



NORBROOK DIRECT LTD
08000 669900

DIRECT FOCUS

A Happy Christmas And Prosperous
New Year to All Our Customers
From Everyone At Norbrook

DECEMBER 2007



SPECIAL POINTS OF INTEREST:

- Is Your Domain Name working For You?
- The Future Of Broadband
- A New Solution To Spam and Virus Problems.

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Is Your Web Address Good Enough?

A sizeable minority of business owners admit to spending less than an hour choosing their company's web address, roughly the same length of time they take to pick a new coffee machine!

A recent survey found one in four small businesses has concerns over whether they made the right choice when picking their web address and one in three believes they could bring in extra revenue by changing it to something else.

The research also found that 61% did not seek a second opinion when coming up with their domain name, and 52% did not consider options such as .biz, .net or .eu at all.

One in four firms wanted to improve either their domain name or the suffix, the survey added, while 33% thought doing so would bring in extra revenue.

But, alarmingly, 24% of these businesses said they were unwilling to attempt to

change the name be-



cause of the perceived amount of work involved.

Businesses should consider all available options before purchasing their primary domain name.

We've found that it's often the case today that the best available domains belong to less obvious suffixes, and it is always advisable to seek external opinion on what a domain could suggest about your business.

A web address is often bought in haste at the start of a business project.

The truth is that every business must recognise the lasting impact that a domain name can have on sales and image and business owners shouldn't delay making necessary

changes.

While most UK small businesses now recognise the benefits of having a website, the research would suggest that not all are optimising their web presence. Some 5% of business owners surveyed admit to having themselves forgotten their own company domain name!

Let Norbrook sort out your Domain Name Mess! We can check and consolidate all your domain names under one registrar and bring all the ownership details up to date.

We can also newly register or transfer all popular domain name extensions for you including .com, .net, .org, .co.uk, .eu, .info, .biz and many more.....

If you require hosting and Email for your websites we also offer comprehensive domain hosting services.

Give us a call on Free-phone 08000 669900 for a friendly chat about your requirements.

Whats The Future For Broadband?



The UK is lagging behind other countries in the push for next-generation broadband networks. BT has said it is unwilling to fund the roll-out of a £15bn fibre optic network to every home in the UK, and there are concerns over how such a network would ever make money.

So what are the technologies that could one day deliver faster broadband to your door:-

Fibre to the home would bring speeds of between 50Mbps and 100Mbps, with the added benefit of being able to offer those speeds both upstream and downstream. This would make contributing back to the net - sending video files for instance - much easier.

Unlike DSL technologies - which are carried along copper cables - it is not subject to noise issues.

Fibre optics are encased in cable similar to an ordinary PC cable but inside are tiny, hair-size Fibres of many colours. They are used to transmit digital information in the form of light signals

Providers such as BT would lay ethernet over the Fibre in order to provide services. The biggest problem issue about Fibre is the cost. To provide Fibre to the home across the UK would cost up to £15bn.

BT is the most likely candidate to provide such a network and while it has committed itself to putting fibre in all new-builds, nothing else has yet been decided.

VDSL This is the cheaper option than Fibre optics - UK estimates are about £5bn for a nationwide roll-out - and it is basically a hybrid solution utilising both copper and fibre. VDSL will require the building of 90,000 new street cabinets - where wires from

the telephone exchange are kept at street level - and is also known as Fibre to the Cabinet (FTTC).

It is capable of supporting new high bandwidth applications such as HDTV, as well as telephone services such as voice-over IP and general internet access, over a single connection.

VDSL is deployed over existing copper wiring and, according to BT, can operate at speeds of up to 30Mbps with the chance of getting faster as new flavours of it are deployed.

Like ADSL it is still distance-dependent and those closest to the exchange will get the fastest speeds. VDSL cannot be incorporated into the existing telephone exchanges because of interference issues.

Second-generation VDSL2 systems could provide data rates exceeding 100 Mbps simultaneously in both the upstream and downstream directions, with the maximum available bit rate achieved at a range of about 300 meters.

ADSL2+ This variant of existing DSL is being rolled out in the UK from April 2008 with every exchange enabled by 2011.

The arrival of ADSL2+ is closely linked to work BT has been doing on its core network, upgrading it to an IP infrastructure in a project known as the 21 century network. ADSL2+ offers speeds of up to 24Mbps, but as it is distance-dependent a lot of people will not actually achieve those kind of speeds.

Because the copper lines it operates on pick up electromagnetic noise the line can be affected by some unusual issues, such as noisy fridges. Old houses with old internal wiring will also affect the service, with possible breaks in service or speed slow-downs.

Wimax stands for Worldwide Interoperability for Microwave Access. It is based on the IEEE 802.16 standard, also known as WirelessMAN.

It is often referred to as wi-fi on steroids, because of its ability to provide wireless data over much longer distances than wi-fi.

In countries with good fixed line infrastructure, WIMAX acts as a filler but in some developing countries it can be the dominant infrastructure for broadband access. Countries such as Pakistan are planning nationwide WIMAX rollouts.

It is possible for WiMAX to deliver speeds of up to 70Mbps and operate over distances of up to 50km, although not concurrently.

Cable Broadband has three major parts - the customer cable modem (which connects to the customer's PC or laptop), the cable TV network (through which the signal flows) and the main cable router (which takes the customer signal off the cable TV network and passes it on to the Internet).

The system which is used, or "the protocol", is called DOCSIS (Data Over Cable Service Interface Specification). Currently DOCSIS 1.0 offers speeds up to 38Mbps. The new system, called DOCSIS 3.0, could offer up to 120Mbps and higher. This (D3) is currently in trial at 50Mbps in selected regions of the UK, such as Ashford, Folkestone and Dover.

The system is always on, it is not dependent on the distance you are from the exchange (unlike ADSL) and every person can receive the same speeds - unlike ADSL.

The electronics are a mixture of Fibre and copper cable, with the majority being Fibre. Only the last part to the customer is copper which means that cable broadband has the potential to offer far greater speeds now, and in the future, compared to its DSL rival.

A New Solution To Spam And Virus Problems?

Spam and virus problems connected with customers email systems are an ongoing issue for us. It's a constant battle to keep a workable solution running. Spammers and Virus writers are finding ever more creative methods of bypassing email filtering. Software based filtering only goes so far.

Recently we have been investigating some dedicated hardware solutions to the problem. For many years we have fitted Drayteks Vigour ADSL / Cable modems for internet access at customer premises. We have found they "just work" (i.e you don't need a degree to configure the things) and are extremely

reliable. Which is why we were so interested when we learned that Draytek had just released a new dedicated Security Firewall, the Vigor Pro 5510. This kind of product is a new



area of business for Draytek but they seem to have produced a winner. It's a piece of hardware that sits just behind the incoming Internet connection and has dedicated Anti-Virus, Anti-Spam, Anti-Intruder, Load-Balancing & Content Filtering built in. I am

not going to list the full spec here as it'd only mean things for the serious techies amongst you! (You can download a whitepaper from our website, [click here](#), if you want the full details).

What I can say is that we will be recommending this solution for ALL our bigger customers. We have found previous hardware based solutions have been either way too expensive or impossible to configure! The new VigorPro 5510 changes that. It offers an extremely attractive dedicated hardware spam and anti virus solution for the price.

Call us on 08000 669900 for more details.

Simple Steps To Keep Your PC Working

When a computer freezes your first instinct may be to panic and pickup the phone to call us. However, a large number of computer problems can be fixed or avoided with one of the five simple steps outlined below.

Reboot Your Machine:

Over half of the support issues that we receive calls on can be solved by rebooting your computer or restarting your printer!

Update Your Software:

Software Updates don't just solve security problems; they can often times improve performance and fix software bugs. Make sure to regularly visit the websites of your favourite software vendors to make sure that you have the latest patches for the software you use most often. For Microsoft Windows and Microsoft Office, be sure to check Windows Update and the Microsoft Office update website.

Keep Your Equipment Clean:

Dirt and dust build-up on your computer fan can reduce your computer's ability to keep cool, resulting in hardware failures. Have you cleaned behind your desktop PC recently?

Check Your Connections:

Yes we know it sounds obvious but if you've suddenly lost the use of your keyboard, mouse or the monitor has stopped working double check all of your connections. The best way to do this is shut the machine down, unplug each of your devices, and reconnect each cable to make sure you have a solid connection.

Backup Your Data:

Have a solid plan for regular backup of critical data. We have implemented a backup strategy for most of our contract customers where data is saved to the server and copies

kept off-site. Even so we often notice that customers are still leaving personal documents on their PC's local hard drive. Remember if these files don't get backed up to your server they will be lost if you have a local PC drive failure or a disaster such as a fire or flood!

Our Old Telephone Number is being phased out.

Can we just give a gentle reminder to any customers still using our old 0161 766 8276 number that its being phased out. There are a few of you still ringing the old number to contact us.

For fast response please now use either

**08000 669900
or 0161 850 0165.**



Responding To Email Enquiries The Right Way



Does your business get a lot of email enquiries? You know the type I mean - where all the information you have of the enquirer is their email address.

Isn't it frustrating when you reply to the email and hear nothing back? Then you send a follow up email and still nothing! Finally in desperation you send a third email with your best price and nothing... nada... nil response!

You finally give up out of sheer frustration. So how is it possible to turn this type of enquiry into a sale? Don't give up hope yet as I have some possible solutions. Instead of responding with a sales pitch straight why not ask some questions first?

Possible questions include:

How did you find our company details?, When do you need delivery?, What number can I reach you on?, Who do you currently buy from?, Why are you thinking of changing suppliers?, How often do you place an order?, What are your views on X, Y & Z?

Your aim surely has to be to elicit a response and if possible further contact details like a phone number. By responding with a question, you can gauge the level of interest and avoid wasting precious time on "tyre kickers."

Try to ask some questions that can not be answered with a straight yes or no. Instead ask leading questions that must get the enquirer thinking. If your standard response is not working why not try the above approach? To get business from an email enquiry you must get the client communicating and if possible talking as soon as possible. This is the only way you are going to achieve results. You also need to build rapport with your potential clients, and instil confidence. They need to be persuaded they are making the right decision. By asking leading questions you are demonstrating that you treat their enquiry with respect.

Why not prepare a standard questionnaire to send out to all initial enquiries? If somebody can not be bothered answering some basic questions then it does not make sense wasting any more time on them. Another great idea is to hold a weekly conference call for initial enquiries. Some potential clients might not be ready for a one on one chat but would happily attend a tele seminar without feeling threatened.

Personally I do not like the idea of giving a price based on an email enquiry. If the price is all the buyer is interested in then chances are that you will lose this customer pretty quickly even if you do manage to get their business.

If you do give a price by email and it gets rejected then reply "If price is the only issue then why don't you give me a call? We have some great deals but I would rather we talk first before I send you a quote."



A message from the David Lloyd (Managing Director)

We would like to thank all of our customers for their business over the past year. Some of you were new customers and some of you we have known for too many years to mention! Old or new it's been a pleasure working for you and we wish you all a happy xmas and a prosperous new year.

If any of the topics covered in this issue have raised any questions or if you would like to know more about any featured product or service then please call our office on **08000 669900**

Best Wishes for 2008, David, Martin, Sharon, Stuart and the Norbrook team.....

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