



Noticeboard

Cloud Computing - What is it?

The "Cloud" in terms of IT is derived from the graphic commonly used to show the internet. Cloud computing is a vast and all-encompassing term commonly used to cover many of the new and varied services that are internet based. Typically, as with any new "buzzword", the phrase has become distorted and misused. The following article hopefully dispels some of the confusion surrounding this and informs you of its benefits and pitfalls.

Public and Private

There are two main types of Cloud based platforms. Private Cloud is something you may already use without being aware. Google for instance; you may have a Gmail account that not only allows you to access your emails from any internet enabled PC, but also allows you to store files online in their "Cloud". The pictures or documents you store there are not on your local PC but somewhere in the ether on one of Google's many servers worldwide. The servers that you use are shared with many other users, but only you have access to your data by use of your username and password. Many other new Cloud businesses use similar technology such as salesforce.com, where you can use their services via the internet to run your business and share data from any PC with internet access.



Private Cloud is very similar, but rather than sharing static services on shared servers and not knowing where your data resides, you rent your own server hosted at a dedicated datacentre and link to it via the internet. Within reason, you can install any software you require and configure as you would your normal server network.

Virtualisation

This is the key to Cloud computing. Basically, emulation allows software to emulate hardware, thus a single server can run multiple servers or multiple PC desktops, and therefore significantly reducing the cost to the provider and the end user. Resources can be allocated on the fly; so if you require more users or more demanding software installed, the virtual server or PC can be allocated more resources.

Full & Hybrid

The main pitfall of the Cloud is the speed of the internet connection and the way the internet handles complex graphics. So in some instances, a business using high end graphic software e.g. 3D design software, may find it impossible to use a Cloud platform. Currently, this would still be installed locally on their PCs;

but it is only one part of their IT requirements. Their email, office applications and file store can still be Cloud based. Again, as this new technology advances, these areas are being addressed and within a short time will be well within the scope of Cloud.

Why should you consider Cloud?

Why would you do this rather than have your own server in house - well the benefits of a hosted server can be very attractive. As you do not own the hardware or the software you have no upfront costs, have no depreciation and no need to accrue for new hardware and software. You have access to high capacity, state of the art, fully managed servers with the latest version of the software you use daily e.g. Microsoft Office, and pay a per user per month charge. This makes the service fully scalable and very flexible. Also you can access your information from any PC with an internet connection or any other internet enabled device; your smart phone or tablet PC for instance.

Further, you negate the need of complicated backups and taking data offsite as not only is your data backed up at the datacentre, in many cases the whole server is replicated, providing levels of redundancy unheard of outside of very large corporations.

Security

For those who have done any research, the question of security is raised most often. The question is more pertinent for public Cloud as we found out with Google's server being hacked into last year, but the public Cloud market is so popular it seems to have had little effect on uptake by the general public. Private Cloud is as secure as your current in-house server setup, if not more so. Most business users have access to their server or local PC by remote access already and in very few instances would they have the type of hardware and software installed to prevent unauthorised access that would be supplied by the vendor of any decent cloud platform. However, the area of security is one to be taken seriously and we suggest that you ask your Cloud vendor if they can provide a two factor authentication solution to all users. You may already use some sort of two factor ID with your online banking.

Garry Moore

Managing Director, Genmar UK Ltd

If you would like to know more about Cloud Computing, Garry Moore will be speaking at the Chamber breakfast in March.

We manage your cloud, so you don't have to.



Christmas lunch

**£50 Challenge
Winner Presentation**

Tuesday 20 December 2011

Speaker:

Julie North
Corporate Relationship Manager and
Nigel Furlong CEO of

ih Isabel Hospice
Local Care for Local People since 1982



Grill 55 from 12.30pm

Dine for £22.50

Must be purchased in advance

BOOK NOW

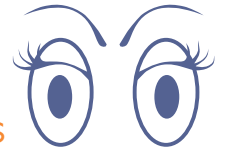
t: 01279 505 953

e: secretary@bschamber.org

Card payments accepted by telephone

www.bschamber.org

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THE **Value:** another pair of eyes

We all know that no business can exist without its customers and in this fast-moving, competitive world we live in, it is critical to keep your clients happy – and to keep your happy clients.

Like most businesses today, you will have your own website - which is effectively your 'shop window' to the rest of the web-surfing world. You may have built your own site or used a web design company, but ask yourself this: Has it been properly proofread? You simply would not believe how many websites and marketing materials contain unnecessary and overlooked mistakes.

Most of us rely heavily on spell checker, but it's a fact that it will not catch all the mistakes in your text. More specifically, it will not catch misspellings that form other valid words (spot the deliberate miss takes hear!) So how do you solve this problem? Proofreading, of course.

Give your customers the right impression and at the same time be one huge step ahead of your competition. Start adding value today and use the proofreading, copywriting and copyediting skills of **The Admin House**.

Make sure you make sense.

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Joining the Chamber



Many of you will know Ian Hudson already.

Ian Hudson has joined the Chamber in the position of Membership Co-ordinator. His role is to encourage companies in Bishop's Stortford and the surrounding area to join the Chamber.

As membership of the Chamber increases, so the weight the Chamber has when lobbying with local authorities increases, and the opportunities for members to trade with each other grow. If you know of any business that may be interested in joining, please let Carole know and she will pass the details to Ian.

t: 01279 505 953

e: secretary@bschamber.org

Dates for your Diary 2011/12

December 20th	Christmas Lunch	Chamber £50 challenge winner presentation at Grill 55
January 10th	Networking Breakfast	Great Hadham Golf Club - Mark Crossley, Pink Connect
February 7th	Networking Breakfast	Great Hadham Golf Club - David Valentine, UK Border Agency
March 6th	Networking Breakfast	Great Hadham Golf Club - Garry Moore, Cloud Computing

Happy Christmas and a Prosperous New Year



Mike Allen - Chairman

Carole Lloyd - Secretary

and all the committee wish all chamber members a well deserved break and a prosperous 2012 in the challenging environment that the year will bring

The Taxman is not Scrooge

Those nice people at HMRC think it is fine for you to provide a Christmas Party for your staff, but if you don't work within the rules, you may create a tax liability for the company, and a "Benefits in kind" or NI liability for your employees.

If you need a little reading to help you sleep, you can find the facts in HMRC publication "EIM21690- Particular benefits: annual parties and other social functions".

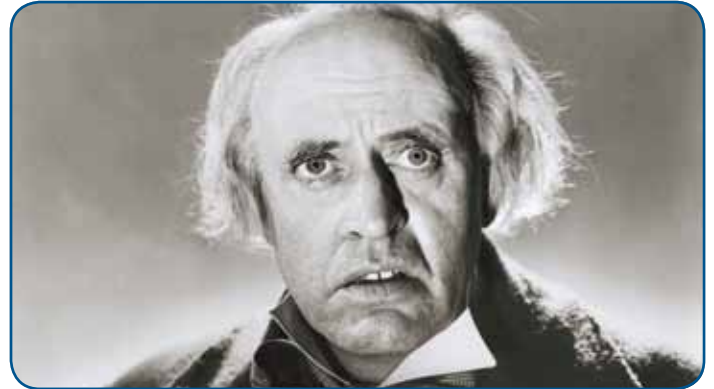
The key points to note are:

- They cannot be one-off events, for example celebrating 10 years of trading would be not be allowable.
- All staff must be invited, but they don't have to attend.
- An upper limit of £150 per person applies. This is calculated as the average so take the total cost and divide by the number attending.
- Staff can bring partners, who in turn qualify for £150 per head. So a staff of 5 with partners is $10 \times 150 = £1500$. Customers and suppliers are excluded.
- All expenditure on the event needs to be counted, including expenses and accommodation.
- Vat is recoverable on the costs of staff only, not partners.
- Directors and company secretaries count as employees, so

even in a small business of one owner/manager/worker, the allowance is still available.

- Sole traders and Partners are excluded, but not any employees.
- If you spend over £150, then tax is due on the entire amount, so be careful
- The limit is £150 per person, but it does not have to be in one event.

So if you are having a company do this Christmas, and you stay within the rules, raise a glass to Mr Osborne.



Chamber £50 Challenge

The Chamber £50 Challenge invited 10 companies to see how much money they could make starting with a stake of £50 provided by the Chamber. The contestants are:

Bernie Young	HSBC
Simonne Mclvor	Pellys Solicitors
Tony Pennison	Price Bailey
Richard Taylor	Simpsons Creative
Toni Chalmers-Smith	Tees Financial
Paul Ashurst	Dominos Pizza
Sarah Miles	Nockolds
Richard Coke	Coke Gearing
Poppi Smith	Pitman training
Paul Violet	Finance Confidential

To date, there are some very impressive profits, all of which goes to Isabel Hospice.

The prizes are ¼ page advert donated by Herts and Essex Observer, and ½ page donated by Matt of the Flyer, both for January, together with free artwork provided Marketing Kinetics.

The winner will be announced at the Chamber Christmas Lunch on December 20th.



Sponsorship

Event sponsorship can play an integral part of your marketing strategy, reaching your target market quickly and effectively to increase brand awareness with businesses in Bishop's Stortford. At present we can offer the following opportunities for sponsorship:

Breakfast Sponsorship - £50

- Act as Host for event and an opportunity to give a short presentation
- Your company name and logo on all advertising material before and during the event
- Option to display banners
- 1 free place

Networking Evening - £75

- Your company name and logo on all advertising material before and during the event
- Option to display banners
- 1 free place

Noticeboard Sponsorship - £100

- Company name and logo on banner
- Chance to place an advert and article on your business
- Distributed to all members and local business contacts

To discuss sponsorship opportunities please contact

Carole Lloyd who will be happy to help on

01279 505 953 or email: secretary@bschamber.org

20 QUESTIONS

Bernie Young Committee Member of Bishop's Stortford Chamber of Commerce

Job title:
Commercial Manager - HSBC

Lives:
Harlow



1. What car are you driving at the moment?

I would like to say that I was driving a BMW 3 Series Convertible but that wouldn't quite be true - I am driving an A Class Mercedes

2. How long does your journey to work take?

3 minutes to drive and about 10 minutes to walk

3. If you won the lottery would you retire?

Yes, without hesitation and I would also buy my BMW Convertible

4. What do you always carry with you to work?

My handbag with an endless list of essentials

5. What was your first job and the amount in your first pay packet?

I worked part-time 3 evenings a week after school and all day Saturday in Budgens Supermarket and was paid £14 pw

6. Would you say you live to work, or work to live?

Definitely work to live

7. What can you see from your office window?

The bars on the outside of the windows

8. Do you make time for lunch every day?

Not always - will often just eat my sandwich at my desk

9. As a business person, describe your three main qualities?

Customer focused, good communications skills and hard-working

10. And your worst quality?

Prioritising

11. What irritates you most about being in business?

Procedural changes

12. What has been your most satisfying moment in business?

Helping a new client set up in business and 7 years later, seeing how successful they have been and still are

13. What is the most important thing you look for in new recruits?

Be able to manage change

14. If you could work in a completely different field, what would it be?

Not sure, it would have to be customer focused.

However, I think that I have the right skills to make a great chauffeur

15. How important do you think a university education is to success in business?

I don't think it's important - it depends on the individual. You need the right skills to go with the education

16. What was your biggest mistake in business?

Not sure I can answer this one at the moment

17. If you could employ anybody from the world of business who would it be, and why?

Alan Sugar for his entrepreneurial skills and ability to make money

18. What advice would you give to an aspiring entrepreneur?

Take risks and be tenacious

19. If you could choose to work for any company in the world which would it be and why?

I don't really see myself doing anything different, as I have been in banking for 27 years now. However, a company that I believe would be good to work for would be Microsoft because of their passion for technology and their values in helping their staff and businesses realise their full potential

20. If you could turn the clock back, what would you have changed about your business career?

Not much, I think that I have been pretty fortunate with my career and still happy doing the job that I currently do