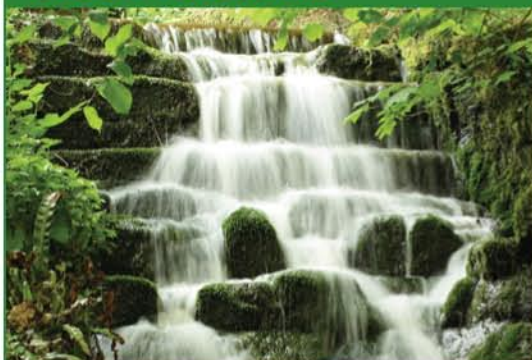


Green Telecoms



FINANCE SECTOR GETS GREEN

Almost all senior finance professionals are on message regarding Green issues and the negative impact their company is having on the environment, but despite the high level of environmental concern only 49 per cent believe their organisations are sufficiently environmental friendly. Half of the organisations questioned in a survey by document management software company, Version One, conceded that their companies were not Green enough. Lynne Munns, General Manager of Version One, commented: "Clearly, those surveyed recognise the financial benefits of going Green, and perhaps more importantly the potential financial penalties of ignoring this all-important issue."

OFCOM SETS CARBON TARGETS

Ofcom is aiming to reduce its annual level of carbon dioxide emissions by 25 per cent by 2012 and 50 per cent by 2020. The target forms part of Ofcom's 'Footprint' project which aims to reduce Ofcom's carbon emissions across the entire organisation. Further audits will monitor progress in 2009 and 2011. Ed Richards, Chief Executive, said: "Ofcom takes its role in minimising its impact on the environment very seriously and looks forward to working with Government and with its stakeholders to achieve the common goal of reducing our carbon emissions."

ANS GEARS UP WITH SMART CAR

ANS Group has expanded its Green initiative with the Cisco SMART Car scheme. The company purchased the SMART Car to give employees the option to travel to and from local meetings using the shared, fuel efficient vehicle, reducing the company's overall travel emissions. Paul Sweeney, Managing Director of ANS Group, commented: "We strongly believe in corporate social responsibility and we're doing everything we can to promote a greener work place. We currently provide bikes for 8-10 per cent of our employees to cycle to work and we hope to increase this to 20-30 per cent as soon as possible."

ASK THE EXPERT: mobile solutions

Julian Parven, Sales & Marketing Director at Fone Logistics, discusses the mobile market.

Is the mobile device becoming a central tool to business, and therefore the key to winning the overall solution sale?

The whole mobile marketplace has shifted dramatically within the past year from a channel perspective, with convergence becoming the new watchword. This convergence initially referred to the marrying of voice and data into a single device – specifically mobile email – but has broadened to encompass convergence of technologies and channels.

An increasing number of applications and tools previously served through a wired environment are now being developed for mobile use, and the devices are more capable of supporting multiple applications, thereby making them more intrinsically linked to a business' overall operations. A business mobile sale now needs to reflect the wider use of mobile technology within the business and challenges around how to increase productivity, improve efficiencies and reduce costs are being met in equal measure.

How big an opportunity is the mobile market for resellers in the comms channel?

My view is that resellers in the comms channel and resellers in the mobile channel are being driven to overlap by the growth of this convergence. Mobile resellers are becoming more aware of fixed line and ICT environments and are opening conversations with business customers about how the mobile deployment can interface at multiple levels. However, within the comms channel, the real opportunity for resellers is around the fact that they already have more developed and detailed relationships with the business customer and its environment, therefore they are viewed more as a partner than a supplier. This gives the reseller the opportunity to engage at a mobile level from a position of greater credibility, already having the trust of the customer from having existing deployments within their environment.

From a fiscal perspective, unlocking this potential mobile revenue from an existing base is a way of protecting revenues in a contracting and efficiency-driven marketplace



Julian Parven

where competition is fierce and customers demand greater return for a lower cost.

What other trends, such as flexible working, are driving the market for mobile-centric solutions (MCS)?

Flexible working, home-working and economy-driven remote working are all impacting on the lift in mobile solution sales. However, as much as these market conditions contribute to the growth, software vendors themselves are driving the growth with the implementation of mobile client software within their core products. Exchange 2007 from Microsoft ships with a mobile client embedded in the source code as does Sage CRM 2008. All of these factors combine with the trend to reduce a business' carbon footprint in leading to an increase in mobile business solutions.

How is Fone Logistics helping traditional comms dealers enter the mobile market?

Fone Logistics recently announced its Mobile Clinic project where it is attempting to demystify the mobile industry for non-mobile resellers. The Mobile Clinic is staffed by a specialist team of business support advisors to educate comms resellers through all aspects of developing their mobile strategy. The programme includes assisted sales where the reseller is supported by standard collaterals, simple P&L calculator and a 'closer' works on their behalf to realise the opportunity. Some resellers wishing to offer mobile but not have a direct involvement in the connection process and support can work within the clinic for a Bounty payment per connection with Fone Logistics performing the rest on their behalf. ■