



Economy & Enterprise  
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# Torfaen Business Voice Llais Busnes Torfaen

## FEBRUARY 2018

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 Torfaen Economy & Enterprise

### IT FOR BUSINESS

### NEXT EVENT

Thursday 15th March 2018

5:00PM



Bron Afon

Bron Afon **10**

**Bron Afon's new Corporate Plan sets out our priorities for the next five years.**

In ten years we are proud to have spent £90m with businesses in the NP44 / NP4 areas. Keep an eye on our website for details of upcoming contracts and how to bid for them.

Bron Afon is proud to sponsor Torfaen Business Voice's March event.

Corporate Plan 2018-2023

 [bronafon.org.uk](http://bronafon.org.uk)

# Notes from our chairman

The more eagle eyed of you may have noticed the Chairman's picture has changed. This is because Dennis Ricketts who has been our Chairman for many years has decided to step down, although he will remain an active member of the committee and the club. My first role is to thank Dennis for his hard work and commitment to the club over the years and I hope he enjoyed his send off and in particular being serenaded by former Phantom of the Opera and West End star, Peter Karrie at the Christmas event.

Growing our membership from a wide variety of sectors is a major ambition of the business club during the next year and we'll provide a warm welcome to members, old and new, so here's a reminder to existing members to renew membership and a call out for new members to have a look for both our yearly and bundle memberships. We have a number of excellent events planned for the year and the more businesses that attend the better for all of us.

## Dates for your diary

21/06/18 - Torfaen Business Voice - 5pm

20/09/18 - Torfaen Business Voice - 5pm

06/12/18 - Torfaen Business Voice - 5pm



All of our quarterly events are held at Greenmeadow Golf and Country Club, Cwmbran

## Our next event

Our first meeting is Thursday 15th March, 5pm Greenmeadow Golf Club where the Development Bank of Wales (formerly Finance Wales) will be presenting information on their business loans which can be used to start or expand a business, to purchase new equipment or stock or even to buy a business. Following this will be member's spotlights from AVA Security and CMD International followed by facilitated networking.

Torfaen Economy and Enterprise team are holding a breakfast event dealing with the hot topics of data protection and cyber-crime on Thursday 15th February, which members can attend for free and our next meeting on the 15th March 2018 will be finance related with a talk for the Development Bank of Wales together with an opportunity to network.

Looking to the future new for 2018 we are offering businesses the chance to sponsor a Torfaen Business Voice meeting with a host of marketing opportunities for their business. I am pleased to announce that Bron Afon Community Housing is our first sponsor.

With the New Year comes fresh opportunities to forge new relationships with other businesses and professionals in Torfaen and TBV will continue to do all we can to help that happen.



**Ashley Harkus**

Chairman, Torfaen Business Voice

## Not a member? Why not join and come along?

Call 01633 648644

Email: [info@southwalesbusiness.co.uk](mailto:info@southwalesbusiness.co.uk)

Click on the following link:

<http://bit.ly/TBV-business-club>

Members are entitled to 2 free places at this event, so make sure you bring along a colleague, client or business contact so that we can provide each other with valuable connections for our businesses.

Members of Torfaen Business Voice can also bring along a Pop Up banner – please indicate if you are bringing yours on the electronic booking form.

To book, please use the following link:  
<http://bit.ly/tbv-feb2018>

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# Cyber Essentials - Preparing your IT systems for General Data Protection Regulation (GDPR)

The European Union have devised the perfect tool to safeguard the privacy rights of its citizens and organisations – GDPR.

Basically, it's all about the concerns associated with collecting personal data and how businesses are using it.

The regulations have the power to unify and strengthen the protection over the data of individuals.

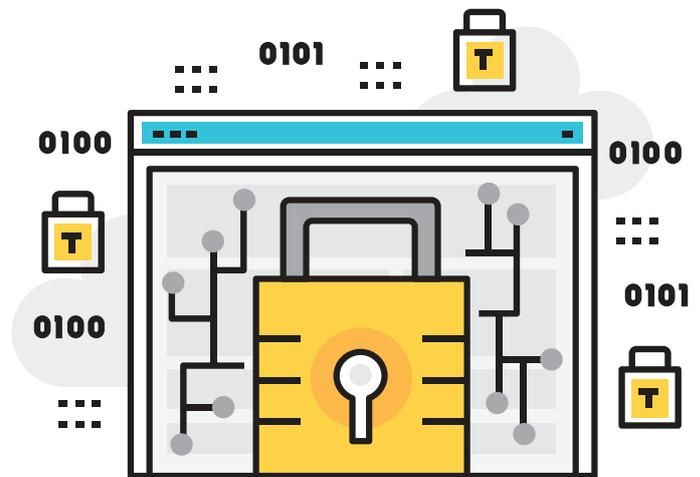
- On May 25th 2018, the EU GDPR comes into effect
- Fines of up to €20m or 4% of global turnover is the price businesses could have to pay if they're not compliant with the regulation.
- 72 hours is the timeframe within which organisations are required to report data breaches to their local data protection authority

## So, what should you do?

Ask yourself 'Are we collecting any personal data?' There's a good chance the answer is yes. There are some obvious things which come to mind when you think personal data; however, there are newer forms of data which have only really become a thing over the last decade – think IP addresses, cookies, tracking tools such as Google Analytics, and any other digital identifiers.

Make sure you're telling people what personal data you're storing about them and what you're planning to do with it. And remember, consent is key - don't just assume you have permission to use people's information – in order to be compliant with the regulations you have to explicitly ask for it.

Your legal counsel should be coming to your assistance, as should your HR advisors. Every supplier can help you with this also.



## Cyber Essentials

Cyber Essentials truly lives up to its name, as it is essential for all businesses to have it, especially now that GDPR is around the corner.

The Cyber Essentials scheme is a form of accreditation that is acquired as proof that your company adheres to cyber security best practices. It's an organisational standard against which your company is assessed to identify whether your IT systems are sufficiently secure.

If you want to add this accreditation to your rank of assets, you have a choice of two options - Cyber Essentials or Cyber Essentials Plus (which is a lot more rigorous).

You can see how this can come in handy, especially with the impending (stricter) GDPR regulations. If you want to ensure that your company is GDPR compliant, Cyber Essentials is one of the best, most reliable answers to the IT aspect of the regulations!

Whether you want to alleviate your anxieties over Cyber Security and Cyber Risk, or you are specifically concerned with being GDPR compliant, the Cyber Essentials scheme is the next key step for you.

Discover more about the Cyber Essentials scheme at <https://www.cyberessentials.ncsc.gov.uk/>

# Eight Excellent Marketing Methods that won't Break the Budget

You don't need a large budget to create and distribute effective digital marketing activity.

There are plenty of free or low-budget tactics you can implement to help generate brand awareness, engage potential and existing customers and drive sales growth.

**Here are 8 of Superfast Business Wales' favourite low-budget digital marketing techniques**

## Content is always king!

Great, regularly updated content is what will keep consumers returning to your website and business. Whether it is advice articles, research pieces, news or updates, useful and relevant content will add more value to the customer journey and ensure your website remains current and up-to-date. Content will not only attract visitors but gives you great material for social media profiles and email marketing activities and will help your business to rank better in search engines.

## Get visual with video

Try your hand at creating informational or demonstration videos to help your customers. These video can be easily and cheaply made in-house but will help to indicate your knowledge and develop you authority within your sector.

## Be a social butterfly

Make the most of the growing number of social networks to engage with your customers, share your content and develop your brand personality. By scheduling regular updates you can ensure your business is always active online, even during busy work periods.

## Recycle old content

If you're struggling to generate new content ideas, consider creative ways that you can repurpose your existing content. You could turn some research into an infographic, create a video based on content from an old article or consider new ways to get your content in front of a wider audience. It's unlikely that all of your customers have seen your existing content so there's plenty of opportunities to be resourceful and inventive

## Make the most of customer referrals

Word of mouth is a powerful tool for growing businesses as these free recommendations can help raise awareness and drive sales. By creating a referral programme you could encourage customers to share an email or link with their friends for both to receive a discount or gift when the prospect converts.

## User generated content

Encourage your customers to share their own photos, review and videos with you via your website or social media. This will not only help to create awareness of the business amongst their own circle of followers and friends, but provides great user-generated content that you can, with their consent, use to show your product or service in action. These real-life endorsements act as another great online testimonial to encourage potential buyers.

## Partnerships and collaborations

Are there opportunities for you to partner or collaborate with other businesses in your field or complimentary sectors? Far from being counterintuitive, if you choose the right business to work with you could help to cross-promote both businesses and drive sales. You could increase sales growth by effectively raising your profile in the field, reaching a new un-tapped audience and increasing awareness of your business.

## Email marketing

Email marketing is a great tactic for businesses of any size. Developing a great email newsletter or automated email marketing provides a great way to keep in regular contact with your fans and customers. Regular communication with your audience will help you to keep your brand in their minds, develop long-term relationships and increase up- and cross-selling opportunities.

## Want to discover more top digital marketing tips?

Join a Superfast Business Wales free, 4-hour Digital and Online Marketing Masterclass taking place near you. Register now!

To find out more search online: [Superfast Business Wales 03332 408329 / superfast@businesswales.org.uk](http://Superfast Business Wales 03332 408329 / superfast@businesswales.org.uk)

# Emerging Technology

Emerging Technologies; the phrase is simplistic, suggestive of nascence and even, perhaps, a surreptitious embryonic-innocence; the slow emergence of a picture from a foggy uncertainty. This is a wrong, and potentially fatal way for a business to conceive of emerging technology.

It is well known that emerging technologies are disruptive, but what is less well known is the exponential rate of change of development; a rate of change that is giving rise to a whole new wave of startlingly powerful technologies. So what exactly are these technologies? How might they impact your business? And what can you do to turn their disruption to your advantage?

**In this article we're going to explore what PwC termed "the essential eight"; eight technologies that are the tip of the spear in terms of emerging technologies. These are:**

- Internet of things (IoT)
- Machine Learning (ML)
- Robotics
- 3D Printing
- Augmented Reality (AR)
- Virtual Reality (VR)
- Blockchain
- Regenerative and Personalised Medicine

One thing to notice is that, like turkey and cranberry, these technologies complement each other. There is no one mythical unicorn-technology here to grab focus, which understandably makes things more confusing. So let's discombobulate you with a whistle-stop tour of these eight areas.

IoT is all about getting our devices talking to each other; picture your car telling your house to activate the lights and turn the oven on when you're heading home from the office. ML adds an element of intelligence to computers, so combine the two and you have systems learn from what you do. Apply the improved mechatronics that have boosted the Robotics industry, and we get fully automated industries. Imagine a factory that reconfigures itself for every production run, even if it has never manufactured that product before. And with additive manufacturing methods like 3D printing, that will be even easier. 3D printers can now work with diverse materials such as aerospace grade metal alloys, glass and ceramics, even chocolate and ketchup. Plus, recent work by MIT that has ratcheted up printing speeds ten-fold.

VR has seen much use as gaming hardware this last year, from puzzle games to wielding a lightsabre, but it has real benefits when deployed as a point-of-sales device; allowing the customer to see what their buying and even interact with it whilst it's still only an inexpensive digital model. AR has been slower to develop, but with everyone carrying around a smartphone, it is likely to be even more disruptive than VR; blending the digital and physical spaces as users access their data more fluidly and frequently.

Blockchain will provide a secure, traceable, accountable foundation usable in financial markets, voting systems, IP, authentication and ownership provenance. Finally the advances in medicine will allow people to be healthier and live longer; opening up new markets and consumer groups as medical technologies leave the hospitals and enter the bathrooms and bedrooms of the world.



So what should you do about these emerging technologies in your business? Well the first thing isn't something you should do, it's something you shouldn't do: don't relax. These technologies are going to impact you. Don't handcuff yourself to a malaise of thinking that your industry is immune to disruption or seal yourself behind a drywall of indifference. If you don't take advantage of them your competitor will. Educate yourself; both on these new technologies and their far reaching, disruptive influences. They can all benefit your business in some way.

After that, it's about talking to experts; our mission here at CEMET is to boost emerging technologies in Wales through collaboration and knowledge transfer, so there are groups out there who can help. Alternatively, look to your existing staff. If someone is enthusiastic about a technology, use that enthusiasm: have them research it. Now is the time to get pro-active, because these technologies are coming, fast.

# Federation of Small Businesses (FSB)

## Digital New Year's Resolutions

It's the start of a New Year so consider making some digital New Year's resolutions to protect you and your business from cyber-attacks and online fraud.

Taking the time to complete the following simple actions will protect your business year-round from the most common online threats and could potentially save you thousands of pounds and hours of frustration. Action Fraud, the UK's national reporting centre for fraud and cyber-crime has stated that one in four small businesses are affected by fraud every year, with costs estimated at £18.9 billion across all sectors.

## In 2018 I will:

### Passwords

- Ensure all my passwords are unique and complex
- Use two factor authentication on all accounts where possible
- Consider using a password manager to store complex passwords

### Antivirus

- Install reputable antivirus software and ensure it is kept up to date
- Schedule regular scans of my computers by my antivirus software
- Not ignore any messages my antivirus software generates



### Software

- Keep all software and operating systems up to date where possible
- Consider upgrading devices and software which no longer receive security updates
- Consider uninstalling software which I no longer require
- Stick to only installing software from reputable vendors where possible and research any other software prior to installation

### Web Browsing

- Avoid unfamiliar websites where possible
- Ensure websites are using HTTPS when transferring sensitive information
- Consider installing an ad blocker as advertisements/pops-ups can be used to deliver malware

### Wi-Fi

- Ensure my Wi-Fi networks are password protected with WPA2 encryption or stronger
- Avoid using public/communal Wi-Fi where possible and avoid using it for the transmission of sensitive data (such as login/banking information) at all costs

### Backup

- Make regular backups of all important files and computers
- Try to have more than one backup available and attempt to store at least one of them off-site
- Ensure all backups are stored securely both physically (in locked storage) and digitally (password protected and/or encrypted)
- Test that my backups work by performing a dry run of using them to restore data

### Devices

- Ensure all computers and mobile devices are password protected and encrypted where possible
- Lock devices when not in use and not leave devices unattended in untrusted locations
- Avoid inserting unverified removable media (CDs/DVDs/USB Drives) into devices

# Telecommunications is changing – Is it time your business considered this?



It's not just a technology change but a chance to make operational business improvements.

BT Group CEO Gavin Patterson has announced that BT intends to migrate all its customers onto the IP network by 2025, switching off their ISDN Network. As the leading business phone provider in the UK, this shake-up will affect thousands of businesses across the nation. So, what does it mean for your business?

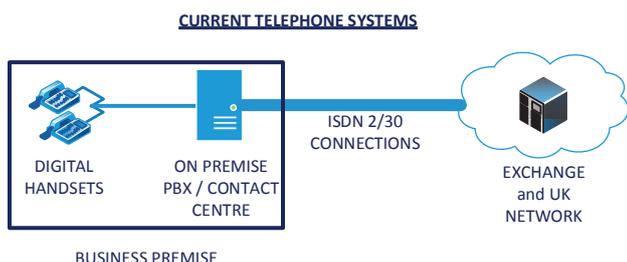
From 2020 onwards BT and all other suppliers will no longer be providing new ISDN connections for telephone systems. After 2025 support for these services will be discontinued.

If your business is using ISDN telecommunications today what should you be considering?

## Current Telephone Services

Calls to and from your business arrive and leave over an ISDN connection either using a number of ISDN2 lines (two calls per line) or ISDN 30 (up to 30 calls per connection). These are generally answered at your office and routed to the correct extension. The number of consecutive calls is limited by the number of channels.

The replacement service will be known by a number of titles, SIP Trunks, Voice over IP, VoIP and Hosted Voice Services all of which utilise the broadband/internet for connectivity to the new services. These services should offer a more cost-effective solution than today, but reliability of connection is a key factor to consider, and discussion with Voice over IP specialists should be high on your list when considering changing out your system during the next few years.



## Your chosen system can have two models of operation:

### SIP Trunks

The first option would be to replace your current ISDN lines with a broadband connection, be it leased lines or fibre broadband.

The dedicated connection then carries a number of SIP trunks working similarly to ISDN channels where the number of consecutive calls is limited to the number of SIP trunks you have installed, and you pay for on a monthly rental basis.

### VoIP Hosted Solutions

In this model the telephone system/contact centre system is embedded in the cloud and owned and delivered by the service provider. Very often delivered as a managed service, upgrades and updates are maintained and include any support and change activities. As in the previous model, calls are delivered and sent over the broadband connection and delivered directly to the on premise handsets dependent on how the hosted service is configured.

Whichever of the two options above are chosen ensure resilience of network connection and disaster back-up are considered as part of the solution.

### Inclusive Minutes Yes or No?

Both of the above SIP/VoIP services can include a minute's package or be provided on a pay as you go basis for call charges.

### Business Benefits and Improvements to Consider

Companies that take the time evaluating how this new technology can improve their business will undoubtedly get the best returns on investment.

**Multi-site Business:** The hosted service is ideal for this type of client, as all office to office communication is free, including desk to desk calling, transfer of calls, visibility of individual's availability.

**Mobility:** Small or large businesses that have mobile staff, that are frequently not at their desks, should look to make use of the smartphone applications that allow integration with their desk phone, as an extension of their extension so to speak.

**Market Presence:** Due to the nature of the VoIP technologies companies can chose to have a variety of local numbers, demonstrating local presence to potential customers who may otherwise believe your company is geographically beyond their reach.

# Meet the member

Do I want to change the world? Well, no, not really but I do want to change attitudes towards accountants.

Historically your accountant saw you at the year-end to review the accounts and to, perhaps, discuss where you want to go in the following year. Unless you are a very large company there is often little else they do.

I spent ten years training accountants for the country's largest accountancy training provider and one of my specialisms was the final case study for the AAT examination which entailed the student looking inside their workplace to find things that were not working, were a fraud risk or simply wrong.

I saw a chance to help these smaller businesses to get the advice, expertise and skillset normally reserved for larger companies. When you are small, or a young business, there's no one to tell you that your costs are in the wrong place, there's no one to explain why you need to forecast your incomings and outgoings. No-one had ever spent the time explaining things to them and now they are a lot more careful about where they spend their cash now.

## Torfaen Business Voice Meeting Sponsorship Packages New for 2018

- Your company logo on all our marketing materials both pre and post event.i.e. Newsletter, e-shots, PR in press
- Links to sponsor website via our event booking page and e-shots about event
- Footer advert on front cover of newsletter where event is advertised
- Full page advert on our advertising screen at the front of room
- Pop up stand situated behind guest speaker and at the entrance of event
- Opportunity to talk about your business to the room for 5 minutes before the main event
- Opportunity to provide marketing material to all attendees on the day

**All for just £250.00+VAT per meeting**

With Accretion Accountancy Ltd you've got a business partner. I consider myself a relationship accountant as I don't just contact you at the end of the year. I have a fixed pricing strategy which includes unlimited emails, telephone calls or Skype meetings. I offer training to my clients, will explain any of the financials in a non-finance way; basically, you get a management accountant, at a fraction of the cost.

Services on offer also include bookkeeping making the whole package stress-free, allowing you to spend your time running your business or enjoying your family, with the comfort that your business finances are explained, managed clearly and in plain English. You also get the reassurance that you are maximising your profit whilst playing fair with the rules, and the confidence that everything is straight with no nasty surprises.



**Jaine Wills**  
Accretion Accountancy



## New members

**Awaken Coaching Ltd**  
[www.awakencoaching.co.uk](http://www.awakencoaching.co.uk)

**Banyard Independent Advice Services Ltd**  
[www.banyardifa.co.uk](http://www.banyardifa.co.uk)

**Bell IT**  
[www.bellitsolutions.co.uk](http://www.bellitsolutions.co.uk)

**Gabb & Co**  
[www.gabb.co.uk](http://www.gabb.co.uk)

**Development Bank**  
[www.developmentbank.wales](http://www.developmentbank.wales)

**Lloyds Bank**  
[www.lloydsbankcommercialfinance.co.uk](http://www.lloydsbankcommercialfinance.co.uk)

**We would like to thank our contributors:**



Superfast Business Wales