of Location Based Services'.

Readers with an interest in these subjects, as well as in the exhibition in general, which will be held again next year at Earls Court in April, may wish to contact the organisers UBM Live, Ludgate House, 245 Blackfriars Road, London SE1 9UY. Telephone: 020 7955 3953.

IMPROVING CHARITY WEBSITES

One of the key partners of Internet World organisers UBM at this year's event was *Charities Management* magazine, with the objective of assisting charities with their use of the internet and website provision.

The expanded Mobile zone, with its emphasis on education, was particularly relevant to charities as increasing numbers of younger donors are receptive to SMS messages from charities and are using mobiles to browse charity websites.

In the Spring 2011 issue of *Charities Management* (the magazine for charity managers) the prime focus is on the application of electronic technology for charities, with articles for example on taking charitable donations online and improving the management of supporter data.

In the lead article Mark Kemp, a director of the Gallery Partnership, explains how charities may set about the task of improving their websites in the light of advancing technology that is making it difficult for many charities to maintain a compelling and relevant online presence.

His key message to charities in this regard is to view websites as ongoing projects rather than static documents and to focus especially on the optimisation of database usage, web traffic and user interaction. He states:

"Perhaps the most important decision to make when embarking on a website build involves understanding the technology the partner is suggesting, which most likely nowadays will be some form of content management system (CMS)."

A CMS is a piece of software that enables staff to publish content (such as articles and videos etc.) to the website in a collaborative manner without requiring knowledge of

computer code, and the author stresses the importance of making the correct decision when it comes to selecting a CMS. In particular, he states:

"Never underestimate the importance of back-ups and disaster recovery, and plan these in from the start. Ideally, also make sure that your web developer partner has their own server, so that they have full access to its internal workings, meaning that they can always tweak performance and features as necessary – which isn't always possible with off-the-shelf hosting packages."

Open Source software, where programmers collaborate to create software which can be freely distributed and modified by other users, is a common choice with their abundance of functionality and flexibility, coupled with the advantage of not being tied to a specific organisation that owns the code that the site is written in. When such software is selected, the author specifically recommends:

(i)   Obtaining knowledge on how to update content on the site, ideally with a demonstration.

(ii)   Understanding the ease with which new features can be added to the site when needed.

(iii)   Ascertaining how people will find the content on the site, with particular emphasis on search engine friendliness.

(iv)   Knowing what will happen to the site in the event of the charity no longer working with the chosen supplier.

The author warns of the 'needle in a haystack' effect which can arise when a site is not optimised for search engines and the consequent loss of revenues that can result, and in order to avoid this pitfall he recommends that consideration be given to having a separate marketing and search engine optimisation team working alongside the technical development team.

Other pieces of advice include provision for a sitemap (XML sitemap for Google), registration for free directories that get the site indexed (DMOZ open directory), and the adding of links to relevant, reputable sites:

"External links are important for search engine optimisation but the more you have from reputable domains, the higher value Google will place on your website."

The need for simplicity is emphasised, as is the need to capture data and build a database to help build relationships with potential supporters, and installation of Google Analytics:

"Understand how traffic comes to your site, the patterns of people moving around, what the most popular pages are, where people click. Set up goals so that you can measure which keywords deliver results for you in terms of online donations and traffic. Your website can be a key member of your fundraising team."

THE PANDA UPDATE

A notable item for discussion at Internet World was the so-called Panda Update from Google, which effectively changes the way in which Google ranks websites. It was introduced by Google in the U.S. on 24th. February 2011 and has been subsequently rolled out to the U.K. and other English language Google users.

The key feature of the Panda Update is that it reduces rankings for "low value sites that copy content from other websites or sites that are just not very useful."

According to the Press Association, the U.K.'s national news agency:

'Google's Panda Update makes sense if new research from the custom content council is to be believed.'

The research found that "61 per cent of consumers feel better about a company that delivers custom content and are in turn more likely to buy from that company" suggesting that high quality content will now count more than ever.

More information is available from The Press Association Limited, 292 Vauxhall Bridge Road, London SE1V 1AE. Telephone: 020 7963 7027. Email: Laura.galyer@pressassociation.com

PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS

Another subject which aroused interest at Internet World was that of the Payment Card Industry Data Security Standards or PCI DSS. These are a set of twelve stringent requirements introduced by the payment card industry in the light of the increasing menace of online fraud, the impact of which has been particularly severe on online retailers who have found themselves to be an easy target.

The key requirements of the regulations are essentially:

(i)   To build and maintain a secure network

(ii)   To protect cardholder data

(iii)   To maintain a vulnerability management programme

(iv)   To implement strong access control measures

     (v)   To regularly monitor and test networks

     (vi)   To maintain an information security policy

The PCI DSS is not yet a legal requirement for online retailers, but all the indications suggest that things are moving in this direction as card schemes like Visa and Mastercard are increasingly refusing to foot the bill for online fraud, leaving merchants with virtually no choice other than to comply.

The highest level of PCI DSS compliance is Level 1, which requires an audit from a Qualified Security Assessor, but there are lower levels that allow merchants to complete a self-assessment questionnaire.

Two organisations that are closely associated with PCI DSS and their associated compliance requirements are Sage Pay, the U.K.'s fastest growing payment services service provider, and Advansys eCommerce solutions. Both were prominent exhibitors at Internet World.

On behalf of Sage Pay, compliance expert Warren Barley explained:

"It doesn't matter which level of PCI DSS compliance that you have to meet. If you don't know what data you're collecting, how you're storing it, where it's located or who has access to it, then you are exposing yourself and your customers to a potential breach."

The risks of non-compliance are, he says, "too great to ignore" as card schemes "are able to award potentially unlimited fines". He refers to compliance as "a constant, non-stop process, not a one-time event". He warns against the practice of merely focusing on compliance during the lead-up to the annual audit:

"The audit itself is a few days of investigation and interviews, but the remediation and fine-tuning can take months. The QSA inspects a business, collects all the data and evidence required, and passes the report to its Quality Assessment (QA) teams before they pass it to card schemes' QA teams for compliance to be finally approved. An assessment can fail during any part of that approval chain and passed back to a company to remediate".

Sage Pay's 'E-business Benchmark Report' revealed that around one third of online businesses fully adhere to PCI DSS regulations. Figures issued by Visa in 2010, however, revealed that only 9 per cent of the U.K.'s Level 1 retailers (stores handling more than six million transactions a year) had achieved PCI DSS compliance.

The author urges organisations to whom PCI DSS is likely to be a requirement to consider particularly the following questions:

     (i)   Is there a network infrastructure diagram?

     (ii)   Does the company know where its data is and who has access to it?

(iii)   Does the company know about the encryption it uses?

(iv)   Has the company checked that any third party services that it uses are compliant?

He concludes:

"The good news for many eCommerce merchants is that they can reduce their PCI DSS requirements by avoiding the need to handle sensitive payment card data in the first place. Merchants are able to do this only if they use a service provider with a certified PCI DSS Level 1 compliance, such as Sage Pay, to collect, store and transmit card data on their behalf".

On behalf of Advansys, Director Diane Forster commented:

"Having attained PCI DSS Level 1 compliance (the highest standard within the payment card industry) Advansys are ideally positioned to impart knowledge other vendors are unable to accurately advise upon. By complying with the twelve requirements Advansys can offer a fully PCI managed service. What this means to the client is that we can take away the worry and stress of security and fraud. We have heavily invested in our network infrastructure, firewalls, vulnerability management and even employ ethical hackers to regularly test our systems".

More information about the services provided by Sage Pay may be obtained from Sage Pay, 4th. Floor, 100 Gray's Inn Road, London WC1X 8AL. Telephone: 020 7685 3316. Email: Kety.Oliveira@sagepay.com

More information about the services provided by Advansys may be obtained from Advansys, Building 4, Millars Brook, Molly Millars Lane, Wokingham, Berkshire RG41 2AD. Telephone: 0845 838 2700. Email: diane@advansys.com

CASE STUDY: MANCHESTER CITY FOOTBALL CLUB

One presentation that attracted a considerable amount of interest (the seminar was over-subscribed) was that by Victoria Stansfield of Manchester City Football Club, and Jon Reay, Director of Sitecore partner Aqueduct, on the subject of innovation and fan engagement in social media.

The presentation focused on the digital communication channels currently being used by the club, in collaboration with Sitecore, the first Web Content Management System to incorporate marketing automation, intranet portal, e-commerce, Web optimisation, social media and campaign management technologies into a cohesive, integrated open platform.

In the presentation Ms. Stansfield was keen to point out that Manchester City's approach to social media is not about channels but about fans and their interactions with the club and with each other. On the main channel, Facebook, there are about 600,000 active fans, 80 per cent of which are from outside the U.K. For Twitter the

figures are about ten per cent of this, whilst for Foursquare there are about 9,750 followers. All of this demonstrates an early adoption of new technologies on the part of the club, but these technologies have given rise to a number of challenges:

(i)   Facebook sledging (trolling by other football clubs, including abuse)

(ii)   Ability of management to respond to high volumes of interaction, especially on Facebook

(iii)   Consistency of brand projection

(iv)   Measuring the effectiveness of social media

(v)   Getting a better understanding of fans and what they find useful

Sitecore have an important role in this in that they provide the store for content fan data and are able to track data such as Twitter feeds as they come in. Twitter news, for example "comes out faster than Sky Sports" with peaks of interaction occurring when events are on the pitch.

With the help of Sitecore the club has used social media to become more personal and less distant, as opposed to working "behind closed doors". Most recently social media has been used with meaning to crowd source engagement during the development of Manchester City's U.K. top grossing iPhone app.

The innovative approach taken by Manchester City towards fan engagement, and its associated successes, has come about largely as a result of a focus on breakthrough improvements in electronic applications by Sitecore. In particular their Web Content Management System allows the organisation to "own and easily orchestrate" the website with an authoring interface that "represents a breakthrough in usability and design and offers unrivalled ease of use. In support of their product Sitecore state:

'State-of-the-art web content management software separates content from presentation. When content is created, say a press release, a news story, product description, technical paper, even a graphic photo or video – it is far more useful to have the freedom to present this in many ways, and not be locked into a single page structure. WCM software lets this content be re-used in many ways, presented differently to different types of visitors, throughout your websites. This gives you the freedom to add and edit content to your site without duplication and maintenance hassles. A Sitecore website is like a library that keeps reshuffling the shelves and books as you walk through, bringing your favourites closer.'

Continual improvement is supported by a patent pending Accessibility Bar technology that quickly and easily warns a user of any content that is in violation of key accessibility requirements. Sitecore's validators can also be configured to enforce privacy requirements, legal disclosures and other regulatory requirements.

Sitecore's WCM software is also supported by their innovative Email Campaign Manager (which effectively transforms broadcast email into online engagement) and an online marketing suite (OMS):

'Email and newsletter communications are an invitation to your website – and today's marketers have an operational challenge – up until now these have operated in silos and have been complex or impossible to integrate. Now, with Sitecore's ECM, what you learn in both email and website responses can be used together very effectively to continuously provide relevant, engaging content.'

'Why can't you understand what you've got on your website and implement your new directions without an overwhelming collection of tools and technologies? Why do most tools fail to integrate closely with each other and provide exhaustive reports disconnected from the actual experience of the visitor? Or require so much effort to implement for something like a multivariate test or profiling tracking that you can't achieve a fraction of the ideas you have? Now, with Sitecore's OMS you won't have the implementation risk and costs of complex "tool initiatives" for your website.'

More information on the above may be obtained from Sitecore, 10 Philpot Lane, London EC3M 8AA. Telephone: 020 3327 0630. Email: SaC@sitecore.net

TALKING POINT: H.264

Google have been subjected to some criticism from the online video sector for their decision not to support H.264 natively in their Chrome browser, and this has now become a talking point amongst electronics professionals as some appear to agree with the decision whilst others do not.

The reason Google have been criticised is because the action effectively prevents the emergence of H.264 as the de facto standard for all online video. Some people, however, such as Dom Robinson of d2 Consulting, are prepared to defend the decision on the grounds that it is "a brave and positive move" and "healthy for the industry to have to continually work to reinvent itself.

In *Streaming Media* magazine (European Edition) Volume 3 Issue 2 Mr. Robinson presents a counter argument to the critics, inviting them to "look at what would have happened if, having developed a lovely compression algorithm such as MPEG-2 (ubiquitous now in TV broadcast), the industry had decided, ten years or so ago, to stop innovating" with "MPEG-4 (targeting 1Mbps) never proposed":

"Let's imagine that there had never been a movement to bring the target bitrate of streaming video below 2Mbps, and the MPEG-2 average of about 4Mbps had been perceived to be 'just fine', and everyone had put down their tools and stopped innovating and instead focused on MPEG-TS servers."

This, he says, would have jeopardised the birth of the streaming media industry, with the result that "broadband itself may not yet have arrived". In the light of this his conclusion is:

"However illogical and questionable it is that Google is going to forge ahead with WebM in the face of H.264, I am confident that resilience and redundancy – not to

mention diversity and variance – are important to the longevity and innovation in the space."

This has clearly become a controversial issue, with strong arguments on both sides. *Streaming Media* therefore invite comments by email at letters@streamingmedia.com

CASE STUDY: CHELTENHAM BOROUGH COUNCIL

Faced with transforming public services, driving innovation and meeting efficiency targets, collaboration and shared services are now moving to the top of local authority agendas. For Cheltenham Borough Council, working closely with five other district councils in Gloucestershire (Cotswold, Forest of Dean, Stroud and Tewkesbury District Councils and Gloucester City Council) and neighbouring West Oxfordshire District Council is a familiar task. Driven by government initiatives, such as Choice Based Lettings (CBL), Cheltenham Borough Council has been working with geographically dispersed teams for a number of years, but sharing information with colleagues at the other councils has been a time-consuming challenge.

Christopher Cox, Programme Manager for Cheltenham Borough Council stated:

"For everyone to have visibility of content ahead of a meeting, large files were being sent by email. As well as burdening our inboxes with attachments, we spent time at our face-to-face team meetings establishing which version of a document was final. We had to ensure that everyone's version of the document incorporated all the comments and feedback that had been sent by email."

With some of the councils based approximately 80 miles apart, attending numerous face-to-face meetings was proving costly in terms of both time and money.

With this backdrop the Council decided to examine possibilities for improvement in sharing information and collaborating more effectively with other district councils on partnership projects.

At first SharePoint was considered, but as it required a lot of infrastructure work and had a relatively slow design and deployment process the Council decided not to adopt it. Instead, attention was focused on cloud collaboration experts Huddle, whose products and services are currently used by over 85,000 organisations worldwide, including Disney, AKQA, HTC and Kia Motors to securely manage projects, files and people inside and outside of their business. Mr. Cox explained:

"Having used Huddle for some of my own projects, I recognised its potential for Cheltenham Borough Council's partnership projects. For document management and secure collaboration, in particular, I felt it would be invaluable. We could get up and running on Huddle immediately and everyone could access the information from wherever they are, which is great for remote teams."

Huddle is now being used to support the GO Shared Services Programme, a collaboration between Cheltenham Borough Council (including Cheltenham Borough

Homes) and Cotswold, Forest of Dean, and West Oxfordshire District Councils. The aim of the Shared Services Programme is to establish shared services covering finance, H.R., payroll and procurement based on the deployment of an integrated Enterprise Resource Planning (E.R.P.) system shared by the authorities. This is expected to result in a number of savings, service efficiencies and improved service resilience.

Using Huddle, Cheltenham Borough Council has created a central document repository that is accessible to all partner organisations. All content relating to the GO Programme can be viewed and commented on and versions tracked. Huddle's phone conferencing facility has also resulted in the number of face-to-face meetings being significantly reduced. Mr. Cox commented:

"With the government budget cuts, councils are looking to save money and come up with new and improved business processes while continuing to provide the highest level of public service. This, and the continued push for shared services, resulted in the GO Shared Services Programme. Using Huddle all of the project team, stakeholders and suppliers can access the correct document versions, whether they're at home or on the move with their iPhones. Thanks to the Profiles page, people also have their colleagues' contact details in a central place and can actually see who they are working with. Huddle has enabled us to create a true partnership project."

Further information on this and other case studies using Huddle may be obtained from Huddle, Gemini House, 180 Bermondsey Street, London SE1 3TQ. Telephone: 020 3411 2271. Email: *lucy@huddle.com*

NEW SECURITY STANDARDS IN SSL

The last decade has seen an unprecedented increase in fraudulent websites and phishing attacks prompting leading Certification Authorities and browser vendors to establish a forum known as the CAB Forum to standardise issuance procedures of future SSL certificates. The browser vendors have also released enhanced versions of browsers that are capable of identifying which SSL Certificates are 'Extended Validation' or EV and which are not. These new browsers activate a green user interface to show website visitors when they encounter an EV Certificate so as to provide peace of mind that the website is authentic and legitimate.

The Extended Validation vetting process establishes the legitimacy of an organisation within a specific jurisdiction of incorporation. It also clearly identifies the organisation's principal place of business through a vigorous and stringent set of well-defined validation processes. The vetting process encompasses authentication of the organisation's domain ownership rights as well as contractually binding the organisation to a subscriber agreement which benefits relying parties and strengthens the security of the internet as a whole.

At Internet World experts in public trust services GlobalSign were encouraging more organisations to adopt Extended Validation SSL and display the Green Address Bar for the following reasons:

(i)   To protect customer accounts from phishing attacks – any website that gives their customers' accounts is a potential phishing target.

(ii)   To protect brands from copy cat websites i.e. ensuring customers know that the site claiming to be you really is you.

(iii) To improve site image

(iv)   Increased trust generally means increased sales

With EV SSL GlobalSign undertake to do the following:

- Activate the Extended Validation support in newer browsers such as IE, Opera, Firefox, Chrome and Safari

- Ensure that the address bar is turned green, the company name is shown, and visitors are made aware that the site has been vetted to the new standards

- Provide an Extended SSL Site Seal

- Utilise AutoEV™ technology to maximise the number of 'Green Bars' seen by visitors and automatically update XP SP2 users to support the EV browser interface enhancements

- Provide a £250,000 underwritten warranty

With the service Windows 7, Vista and XP SP2 users see the green bar, whilst all other users receive 128 to 256 bit encryption. Legacy browsers (IE 4.732612.1713 and above) will be stepped up from 40 bit to 128 bit.

More details are available from GlobalSign, Springfield House, Sandling Road, Maidstone, Kent ME14 2LP. Telephone: 01622 766 766. Email: *julie.tillyard@globalsign.com*

CASE STUDY: BOWERS AND WILKINS

Since the 1960s Bowers and Wilkins have been the definitive name in high end performance loudspeakers, HI-Fi and Home Cinema. They have a high brand content which required a content management system that would showcase and deliver content in the best possible way, whilst still providing all of the benefits of a strong e-commerce CMS solution. The CMS needed to be flexible enough to evolve over time as the brand required.

Project objectives were set as follows:

(i)   Using a powerful multi-site CMS and e-commerce platform, to develop a total of eleven sites that provide a seamless branding experience for users showcasing the company's high end product range

(ii)   To develop a fully multi-lingual platform to deliver completely internationalised sites for rich user experiences around the globe

(iii)   E-commerce that would allow multiple currencies to be accepted for users purchasing subscriptions to the Society of Sound

(iv)   To use the latest in-site editing content functionality to aid and empower content managers and site administrators

In order to achieve these objectives Bowers and Wilkins selected full service e-commerce solution provider and Microsoft Gold Certified Partner Red Technology to supply a highly powerful, flexible and scalable solution that allows the company to connect directly with their customers. These new sites would offer an immersive online experience through highly detailed product information, rich media content, blogs, social sharing and the Society of Sound music community.

The solution delivered by Red Technology includes a number of seamless integrations of data and systems, including two-way integrations with SAP and Lyris email marketing. The fully integrated solution provides a smooth and efficient workflow which complements Bowers and Wilkins' existing business processes. There is also a highly optimised platform for search engines and full translations across product data, navigation, literature and images.

The benefits are listed as follows:

- Ability to sell Society of Sound subscriptions globally online in the local currency and expose target audiences to the Bowers and Wilkins brand and product range

- Seamless cross-border user experience delivering multi-lingual and multi-currency options to global markets across eleven sites

- Rapid recovery procedures in the event of critical data loss on dedicated servers

- Integration with social share for product and content with send to a friend, Facebook like this, share on Twitter and other AddThis social bookmark sites

- Protecting and portraying a consistent brand image across all sites

- Multifaceted and aggregated search spanning the entire site content pages, products and blogs

Red Technology has been a leading U.K. CMS and e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the U.K. Their e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting.

They may be contacted at Red Technology, eCommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire OX29 4AG. Telephone: 01865 880 800. Email: *info@redtechnology.com*

IMPROVING PERFORMANCE ON WIDE AREA NETWORKS

Improving response times and file transfer speeds over Wide Area Networks or WANs without a massive investment in new hardware and network infrastructure is now a problem of the past following the development of Replify's Acceleration Suite.

Mobile workers, branch offices, partners and customers all rely on the WAN to connect to shared data and corporate applications such as email and document management systems. Even with the latest broadband and 3G connections users often find that their applications run slowly resulting in remote office and home users experiencing delays and performance problems. In addition the 'latency' of broadband connections (the time delay between initiating an action and seeing a response) severely impacts the performance of business critical systems such as ERP and content applications. Replify state:

'When WAN users experience long upload and download times they abandon sharing in favour of keeping their own local, hence outdated, copies of documents, and fail to add new or updated versions to the common pool. The result is poor decision making, failure to meet regulatory compliance requirements, and in the worst case failed projects.'

In highlighting the need for performance improvement in this area Replify highlight the desire on the part of many organisations to improve application performance for their remote workers and branch offices, but point out that all too often they are deterred by the high cost and complexity of standard hardware-based solutions:

'Hardware optimisation requires specialised devices to be shipped to remote sites. These devices do not scale with business needs and cannot be deployed without interrupting business operations. They also do not provide acceleration to individual mobile workers roaming in and out.'

These difficulties led Replify to consider an all-software approach to WAN optimisation based on accelerating traffic between the corporate computing resources – typically application servers – and remote offices/mobile workers. The result was an application that consisted of three components:

- Replify Enterprise Manager, which manages deployment and ongoing operation and reporting

- Replify Virtual Appliance, which is installed at the data centre close to the central applications that are to be accelerated and can also be installed at any remote site, to provide inter-site acceleration

- Replify Accelerator Client, which installs on remote users' machines

Collectively these components make up the Replify Acceleration Suite:

'Replify's Acceleration Suite enables you to speed up performance application by application, with no network configuration required. We deliver dramatically improved response times and massive bandwidth savings. And because ours is a software-only solution, you can deploy within hours, not days or weeks.'

The new system has been piloted by multi-million dollar construction company Mivan, who have offices in Europe, the U.S. and the Middle East. They wanted to centralise access to business critical documents by introducing a centralised SharePoint server. They also wanted to increase usability and performance at their different sites which were using a variety of communication methods including DSL, 3G and satellite networks.

The company had previously tried other solutions for WAN optimisation, but these had not delivered the performance gains that had been hoped for. Current hardware solutions were also unappealing with high installation costs and an inherent inability to scale easily from small initial deployments to supporting large remote teams. The new approach offered by Replify was therefore considered to be more than worth a try, and so it was adopted for VPN and remote user requirements. The benefits are summed up by IT Manager for Mivan, Mark Baxter:

"With Replify we achieved dramatic improvements which were critical to the early adoption of our centralised SharePoint server. Consistently achieving 14 times performance improvement is simply incredible."

Further information may be obtained from Replify Head Office, Wellington Buildings, 2-4 Wellington Street, Belfast BT1 6HT. Telephone: 028 9099 6111. Email: *sales@replify.com*

BUILDING EMAIL MARKETING MOMENTUM

Email marketers are facing tough times. Typically under-resourced and over-burdened, simultaneously juggling creative development, campaign deployment, social media management and more, and forever struggling to keep up with changes to applications and tools, it can be a problem maintaining the momentum of this important area of electronic sales.

In order to help those electronics professionals who are engaged in this Lyris™ have published a white paper entitled 'Build Email Marketing Momentum: Optimising Productivity, Design and ROI'.

This highlights the developments that can help to reduce some of the stress, such as the ability to plan, create, launch, optimise and measure campaign effectiveness in a single place and the new tools which now empower even small teams to segment lists in sophisticated ways and drive a continuously higher return on investment (ROI).

The paper highlights research by The Aberdeen Group ('Email Marketing: Customers take it personally', 2011), which found that:

*60 per cent of email marketers report being challenged by the number of channels available, including email, the Web, social media, SMS (text messaging) and mobile.

*49 per cent of best-in-class email marketers (versus 24 per cent of all other users) use predictive analytics, relying on their software solution to make marketing suggestions based on actual patterns.

*45 per cent of best-in-class email marketers (versus 30 per cent of all others) use dynamic message assembly, setting up email message content to change dynamically based on recipient criteria.

*39 per cent of best-in-class email marketers (versus 24 per cent of all others) use a rules-based email engine, allowing them to set up 'triggers' that automatically send messages when certain conditions or rules are met.

This suggests that leveraging email service provider (ESP) applications is critical, but frustrating, non-intuitive applications and tools can be a problem:

'When tools are too difficult to use you limit your team's ability to apply sophistication and creativity in email marketing.'

In order to avoid some of the pitfalls, the reader is advised to look for a flexible user interface, simplified filtering and mobile connectivity when selecting an ESP solution:

'Segmentation has been proven to drive double-digit conversion improvements. Yet many studies show marketers frequently fail to leverage segmentation – likely because of the difficulty in doing so. The good news is most ESP solutions today enable you to increase your use of segmentation with simplified filtering, which allows you to pull segmentation data easily based on a range of criteria.'

Case studies are provided from Hermes Media, the premier business-to-business publication for the cable industry, and Unitrin, one of Canada's leading financial services providers. Advice is then given on how to achieve greater consistency in the design process and how to apply keyword rich content:

'When you incorporate rich keywords into your design presentation, you connect with subscribers and prospects who will be interested in your offerings. Thereby, you set the stage for improved search engine optimisation, facilitated tracking and increased conversion and traffic.'

The paper concludes with a case study from ViewSonic, a leading global provider of computing, consumer electronics and communications solutions, who send over a million promotional emails every month. This promotes Lyris HQ, which is used as a tool to manage its online and email marketing as well as to monitor traffic and maximise search engine optimisation. It also tracks the performance of promotions and allows for continuous refinement and support for the marketing team's targeting

goals. Jamie Gochez, Web Analyst for the ViewSonic Corporation is quoted as follows:

"We are looking to do more segmentation and more promotions based on customer responsiveness. Being able to compare results in previous campaigns while developing a new message is extremely valuable in understanding results."

Copies of the paper may be obtained from Lyris Inc., 232-242 Vauxhall Bridge Road, London SW1V 1AU. Telephone: 020 7630 2960. Email: mweston@lyris.com