

Company News

Clients get the message thanks to SMS

Leeds-based internet solutions company, (aq) limited, are reaping the benefits of their expansion into mobile phone text messaging (SMS) technology. Their SMS solutions portal - sms2email.com - features a number of case studies, demonstrating how the technology is being applied in real business situations.

This includes estate agents (www.text4prices.com) who are using interactive text messaging services for prospective house buyers to find out more details about houses for sale.

Meanwhile MFI are using the technology as an integral part of

their delivery tracking system. When a delivery is made, the driver simply updates the delivery schedule remotely via SMS, allowing MFI staff to track the delivery on-line.

To find out more about the business potential of SMS technology, visit www.aqcorporate.com.

(aq) limited is one of a number of accredited suppliers who work with Business Link and Leeds Chamber to help companies integrate ICT solutions into their business processes. For further information, contact Martin Jones, ICT Adviser for Business Link and Chamber of Commerce on: **0113 247 0006**

Zolv solve Leeds Chamber's web challenge



LEADING software design company Zolv (www.zolv.com) proved to be the perfect partner for Leeds Chamber when it came to designing and launching its first interactive web site.

A key requirement of the new system was that it would allow staff to update the web site on a daily basis with news and features.

Kim Johnston, Leeds Chamber's communications and services manager, said: "We were particularly keen to have a website in place that could be updated on a daily basis without

investing in training or hiring an in-house webmaster. Zolv's solution fitted the bill perfectly and within two weeks the system was up and running."

Zolv is a software design company specialising in online applications, content management and database solutions. The company was responsible for the design, build and management of Virgin Holidays' award winning website, named 'Best Online Booking Service' in TheGuardian/Observer Travel Awards 2003.

Daisy Chain business blossoms



Business is blooming for international florist Daisy Chain thanks to the company's world class new website (www.daisychain-leeds.com).

Developed by Zagota UK, the site gives Leeds-based Daisy Chain access to clients around the globe. Support was also provided by Business Link and Leeds Chamber.

"My job is to help develop a common sense practical solution, ensuring firms use ICT as an effective tool to help them best manage and control their businesses," says ICT adviser Martin Jones.

"Daisy Chain wanted an e-commerce site with certain key elements - loyalty points for members, date reminder service, membership application and an automatic e-mail facility," he continues.

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"At the same time, it was important that the site project a high class image and the team at Zagota have produced a fantastic and very stylish site, which is a perfect sales and marketing tool for a growing business."

Jackie Mara, owner of Daisy Chain said that without the support the company received, the company would have thought hard about going ahead with the website: "We have devoted a great deal of our time working in partnership with Zagota and Adam detailing and exacting our every requirement.

"The result is an excellent business tool that is continually generating enquiries and orders. This is a true asset to our future business sales and growth potential."

Grant support of up to £3,000 is available to help companies who are looking to develop online trading facilities. To qualify companies must be engaged in manufacturing, manufacturing related services, wholesale/ distribution or business to business services and be located in the inner city wards of Burmantofts, Chapel Allerton, City and Holbeck, Harehills, Headingley or University. Contact Martin Jones on 0113 247 0006 for further information.