



# IT TOOLKIT FOR START-UPS & SMEs

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## About the Author

Redcoin are excited to create this document in conjunction with Jersey Business. Our intention is to simplify the often complicated process of choosing and implementing IT Infrastructure and solutions for new business owners.

Redcoin are a Jersey based, Value Add Distributor of IT security software, hardware, services and support, covering the UK and Channel Islands markets spaces. Our position in the IT "Channel" is in between the manufacturer of the technology and the Reseller or IT Consultant you will find yourself dealing with. Our portfolio and in-house technical expertise have been carefully chosen to offer the best protection and value to our Resellers and Customers, which is constantly updated and improved to address the ever-changing threat landscape of the cyber driven world we are living in.

This document is designed to remove the complexity of the daunting process encountered by new business owners when they are faced with decisions such as purchasing the right equipment, addressing mobility, protecting their data and business from a security perspective, without breaking the bank because of incorrect or unnecessary purchases.

By the end of this toolkit we intend for you to have an understanding of areas that you need to address immediately, areas that can become a forecasted spend in the future, and enough background to communicate or clarify your requirements before making any purchases.

Our team are always available to provide clarification or guidance should you have any questions. We are just a call away.

For more information on our services, visit our website at [www.redcoin.co.uk](http://www.redcoin.co.uk) or call **+44 845 644 3911**



# INTRODUCTION



This toolkit aims to give small business owners an overview of the different things to consider when setting up or reviewing an IT infrastructure. In today's interconnected world it is essential to have technology that provides easy and secure access to the data a business holds but also to have effective email communication, useful apps and access to the internet. Getting the right combination of hardware and software will determine how efficiently a business can operate.

This guide is written for a non-techy business leader using plain and straightforward language. It will help you understand the most important IT acronyms and build from one decision to the next in a way that will give you an IT infrastructure appropriate for your business.

Although it is comprehensive, there is no substitute for having specialist and knowledgeable support when setting up and operating your systems. However, this guide should enable you to have a more informed conversation with your IT supplier, empowering you to take more control over your IT environment.

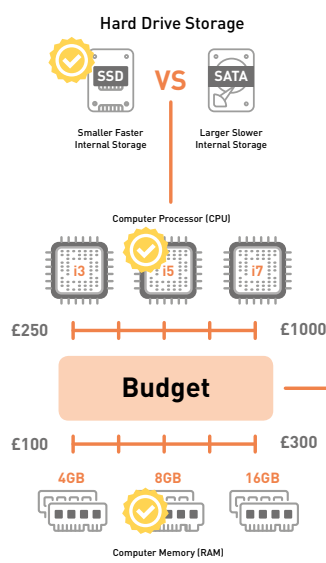
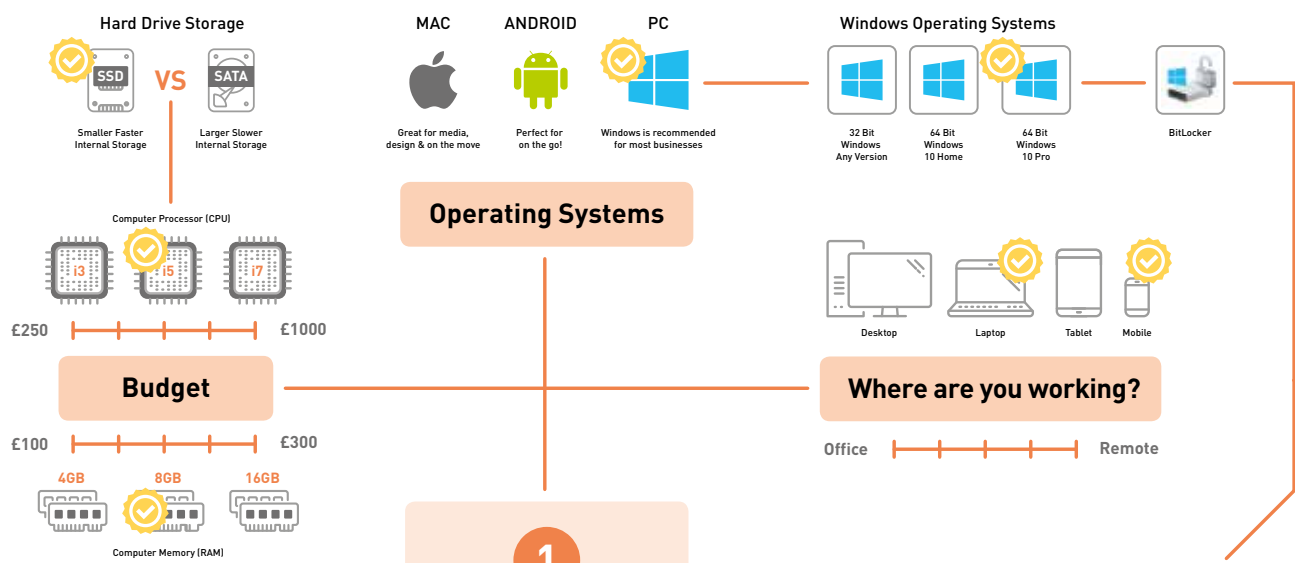
So, whether you are starting up your business or taking a fresh look at the IT you have in place, this toolkit should give you the necessary foundations to make informed decisions and be much more confident about talking tech.

Good luck in your business journey and remember, we are here to provide you with confidential advice and support as your business grows. Pop in or give us a call if there is anything we can do to help.

**The Jersey Business Team**

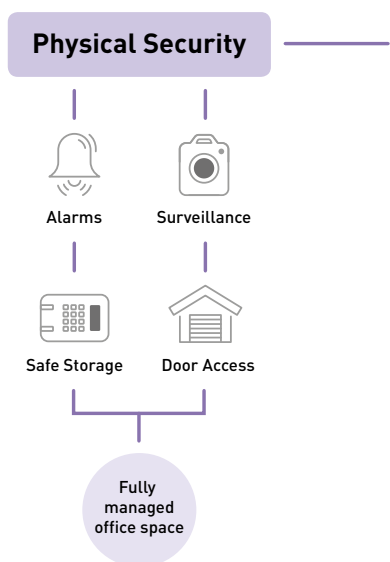
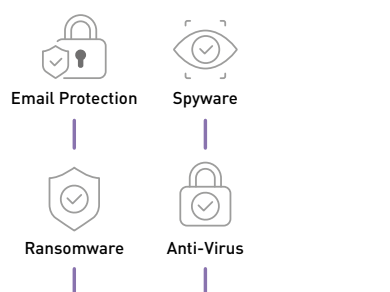


# IT & BUSINESS SOLUTIONS ROADMAP



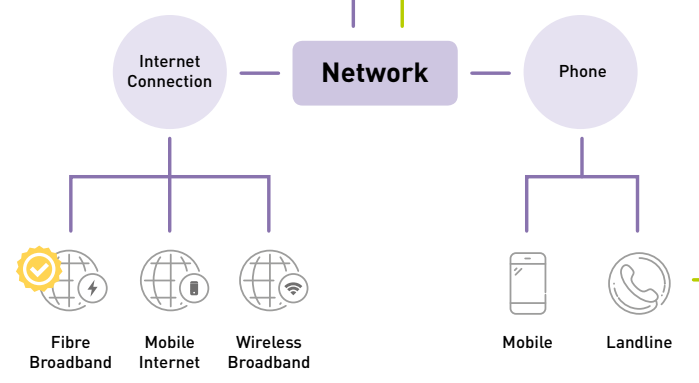
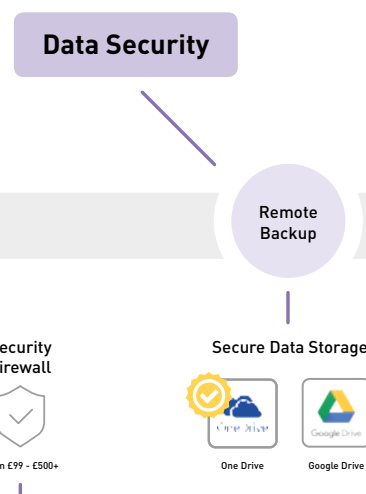
## 1 Hardware

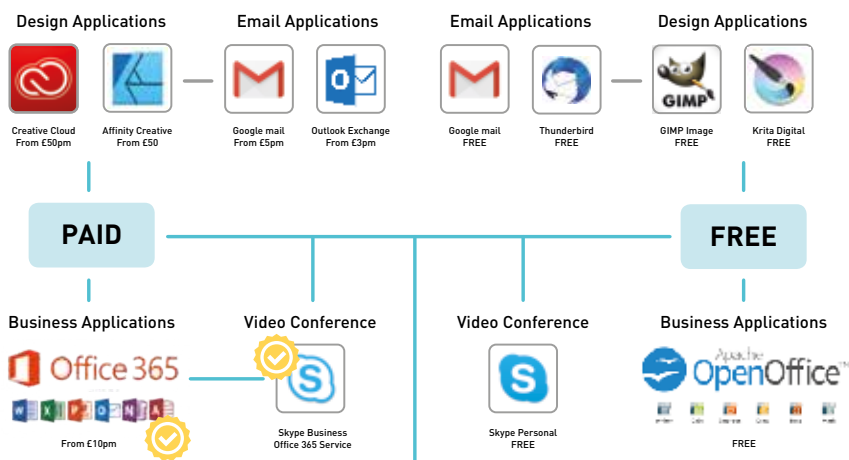
What Computer Works Best for me?



## 4 Security

How do I protect my business?

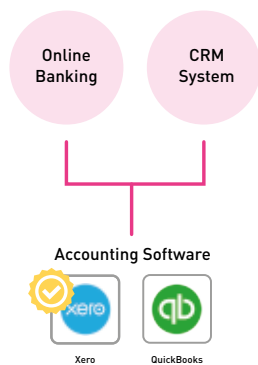




**2 Software**  
What applications will power my business?

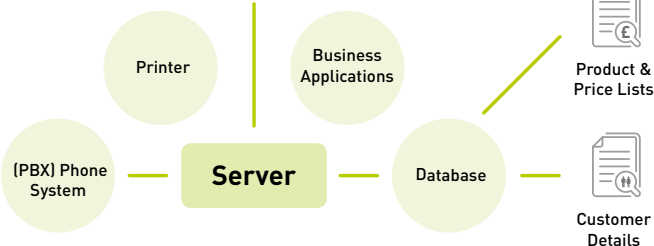
**3 Cloud Services**  
Do I need my infrastructure and data somewhere else?

**5 On-site Services**  
I don't like the Cloud, I want to do it myself.



**Cloud Apps**

**Cloud Infrastructure**



## RECOMMENDED

### Essentials

#### Hardware - A Suitable Computer

Intel i5 CPU  
8GB of RAM  
Windows 10 Pro  
Solid State Drive

#### Software - Business Applications

Microsoft Office 365 Subscription

#### Security - Strong Security

Paid for Business Subscription for Anti Virus & Ransomware

#### Services - IT in the Background

Online Storage of Data  
Internet Telephone  
Microsoft One Drive & Skype for Business (both are available as part of Office 365)

#### Network - Fast Reliable Internet

Fibre Broadband  
4G Mobile Phone

### Enhanced

#### Everything in Essentials

#### Cloud Services - Anywhere Tools

Online Banking  
Xero for Accounting  
Online CRM System

#### Security - Additional Protection

Encrypt your Computer with Microsoft BitLocker  
Filter your email using an External Email Filter

### Advanced

#### Everything in Essentials & Enhanced

#### Have a Special IT Requirement?

Contact a Local IT Services Company for assistance!



# CHOOSING THE RIGHT TECHNOLOGY

## DEVICE & SPECIFICATIONS

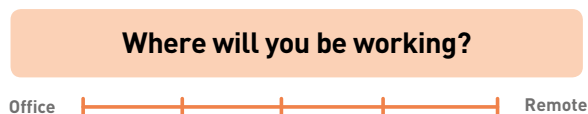
This section will help you decide on the right device for you and the internal specification of its components to run your preferred operating system (OS). The intention is that you will be able to identify the best option for you and your business.

There is no one size fits all approach to selecting the right hardware or electronic device for your business. Your decision will dictate the way you work, your mobility and ultimately your productivity.

The nature of your business and the demands of your working day will contribute to the decision you make on which hardware device to choose.

The devices you will need to consider are the following:

- A Desktop PC - Windows or Mac OS
- A Laptop - Windows or Mac OS
- A Tablet - Windows or Mac OS
- A Mobile Device - Android, MacOS & Windows



This diagram allows you to place yourself on the scale based on how much of your week will be spent in the office, working from home or travelling.

Always in the Office	Sometimes in/Sometimes out	Rarely in the Office
Desktop recommended	Laptop recommended	Laptop (see column 2) or tablet (below) recommended
Mains only powered device	Mains or battery powered device	Battery powered device
Non-portable/fixed device	Portable device	Portable device
Wired ethernet internet connection	Wired ethernet internet connection or built in WiFi	Built in WiFi or 3G/4G data connectivity
Increased CPU (brain power)	Increased CPU	Limited CPU
RAM (multi-tasking capabilities)	RAM (multi-tasking capabilities)	Limited RAM (multi-tasking capabilities)
Scalable storage capability	Scalable storage capability	Limited internal storage capability

Because of its versatility, a laptop is often the most convenient device to start with and an appropriate choice for an initial hardware investment. It can be complimented by a smart mobile phone to provide an on-the-go connection to the web, business emails and other applications.



# INTERNAL COMPONENTS & OPERATING SYSTEM

So, now you have chosen your preferred device it is time to decide on the operating system and internal components to maximise the performance of the device and ensure that it meets your daily needs.

Budget will be a factor in this decision, however this machine is a business critical investment so it is essential to get this correct first time. Incorrect purchases may lead to additional expense to upgrade or replace the device. You will need to decide on:

## The Computer Processor (CPU)

The CPU is the computers brain and therefore a priority when spec'ing a machine. There are 2 main manufactures of CPU's, Intel and AMD. Although Intel comes at a premium cost to AMD, its performance, resilience and longevity make it a superior offering and the industry leader.

All machines with an Intel CPU will have a little blue sticker on it stating either a "Core" i3, i5 or i7 processor. Although an i3 will be cheaper, the i5 gives the ideal balance of speed and performance and is worth the extra investment. An i7 is often over spec'd for most start-up businesses and you will end up paying a premium for something you will never extract the full potential from.

## The Computer Memory (RAM)

RAM stands for Random Access Memory. A common misconception is that RAM relates to storage as it is sized in Gigabytes (GB) but RAM is actually required to allow you to run multiple applications, browse web pages and perform background tasks concurrently without impacting on the device's performance.

The off-the-shelf options are 4GB, 8GB and 16GB. To put it in context Windows 10 requires 2.5GB of RAM just to load, Google Chrome a further 1GB. 8GB of RAM will ensure your device can operate effectively and that there is "room to breathe" in terms of performance. As we continue to see advances in technology and business applications, we may also see the resource requirements for these increase. RAM is a really simple and inexpensive component to upgrade should it be required.

## Storage

Storage is commonly understood as your hard drive, the internal space used to store business-critical documents and data. Historically, these have been "SATA" drives, which can store large volumes of data; however, they are slower than other alternatives. Today all laptops and desktops have the capacity for solid state drives (SSD) or m2 storage. Although the capacity of these is less than the SATA alternatives, the speed and performance of these devices mean that they are now a preferred storage option.

In addition, a device's internal storage capacity is no longer an essential factor in a purchasing decision because of the availability of external hard drives and cloud storage. But more on the cloud later.

## The Operating System (OS)

The final stage of the Hardware process is to select the operating system that will be installed on your machine. The operating system does what it says on the tin; it is an application that allows you to operate your machine. The most common business operating system is Windows. However, MAC's do have their place in business, predominantly for media and design companies.

## Windows

Microsoft Windows is the industry leader in its field. Continual advances and development in applications, security and cloud offerings means they are the pioneers at addressing the changing demands of business. So, for value for money and functionality, Windows is the best OS for the vast majority of new and growing organisations.

However, there are different considerations when choosing a Windows package.

The first choice is between a 32bit or 64bit operating system. 32bit is the legacy option and although it still has its place in businesses, choose the 64bit option because many apps are not compatible with 32bit. 64bit will continue far beyond the lifespan of your chosen machine.

Secondly, choose Windows Pro, NOT Windows Home. Windows Home will be cheaper but it is not designed for business use, has no upgrade path to Windows Pro and will prevent you using business applications that will bring significant value to your organisation. A windows E3 pack is ideal and will give functionality such as full disk encryption, SharePoint and Teams which we will explain later.



## MAC

Famed for innovation, the Apple operating system specialises in providing functionality that's particularly useful for media and marketing companies that might have niche requirements such as graphic design and audio functionality. On the downside, you need Apple Hardware to run the MAC OS and that can be expensive. Apples' desktops, laptops and smartphones will keep you ahead of the technology curve, and more and more applications are compatible with these devices. However, your budget will buy more elsewhere.

## Android OS on Mobile Devices

The last option is Google Android. The most commonly deployed OS of all time across a multitude of hardware devices. Android gives a great range of options for manufacturers, screen size, compatibility with business applications and is compatible with every email system and mobile application, including all of your business-critical Windows apps. All this allows for connectivity and productivity when out of the office or away from your chosen machine.

# OPERATING SOFTWARE

Once you have selected your hardware and all its specifications, you are over the first hurdle. You now need to think about the software and applications that your business will need to support your work and drive your productivity.

Software or apps as they are more commonly known these days, are the everyday tools that you will use for sending emails, browsing the internet, writing documents, making calls or conference calls, creating invoices, paying bills, logging customer data and all the additional day to day tasks that are your business's electronic activities. Below we will explain the essential software, apps and the considerations you will need to take when deciding what to use.

Start by categorising your requirements into priorities. What is fundamental to your business every day? What do you know you need to implement in the short term and what is a medium to long term requirement?

## Data storage

Microsoft's Office 365 is hands down the best choice to power your business because of its set of industry standard "office in a box" applications.

Microsoft Office 365 gives you the latest versions of their suite of tools such as Microsoft Word, Excel and Outlook which provides you with brandable @yourcompany.xx email addresses.

In addition to your standard Office tools, you are able to utilise Microsoft's cloud storage platform, collaborate or share data using Sharepoint and Teams and you could reduce costs on phone calls by using their Voice Over IP (VOIP) telephony offerings. The huge amounts of secure cloud storage you get with SharePoint and OneDrive means all of your data is stored, backed up, and available anytime, anywhere. The value is unparalleled, and it is most definitely worth the time and money invested.

Some other things to consider:

1. Office 365 is a monthly subscription with a range of available packages allowing you to choose the best option for your organisation based on the applications you require.
2. All Office 365 applications are guaranteed to work with Windows 10 Pro. Additionally, when you log onto your Windows 10 Pro computer with your Office 365 credentials, all files and folders (stored in the cloud) will be available for you to see and ready for you to access – the integration you need to be successful.
3. Office 365 offers secure data storage in the Microsoft cloud.

## Alternatives to Office 365

Should you feel that the entire Office 365 suite is too much to start with, Open Office is a suitable starting point. Used by millions of users world-wide this is a reputable and widely deployed free alternative to the Microsoft suite. It has been designed to be familiar and consistent for people who are used to Microsoft Office, allowing for Excel and Word type functionality that drives business activity.

Another business-critical application that you will require if you are not using the Office 365 suite is email. Signing up with a platform like Google for a free Gmail account will give you a quick way to start sending and receiving emails, registering for accounts and is required when registering interests in products or services. Do consider the fact that some businesses have policies in place to block or quarantine mail from recipients that do not have a corporate domain.

Should you require a more powerful email creation tool, but don't want to use Outlook it is worth considering Thunderbird by Mozilla which is a superb alternative with many enhancements compared to its contemporary solutions.





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## CRM Systems

A Customer Relationship Management (CRM) system enables a business to manage their supplier and client relationships and the data associated with them. As well as acting as a digital address book, a CRM system can be set up to act as your central business development system. From managing leads to issuing quotations, purchase orders and invoices, through to associating license schedules, emails, delivery information and credit limits. Modern CRM's can even link to digital marketing campaigns.

A CRM is the ideal way to build your customer database from a single console. More often than not, these systems are hosted for you in the cloud, which means your data is safe, backed up and always available from multiple devices.

## Design Applications

If you are a digital marketing or creative company, then you will need design tools specifically created for your business activity. However, even if you are not, you might consider using such software if you generate, publish and update images, documents and websites on a regular basis. Having some simple design tools to hand and some basic knowledge on how to use them can save you time and money when promoting your own business and brand with a very quick ROI after purchasing the software. Options are:

1. The Adobe Suite: this is the industry standard for digital media and image designs. With tools like Photoshop, Illustrator & InDesign you can create and share professional publications and advertisements with ease. With the wide adoption of the Adobe Suite, the license cost has become far more affordable and it has been developed to be intuitive and user friendly.
2. It is completely possible for a substantial number of your more common design tasks to be performed while using freeware. Platforms such as GIMP are worth consideration. Although lacking some of the more integrated benefits available in a paid for subscription, free is still a really great price.
3. GIMP: is a free alternative to Adobe Photoshop, offering similar functionality should Adobe prove too costly.

Take time to understand what, for you, is a business-critical tool or a nice to have. Most manufacturers will offer a free time-based trial, so do take advantage of these to ensure you make the right decision for your business.

## The Cloud

Now might be the time to consider if you will hold all your data on your own device and network or use a cloud platform to host your data and systems.

In short, the cloud just means 'somewhere else'. Instead of downloading a software package, installing it on your own device and saving your data on your hard drive, providers such as Microsoft and Google will give you space to store your data on their servers, or 'in the cloud'. Most software and apps are now available in an online version.

The advantage of this is that you have access to flexible data storage and the level of security that these organisations implement to protect your data is often in excess of what you can do on your own. Added to this you have the benefit of being able to access your data through their internet portal at anytime from anywhere. You will also get automatic updates to the software rather than having to manually update these from discs.

## Online Banking

Online banking takes away the pressure on a business to manage their transactions through telephone banking or a visit to a branch. All banking platforms have secure logins and 2-factor authentication codes as an added layer of protection and most of them enable you to do everything you need to through your internet browser or via an app.

Do pay attention to which forms you sign when setting up your bank account. You will need to make an additional request for online banking and missing this at the set-up phase can lead to additional effort and delay.

## Accountancy Software

Maintaining accounts, making payments, issuing invoices, and producing financial reports are all easy to do through accountancy tools which come in desktop or online versions. The online versions are accessed through a web browser or mobile apps and give full visibility and control over your accounts from the device of your choice.

With no need to maintain spreadsheets or install and manage complex databases, these cloud tools come at a nominal monthly subscription fee and are regularly updated for your convenience.

Most Accountancy Software will also allow a direct feed from your bank account to import payments in and out of your current account. This assists with reconciliation of payments in the short term, the ability to manage cash flow and pull reports based on defined time-based measures and can be exported or shared with your accountant.



# SECURITY

You need to make sure that both your data and your systems are secure. Making sure that your data is stored on a secure device or online platform is vital.

The next topic to consider seriously is how you protect your organisation's IT estate. IT Security does not have to be scary or confusing, but you do need to think about it to ensure compliance with legal requirements such as Data Protection. In addition, your suppliers or customers may want to understand your security arrangements and of course you need to protect your brand reputation.

We have all become dependent on the web and the business applications that fulfil our daily tasks. Searching the web for content and information, communicating internally and externally via emails or Instant Messaging (IM), interacting with documents, inbound and outbound purchase orders and invoices, or even downloading software executables are all generally acceptable business processes that have become the norm, regardless of where you work from or what device you own.

However, these activities create vulnerabilities that cybercriminals can exploit to compromise your business's assets, data and activities. In the worst-case scenarios, the ramifications from a breach or hack can result in a business becoming inoperable. More commonly is the risk of a significant financial impact through fines from individuals, governing bodies or the cybercriminals themselves.

## HOW DO I PROTECT MY BUSINESS?

You need to make sure that both your data and your systems are secure. Making sure that your data is stored on a secure device or online platform is vital. Microsoft and Google for Business use sophisticated data centres and their platforms have incredibly strong security in place, so if you use these platforms you can be confident that your data is probably better protected in the cloud than on a home or small office server.

Wherever your data is stored, you will need to secure your network and choosing the right security options can be broken down simply and easily, as follows:

### Security Firewall

A firewall is the IT network's perimeter security solution designed to protect the outer wall of the fortress. It can be a hardware or virtual appliance that will allow or block entry to the inner walls, through any of the gates (ports). It is the single most important security device an organisation should implement to protect against web-based threats.

Firewalls will not only provide you with protection but can also create secure connections to remote offices and other locations via a virtual private network (VPN). A VPN is effectively a private tunnel, transferring your business's data backwards and forwards between two sites without visibility or access to 3rd parties.

A security firewall is recommended (mandated for the finance industry by the Jersey Financial Services Commission) and because of the nature of the device and how important its configuration is, we recommend contacting a local IT Security provider to manage and maintain this for you rather than attempting to do so yourself.

### Email Protection

80% of all computer infections originate from outside the organisation and are delivered by email. Your security firewall can filter your emails as part of its service, or you can implement a specialised email gateway solution and/or engage with one of Jersey's IT Service providers who can do this for you. Remember, Microsoft provide entry level of protection in their Office 365 package, however, 3rd party email solutions are affordable and will strengthen your protection. It is worth serious consideration.



## Anti-Virus

The concept of anti-virus protection has been embedded into the mind of every business and business owner for decades. The impact viruses can have on a business operation, productivity and reputation can be drastic, and with the list of online malware attacks growing exponentially by over 8500% a year, the requirement for an AV solution is a must have for any business. Windows 10 will provide basic levels of malware security, however, it's advisable to use a reputable, enterprise grade Anti-Virus solution. Your IT provider should be able to help you find the right solution to help defend the integrity of your IT infrastructure.

## Ransomware Protection

Ransomware is new to the cyber threat landscape. It has quickly become the third most likely infection a business will encounter but is one that has the potential to cripple a business indefinitely. So, what is ransomware protection and what does it do?

Ransomware is undetectable using traditional anti-virus scanners. Entering the network as a hidden piece of code, embedded within a legitimate document and meeting the criteria that an anti-virus engine would check for, it waits to be activated through user engagement. Ransomware encrypts a computers files, folders and drives, and in worse cases, back up repositories too. Once encrypted, you can't access your data in any capacity unless you pay the "ransom fee" asked for by the cybercriminal.

Ransomware protection is designed to detect the specific code used in these attacks and, along with backing up your files in a separate environment, is the best form of protection against this threat. Root Cause Analysis built into such platforms will allow you to identify the file that the ransomware was activated in, and the "clean up tool" will ensure that the infected file is removed from your system.

## Encryption

Encrypting your computer is now easier than ever, so there is no longer an excuse to miss this off the list of security measures you can take to protect your assets and data. There are 2 types of encryption that need to be considered: data at rest and data in transit.

Data at rest refers to where the data in question is stored. Data in transit refers to the movement of this data whether this be through email, via the web to cloud storage or on to removable media devices. By encrypting your computer and data you know that, should either fall into the wrong hands both

are inaccessible so long as you have been sensible and not shared or reused a common password to protect the encryption key.

Apple's standard encryption is Mac FileVault, and Windows is called Bitlocker, however, this is only included as part of Windows 10 Pro. With a few simple steps, Bitlocker can encrypt your computer's hard drive and all its contents, using a military grade 256bit encryption algorithm. Once installed, your device has a password-protected encryption key that will only decrypt your device when the password is inputted as you turn your device on. This simple step will greatly enhance your cyber security.

## Physical Security

Security is not just an issue for the cyber world. The physical location and access to your business's office also need to be evaluated so you can put appropriate security measures in place.

Physical safes, secure door access, burglar and fire alarms and CCTV surveillance should be considered to deter and prevent thieves who might be interested in personal data and other highly desirable items such as cash, stock or equipment.

As an alternative to renting or owning a private office you could consider using a serviced office. The cost will reflect the level of service provided so, as well as understanding the physical and administrative offer, make sure you also check the cyber and physical security on offer.

## Remote Backup

Regularly backing up data, whether this is a file, volumes of data or an entire computer can be easily achieved with a physical or cloud backup solution. The purpose of backups is to allow continuity by restoring the operations of the business quickly in the event of a catastrophe. Whether this be from a cyber-related incident, a lost laptop, or act of God such as fire or flooding, the ability to restore a backup on a new device or set up at a secondary location ensures downtime and lost productivity is drastically reduced.

## Cyber Essentials

To demonstrate that you have effective security in place it is worth getting a security accreditation such as Cyber Essentials. Increasingly suppliers and customers are asking for evidence of effective security arrangements and Jersey's government is insisting that its suppliers achieve Cyber Essentials accreditation.



# ONSITE INFRASTRUCTURE

We understand that each business is different. Specialised or custom-made applications and software may not be compatible or suitable for cloud-based infrastructure. Even more importantly, the data used in the software could be highly sensitive and due to data residency laws, you may be prohibited from storing that information in a Data Centre elsewhere.

Your corporate network comprises of your whole IT infrastructure, whether this be your telephone, your servers and all the other devices that connect together. Each network will be different as it is designed to your business requirements.

## SERVERS

It is important to think about how your IT needs to grow with your business and the related overheads and costs associated with this infrastructure.

The concept of having a server may seem like a daunting or techy choice however it needn't be. A server is just a powerful computer that drives the businesses critical services and applications. To give an example, when sending and receiving email using a Microsoft System on your home server. Your server will run software called Microsoft Exchange that processes all of your company's emails and keeps all of your mailboxes organised, which in turn uses a database to store those emails. Microsoft's Outlook application is installed onto each computer, providing a "window" into the exchange server to access and send emails, the same way as the email application on your phone. All the "clever stuff" to do with email is performed on the Microsoft Exchange server and Outlook is how you interact with the Microsoft Exchange server.

Choosing a server is very specialised and often built for the exact job it is required for. We strongly recommend that you contact a local IT company to discuss your server requirements

instead of purchasing something yourself from the internet. A brand-new server comes without set up instructions or guidance and only a trained professional can complete the server installation correctly for you.

However, running your own server can limit your growth and increasing its capacity can be restricting. Capacity is not the only thing to consider. You need to think about the space you will need to house it, backup hardware or cloud-based storage to mitigate the risk of component failure and the electricity costs to power the servers as well as any cooling systems to reduce overheating.

Instead of your own server you can use web-based platforms such as Microsoft Office 365, Amazon web services and Google Drive to power your systems. These resilient data centres allow you to hand over the technical development requirements and focus on running your business. Using the pre-installed connections is just like having your own server within the office.

Typically, you will be charged a monthly fee allowing you to just use the space and capacity you need so it is a very strong proposition.

## YOUR PHONE SYSTEM

Mobility and flexibility are important to most modern businesses, so this should be a factor you consider when choosing a telephone system to suit your business needs. You will need a landline number associated with your office to enable your broadband connection, but then you need to think about how you will work and what telephone will suit the practicalities of your business, just as you did with your device.



When deciding on what to use, think of the cost of calls both in Jersey and off island if you are likely to be roaming, the costs and benefits of a mobile contract and what internal hardware will be required to route and transfer calls, such as a PBX system. Having the physical hardware for when you are in the office, a mobile phone and separate number for when you are on the move and maybe even another mobile phone for when you are roaming can be overly complicated and expensive.

As soon as you require staff to make simultaneous inbound and outbound calls, a single fixed line is no longer fit for purpose. It also becomes costly and inefficient to pay for multiple lines into the same building when you could invest in a PBX system. Think of it as an operator ensuring that calls are connected to the right people, but also offering voicemail or call redirect options. Renting the use of a PBX system is often provided as part of a managed office agreement.

A PBX system will require an upfront capital expenditure spend as, like a physical server, it will require a hardware element as well as power and storage space. They are very reliable and effective but do need professional installation.

## PHONE CALLS AND VIDEO CONFERENCING

Although using a PBX system is a common setup, it is worth considering using online cloud-based VOIP (Voice Over IP, or the internet) systems which are being widely adopted along with other cloud based applications and have additional functionality that is not possible with a traditional office-based phone system.

Microsoft Teams is included across a range of the Office 365 packages to provide phone services over the internet. Used by millions of businesses worldwide it provides excellent call quality, ease of deployment and mobility and needs one number and one application for any device. Furthermore, it supports VOIP handsets/headsets for the office and a mobile app when on the go.

A web portal is available to keep track of monthly costs, manage users' credentials (logins etc.), assign or remove users, and it can restrict or allow





calls to specific countries. It provides full control and flexibility instantly, without any impact or hassle on the business or individuals.

The Microsoft Teams mobile app allows the same direct dial office number to be used on all of your devices by connecting to WiFi or using the data package on your mobile plan.

The added benefit of using a cloud based VOIP telephony system, is the ability to use your web camera to communicate via video conferencing. Whether for 1-2-1 calls or as part of a virtual conference, you can use this technology to reduce the demand for face-to-face meeting. Furthermore, multiple attendees from multiple sites are able to join a conference enabling them to view a presenter's screen or share their own.

## PRINTER AND PHOTOCOPIERS

Printing, copying and scanning documents is still a requirement for most businesses, however, the volume of each has reduced as we have got used to communicating electronically. Consider investing in a combined printer/scanner. These now come with the option of WiFi connection enabling you to send documents from mobile devices directly to the printer. Ongoing costs to maintain this option will be low, but cartridges can be costly so see if the printer's cartridges can be refilled.

## INTERNET CONNECTION

If you are out of the office or away on holiday but still need to have access to the internet, you can get mobile wireless broadband. Often this is provided using a "dongle" or in some cases can be provided for home use as a single wireless "router-in-a-box". Both devices are essentially the same and use a data package, similar to your mobile phone, to get 4G network coverage. The dongles/routers are really easy to connect and set up, so you can be up and running with internet connectivity in a matter of minutes. Ask your internet service provider for details.

However, this option is not viable for long-term, constant or heavy internet connectivity. It should be used intermittently as and when the situation demands it. Think of it the same as running your mobile phone in "hotspot mode". It provides an internet connection but can consume data quickly and can penalise you for exceeding your data plan allowance. Your connection speed is also reliant on phone masts, which can lead to slow performance or the inability to work at all.

A wired broadband internet connection will be provided by one of Jersey's local Internet Service Provider (ISP) such as JT or Sure, often as part of the landline contract.

Providers can offer packages to support the increasing demands for faster browsing, transfer larger files or to support the need to live stream business or personal content online. Regardless of your connection type, you will require a router, supplied by your internet service provider, to provide connection to the internet and to offer WiFi connection to the devices capable of using it.



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[info@jerseybusiness.je](mailto:info@jerseybusiness.je)



(01534) 610300



31 The Parade, St Helier, Jersey, JE2 3QQ