



Welcome to our monthly newswire. We hope you enjoy reading this newsletter and find it useful.

Best wishes

## Wheelers2020

### WIFI ACCESS - ANYWHERE ON EARTH

Iridium Communications has launched its new Iridium GO! device which uses satellite communication technology to give smartphone users Wi-Fi access anywhere on Earth. Using Iridium's network of 66 satellites and ground network infrastructure, Iridium's new Wi-Fi device means you can access your email pretty much anywhere.

The Iridium GO! aims to let up to five people connect to the internet, make phone calls and receive text messages from some of the most hostile environments imaginable. While satellite communication has existed in the past, it was only available through large, bulky satellite phones that could only transmit voice calls and basic messaging.

The device is aimed particularly at those involved in search-and-rescue missions in remote locations, business people operating around the world and dedicated adventurers. Iridium's global satellite network is supported by an extensive ground infrastructure ensuring high reliability of the communications network through multiple layers of redundancy and back-up systems for all critical functions.

The device has been designed to be simple to use and works by simply raising the antenna which automatically connects to the Iridium network and establishes a Wi-Fi connection. The user can then log on to an Iridium GO! App on his or her device and then use his or her phone or tablet.

The device delivers a coverage radius of 100 feet and users can connect devices wirelessly without special adapters. Data connection speeds are quite slow though. The service is fine for calls, texts and emails but would be unsuitable for transmitting video or browsing websites which stream video or similarly large files. The device will work on any smart device with a wireless network connection.

### BOOST EFFICIENCY WITH A DOCUMENT MANAGEMENT SYSTEM

An effective system that can create, store, and track documents electronically is a necessity in any modern business. One thing that is common with any growing business is the large number of documents that have to be stored and retrieved as the need arises. This calls for an effective document management system and a firm-wide document management policy. Whether documents are stored and made available in paper, electronic, or online formats, a document management system will enhance document security as well as making things easier to locate when needed.

One of the most important components of this kind of system is an ability to capture data and index it in such a way that storage, retrieval, and distribution become instant. Many businesses that introduce such a system soon discover how effective and efficient the management of documents and information can become. Another important aspect is that after information has been stored, it can be made available to authorised personnel as and when they need it. So processes such as sales, audit reports, etc become more efficient.

Secure storage of documents is a key feature of a Document Management System. A properly designed system can keep documents using different types of media depending on factors such as how frequently they are used, their nature, as well as the ease and convenience of their use. There are web document management systems that require documents to be stored on databases or servers, other systems that require storage on optical media such as DVDs and CDs, and still others that require storage magnetically using tape drives or hard disks. Depending on your business, your IT service provider will help you to decide what system is best for your firm.

There is more to record management than storage of documents. A good system will enable staff to efficiently retrieve or sort required documents, speeding up process driven work. Another advantage of a document management system is that all documents are available for the next person online immediately, increasing efficiency within the business.

A computer and web based document management system ensures smooth intra-organisational connectivity which also extends to inter-office levels with a well-managed flow of information. Authorised users can also connect to the system when working from home or out on the road. With fast and convenient operations, the business will benefit from further efficiencies and increased levels of productivity.



## PRICING FOR PROFIT

No matter what type of business you run, pricing is one of the most important factors of your marketing strategy. Correct pricing can make your product or service a hit or a failure in the market. Here are a few pricing strategies to consider:

### **Generic or Economic pricing**

In this strategy, the buyer is attracted by a low price. It is typical of generic or economy brands. For this strategy to prove successful, you should have a low cost structure, minimal features and promotion. Simultaneously, ensure that customers reap some solid, stable benefits. If you wish to go for an economy price strategy you will probably have to focus on selling increased volumes as margins are likely to be tight.

### **Differential pricing**

With this model, the idea is to set the price according to different buyer types, (e.g. the price will differ for an online, retail and a direct sales channel). Another consideration is geographical area as prices can be higher in London than in say, Leeds. Quantity also plays a part as a customer buying a larger volume of your product or service can get a better rate than a one-off purchase. A note of caution - there has to be a valid reason for applying differential pricing. For example – you can charge more in London on the basis that your staff costs are higher.

### **Premium pricing**

This strategy is applicable for luxury or high end goods or services such as expensive yachts, the very best legal services and so on. You can use this strategy if the market recognises your product or service as a luxury or premium item. Again, you should consider this strategy carefully and bear in mind who your clients and potential clients are.

### **Captive product or companion product pricing**

This strategy focuses on bundling products or services into a package. Perhaps a product is a captive market - if you buy a mortgage you also need home insurance, for example. If you bundle the two products together as one package you are more likely to secure a sale of the two products. The prices of these products outside a package usually tend to be higher.

Remember to review your products and services carefully before choosing a particular strategy so that the pricing is appropriate for your target market. Research your competitors and benchmark for pricing.

## BUILDING WEB TRAFFIC - MOBILE SEARCH

### **Building Web Traffic through Mobile Search**

For any brand that offers products and services online, mobile search is at least as important as the conventional desktop computer search. An increasing number of internet users are using smartphones to browse websites on the daily commute. If you don't focus on this segment, you are ignoring a growing source of potential new business. How can a business capture a share of this potential market?

### **Simplify the process**

Build a mobile version of your website for mobile and tablet users. Reduce the number of screens and input fields that consumers have to go through and optimise the routine for several purchases at a time. Stimulation of impulsive customers through calls to action (click-to-call, for instance) and temporary offers are techniques that work.

### **Local information is important**

A high volume of smartphone owners browse for local information and many of these searches are for immediate needs, resulting in an action. For example, searching for train times then purchasing a train ticket.

### **People have become very impatient**

If it takes more than a few seconds for a website to start loading most users will abandon it. Many searches are conducted during short breaks. Focus on optimising your website and mobile version to load quickly and efficiently.

### **More focus on mobiles and tablets**

A mobile website is crucial for your brand, and it defines the way you present your products and services. Mobile search is a huge opportunity for a properly designed website. Users appreciate simplicity and clear design, so avoid anything which doesn't display well on a tiny smartphone screen.

Potential customers need to find your mobile/website by keywords, which means SEO is a must. Ensure that your website is fully optimised, has a mobile version and contains all the necessary keywords. AdWords is not essential but will help your ranking initially



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