



blu zine

Things are looking up. Find out why Bluhalo just got bigger and better in the last year.

What is CRM and CMS and what are PPC and CPC. Learn how they can help your business to grow.

Read how Bluhalo delivers integrated creative and technical solutions for businesses from any sector of any size.

issue 2004

ISSUE 2004

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directors note

what next?

It is my pleasure to present you with our latest copy of bluzine. The aim of this newsletter is to ensure our customers are informed on our range of services which involves almost anything that requires a creative or technical solution.

As some of you know our team has grown significantly over the past five years and we have recently expanded into our new premises next door. Our plans are to grow further in the next few months within our office complex in line with our goals to be the largest new media agency in the UK delivering services to businesses of all sizes and all sectors.

The team here at Bluhalo have the right combination of skills to undertake any creative or technical project and with the recent Investors In People accreditation, we have received formal recognition for our team.

Over the past twelve months we have doubled the size of our small to medium sized business customer base, whilst bringing on board some larger, more recognisable names including the Office of the Deputy Prime Minister, several County Councils, Goldsmiths Group, and One.Tel. In addition, we are of course still working in partnership with Thomson Local Directories. Not to mention we have now launched several Customer/Client Databases using CRM improving workflow and productivity within several organisations.

The reason for our success? Quite simply you. It is by helping our clients to achieve their creative and technical needs that Bluhalo has been rewarded with more business and strong recommendations.

Whatever your size of business, perhaps one of our ideas in this brochure may inspire you to explore our creative and technical capabilities.



Spencer Gallagher, Managing Director
enquiries@bluhalo.com



INVESTOR IN PEOPLE

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issue 2004

BUILDING A LASTING RELATIONSHIP

- A year long marketing campaign to increase sales and mind share with their distributors and resellers
- Driving sales through innovative sales tools and incentives running alongside key events of the year.

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www.apc.com
love

WEBSITES TO SUIT **YOUR BUSINESS**

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Working in partnership to supply Thomson Directories customers with their WebServices. Delivering a range of websites to support their directory listings and Thomson new local search engine, WebFinder.

THOMSON



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A-PEALING IMAGES

A NEW LOOK FOR BANANASTOCK
PREMIUM ROYALTY FREE PHOTOGRAPHY

- Design led e-commerce site selling 1000s of images, online, worldwide.



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THE ACADEMY

EXCELLENCE IN CMS

- Website launched by the Local e-Government Minister, Phil Hope

- A project for the Office of the Deputy Prime Minister.

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SUNDAY TIMES

THE MONTH CD-ROM

- Working for One.Tel as official sponsors of February's Issue
- Multimedia development integrating into website sign-up pages.

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BUSINESS PACKAGE

LEARN HOW BLUHALO ARE HELPING
HUNDREDS OF BUSINESSES GROW

Page 13

Last year Bluhalo helped over 300 companies launch their businesses. With a range of bespoke packages from domain name registration, logo and stationery, business email addresses and website design to suit all budgets.

A SAFE BET

DIRECT MARKETING
FOR TWO LEADING CASINO'S

Read about how our design team put together the exciting new packaging for their latest gaming CD.

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08



A NEW LOVE FOR **bluhalo**

It is a popular misconception that as a new media company our skills lie predominately in design for web or multimedia. The design team at Bluhalo's core skills lay in design for print which is at the heart of any designers skills set. Over the past five years Bluhalo has been designing projects from branding, logo design, and creating many different types of brochures and promotional material. One of our most recent design for print clients is APC, a global IT company, find out how Bluhalo is helping APC increase it's sales through our creativity.



APC provides power protection, environmental control and site monitoring services that are designed to proactively identify and correct problems before downtime occurs. Over the years, APC has received more than 150 awards worldwide for reliability and innovation of solutions – more than any other UPS manufacturer. APC's solutions are accepted as "best of breed" across the globe. The company sells its products through the IT distribution and reseller channel. Winning mind share with their channel sales staff is of paramount importance and Bluhalo were asked to develop a year long sales and marketing campaign to help them drive sales. APC were conscious that their competitors were running more consistent sales promotions over the year, and APC were keen to compete by employing a more structured and longer term campaign to buy in loyalty and drive in sales over a sustained period.

Bluhalo developed a timeline of events through the calendar year and highlighted a different promotion each month based around a theme called love:apc. Posters, product guides, sales flyers and incentives were designed and printed to support each of the campaigns.

The campaign started around Valentine's Day and Bluhalo were asked to come up with a campaign with a shelf life that could be extendable past the 14th February itself without looking dated. Bluhalo were careful not to mention the word Valentine and based the prizes around romantic meals out for two. The love:apc theme was then carried through the year to ensure that the prizes and incentives were targeted towards the sales people whose typical ages ranged between 18 and 34.

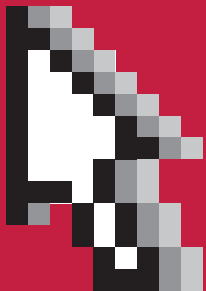


The campaign also included the fulfillment of the prizes which ranged from tickets to the premiere of Spiderman 2 through to shopping trips to New York. By planning the year long campaign in advance APC found they were one step ahead of their competition and were able to schedule in their event days first. One of the other key successes of the campaign was the professionalism of the design for print material which delivered continuity through its style which the sales teams interpreted as a long term commitment from APC. Previously most of the sales collateral had been created internally and was inconsistent in its design and branding, whereas Bluhalo, using fresh, contemporary design and modern photography, helped APC to achieve its goal of standing out from

its competition and engaging and sustaining loyalty over the year.

Visit www.apc.com to find all your power supply needs.

APC
Legendary Reliability®



AND YOUR DEDICATED HOST FOR TODAY...

Providing a range of web hosting services is at the heart of Bluhalo's business. Our hosted products support businesses of all sizes and budgets. Starting with a comprehensive range of virtual hosting on both MicroSoft and Linux web servers moving onto fully managed dedicated servers available on any platform required. Reliable, scaleable and secure email and web servers are an essential requirement for any business in today's market place. Additionally we are now an authorised reseller for Secure Certificates from Thawte and WorldPay for secure on-line payments.

DIAMONDS ARE FOREVER

A new technology developed by Bluhalo helps the heritage of a 225 year old company to compete online.

We've proved ourselves to be diamonds to Goldsmiths Fine Jewellers – we are working with them to update and develop their web site by providing our own content management system.

"The content management system means that Goldsmiths can add new stores as they open to the site, as well as recruitment, product details and pictures," explains Spencer. "The Goldsmith's team handles the simple text and picture changes and we do the more ambitious additions. The web site attracts around half a million visitors per year and probably over 3 million page views per year."

Goldsmith's marketing department are a keen exponent of client content management. They commented, "We are able to update all of the recruitment section ourselves, make immediate updates after any senior staff changes in the corporate section, and more importantly, we can update the top ten watch brands in each of our 162 stores listed on the site. This means that our

customers can find the nearest outlet that stocks the watch they are looking for.

"The site has been very well received, not only by our customers, but by our staff too. Nowadays pretty much everyone across the hierarchy of the company is web literate and opinions and suggestions for the site come in regularly, from every department in the company. We are noticing also that our branches will contact us immediately when there is anything new on the site, which indicates that they are checking it out daily and genuinely feel a sense of ownership and pride in it.

"Last year marked our 225th anniversary and to celebrate we ran our first on-line competition, which we thought was a nice juxtaposition of our heritage integrated with new technology. We had 3,750 responses in six weeks, which was very satisfying."

Visit www.goldsmiths.co.uk to see the range.



Last year marked our 225th anniversary and to celebrate we ran our first on-line competition, which we thought was a nice juxtaposition of our heritage integrated with new technology. We had 3,750 responses in six weeks, which was very satisfying.



« Goldsmith's Online



PERSONALISE YOUR EMAIL WITH BLUHALO

Every day we come across many businesses using non personalised e-mail addresses such as davidx7609@aol.com, @hotmail or @freeserve.com. Why not have your own personal "e-mail domain name for life" rather than use the name of the company you dial up to the internet with? For example: yourname@yourcompany.co.uk. It's truly affordable and would be unique to you and your business. With our new free web mail service you can collect your email from anywhere in the world, from any location with an internet connection.

Need a Voice?

A ground breaking transcription service available online.

Bluhalo has designed and developed a platform that has enabled the launch of a groundbreaking transcription service on-line, Escribe, which accepts voice files to be converted into word files.

Spencer describes the considerations of the platform build. "Voice files are quite large, which meant we had to consider a couple of options. The first option was to use a file transfer protocol, which was not user friendly, so our solution was to design a http file transfer mechanism platform. We also developed methods for monitoring

and processing the files, encryption, and analysis when the files were loaded"

Pat Narendran is the managing director of Escribe Europe. "After we incorporated the company the first letter that came through the letter box was from Bluhalo. We spoke, and I liked what I heard. Bluhalo understood what we wanted and developed a great working solution without hype."

Visit www.escribe.com to find out more.

A WINNING HAND

CD Direct marketing for both KS Casino and Littlewoods Online

In addition to our range of Multimedia CD and DVD authoring services which typically involve creating sales and products presentations, Bluhalo has recently worked on several projects to create innovative packaging for companies such as King Solomon's Casino and Littlewoods Online.

The KS Casino pack was a maltese cross design which overlapped and folded together to form a mail pack which was distributed throughout Europe. The Littlewoods pack was a Trifold and for UK distribution only. Both packs were accompanied by a covering letter, CD and envelope which carried the brands and designs throughout.

Both CDs were used to drive customers to use their online gambling services. CD-Rom manufacturing and distribution was then carried out by Brandedmedia.

Visit www.brandedmedia.net, www.kscasino.com, www.littlewoodsonline.com



IN BRIEF

DOMAIN NAMES

From just £10 per year and email hosting starting at just £99 per year, why not transfer your internet services to Bluhalo today. Call on 01252 84 22 55.

QUICK OFF THE MARK

In order to meet our clients' diverse printing requirements, Bluhalo has forged strong relationships with several printers.

With our combined purchasing power we are able to drive preferential rates from our partner printers.

Whatever printed material you require from stationery and brochures right through to large format point-of-sale devices we now have the relationships in place to manage your needs.

SMS FOR AN UPDATE

Imagine the ability to receive enquiries from your website direct to your mobile phone in the form of a text message.

Or what about automatically sending a text message to your customers keeping them informed of the latest offers?

Well now you can do both of these and more! Contact us now and find out how SMS can improve your business communications.

loanline
Your friend in the market



An easier line to swallow

Bluhalo helped Loanline to completely revolutionise its back office by providing an interactive web-based CRM database.

Loanline is a typical example of a company that makes full use of Bluhalo's range of creative and technical services.

They first contacted Bluhalo to redesign their website and provide them with a comprehensive web hosting and email service.

The feedback we received was outstanding and within six months they had increased loan applications via the website from one to over 200 per month. Today that figure stands at approximately 600 applications per month.

The success of the redesign of the website led to us rebranding Loanline's design for print collateral which included their direct mail piece that is distributed to several hundred thousand households per annum.

Jim Ward, operations manager then contacted Bluhalo to investigate the possibilities of developing a database system that could improve business efficiency through the use of CRM Workflow Tools.

The database integrates with several databases over the internet using XML integrations.

Once launched the return on investment was apparent immediately and staff were freed up from the word go. Productivity increased by over 400% by the automation of many day-to-day tasks carried out by Loanline staff.

For the full case study visit
www.bluhalo.com/PDF/loanlinecasestudy.pdf

loanline

LOW COST LOANS PAY OFF YOUR DEBTS AND EVEN HAVE EXTRA CASH TO SPEND

At Loanline our service is second to none. How do we know this? Because our customers tell us.

That's why, as one of the UK's largest and fastest growing independent 'master brokers', we help thousands of homeowners like you get the finance they want when they want it...and fast!

All you need to do is decide how much you want and how long you would like to repay it.

Our loans are 'any purpose' and we won't charge you any fees - you can even raise extra cash to pay improvements you've been wanting to do for so long.

We've helped thousands of people to simplify their finances - and we can help you too! It's easy to apply, simple to arrange, and we can give you a decision in principle, in just 3 minutes!

So call us today and get your finances under complete control.

REMORTGAGES
Competitive Rates / Any Purpose

NO EQUITY?
Borrow up to 125% of your property!

Here's just how low your repayments can be...

Amount	Term	Monthly Payment	Rate
£50,000	over 360 months	Just £375.00	
£40,000	over 360 months	Just £299.98	7.9%
£35,000	over 360 months	Just £237.86	8.4%
£30,000	over 360 months	Just £214.05	
£25,000	over 360 months	Just £181.02	9.7%
£20,000	over 360 months	Just £129.30	
£17,500	over 360 months	Just £128.50	
£15,000	over 360 months	Just £120.47	10.9%
£12,500	over 360 months	Just £107.29	

Call us **FREE** on
0800 652 4224

Calls answered personally 24 hours a day, 7 days a week.
Alternatively, apply on-line at www.loanline.co.uk

FINANCE IS SUBJECT TO CREDIT CHECK AND APPROVAL. REPAYMENT OF LOAN DEPENDS UPON YOUR INCOME AND CREDIT RECORD. PLEASE READ THE FULL TERMS AND CONDITIONS OF THE LOAN AGREEMENT BEFORE SIGNING.

HYDRATION FOR BETTER BUSINESS

Learn how CRM is helping Penta Water improve the flow of their business.

Penta is created through a seven step process that removes all impurities and chemicals. They use micro-filtration, de-ionization, reverse osmosis and ultraviolet to ensure a water that's pure and clean. Penta is not just purified – it's pure! Penta water is 100% free of chemicals, solids and other contaminants.

CRM enables Penta to integrate their customer contact database and Outlook to provide them with a full customer management tool. Some of the features of

the system include the ability to automate tasks within the business and with full email, letter and SMS mail merge facilities to enhance their communications capabilities to their customers.

The browser based CRM system integrates into their offsite warehouse via the web to instantly notify them of goods to be shipped. The Penta CRM system has been designed to increase the productivity

of the business by using technology to enhance the work flow.

Visit www.teampenta.co.uk



TECHNOLOGY IN THE **RIGHT HANDS**

In November 2001 BananaStock launched a collection of 30 CDs with a further 44 added recently. Bluhalo built the e-commerce system using WorldPay to sell their images online.

Ian Allenden, the marketing director of BananaStock, explains its background. "BananaStock produces image CDs, and sells them not only through our own web site but also via our network of 88 distributors around the world".

Bluhalo updated the site earlier this year, to coincide with BananaStock launching a new branded catalogue, by including another 44 CDs of images. Part of the reason for the redesign was that BananaStock wanted a different image to be presented on the home page each time a visitor logs on to the site, to make it look consistently fresh.

"Once we have all the images scanned we quality control very carefully," says Ian. "We need to ensure that an image has not been jpegged so hard that it looks inferior once it has been decompressed. As a result we need a lot of storage on the site to make sure the images come up quickly and look right.

Once visitors register on the site, they can then access all of the functionality. BananaStock then use the information they gather for further e-mail campaigns. In this business, particularly, contacts are everything, as our website runs on remote access so our customers can buy from us and we have no contact with them. Maintaining the customer relationship through active contact is very important.

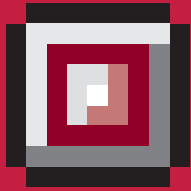


"The site is certainly doing what we hoped it would do," he continues. "The cost of changing the website is minimal. We would not look at working with another company overseas that did not offer Bluhalo's type of solution."

Visit www.teampenta.co.uk

WorldPay 





yes

ARE YOUR EMAILS CLEAN?

Internet security is becoming one of the key issues for companies with a strong online presence and yet it is still overlooked by many web-hosting service providers. Bluhalo is different. We can provide you with an advanced password protection facility for your website, and you can set up automatic virus scanning of all email sent to a particular domain name. In addition, we can now also provide spam filters on your email accounts for a small annual fee.

IT ONLY TAKES A MINUTE

Bluhalo were asked to design an advertisement for One.Tel for the critically acclaimed The Sunday Times, The Month CD and now Bluhalo have been asked back to develop another CD feature.

When One.Tel won the sponsorship of the March issue of The Sunday Times 'The Month' CD Rom it was Bluhalo they turned to for help. Bluhalo were asked to develop a CD Rom with multimedia animation and handle the creation of an e-commerce micro site. This website would enable customers to sign up to One.Tel services securely using credit card payments.

The CD-Rom is sent out to over 1.2 million Sunday Times readers every month. The challenge for Bluhalo was to firstly integrate the sign up pages for Broadband services with the BT postcode checker for ADSL availability. The next challenge was to host the sign up web pages on servers that could cope with the forecasted traffic that would reach the site

within a short period of time. Most websites encounter a gradual flow of customers to their website with spikes only happening at key times of the year. The challenge was to cope with the forecasted 25,000 to 50,000 visitors that could potentially arrive on the microsite during the Sunday the CD was launched.

In addition one of the key challenges of this project were the tight deadlines. The project had to be built from start to finish in three weeks, which Bluhalo was able to achieve.

After the success of The Month project, Bluhalo and One.Tel are now working together to develop a range of CDs that can be sent to clients welcoming them to One.Tel as a customer. These will market directly to consumers' needs by providing direct sign up services and important cross selling information about other services One.Tel can provide.

Find out more at www.onetel.com

Go on, go One better
One.Tel»

Looking for a new challenge?

Bluhalo has rebuilt CIP Recruitment's site using NTT Verio's high quality hosting.

Simon Curtis of CIP Recruitment, a privately owned company specialising in catering and hospitality staff. Simon felt that integrating web-based processes into CIP Recruitment could significantly improve efficiency, and began investigating a second generation website.

Spencer details the discussions he had with Simon. "One of the problems CIP Recruitment was experiencing was a lack of visitors to the site. The first thing we recommended was putting a contact form

on the front page, or every page if possible. We put a holding page up with a contact form on it as we were redesigning the site and the enquiries started to come in immediately, just from that.

"Content management was a key element of the brief. The staff can now add and remove vacancies through a simple administration screen. The technology that we developed it in is Linux and obviously we chose NTT Verio as our preferred supplier for high quality hosting".

Simon added "That is one of the things I found most effective about Bluhalo – they are an extremely knowledgeable team, with the whole range of disciplines, so the majority of the work can get done from one place, rather than having endless meetings and emails between design teams and techies."

Find out more at www.ciprecruitment.net



BLUSTATS

24/7 SITE TRAFFIC ANALYSIS

The first step in helping to increase traffic to your website is to know exactly who is using the site, where they are coming from, and what they are looking at. Bluhalo have an add-on to our website hosting called BluStats which gives you up to the minute "who's on" reporting. This not only enables you to see all the site's current visitors, but also shows you the most visited pages, which search engines are sending you traffic and what keywords are searching to find your site.

Make the web work for you

Exclusive partnership between Thomson Directories and Bluhalo

Thomson Directories delivers information products using its database of 2.3 million business listings. The database is the basis for a range of powerful products and services, including the printed Thomson Local Directories.

Bluhalo is handling the design and maintenance of Thomson WebServices customers. We have pledged to reduce their existing website charges whilst offering increased service levels as well as introducing a new range of products to help customers develop their website business opportunities over the coming years. The fact that we could offer server monitoring 24 hours a day, seven days a week to minimise down time made us the choice for Thomson.

In our annual service package, we are offering renewal of domain names, with

unlimited web space and e-mail hosting including advanced features such as live statistics so customers can analyse visitor traffic to their site.

This contract will allow a much bigger customer base to benefit from our cost-effective and flexible web services. Our reputation for delivering high quality internet solutions has preceded us and we are very proud to be associated with such a leading player in information products.

Visit www.bluhalo.com/webservices



IN BRIEF

BROAD SOLUTIONS

Bluhalo's range of dedicated web servers are fully managed by NTT Verio, one of the worlds largest web hosting companies. Verio, a subsidiary of NTT Communications and a leader in global IP solutions, started working with Bluhalo in 2003, after the Bluhalo team carried out six months of investigative work to source appropriate partners.

The benefits that Bluhalo can provide as a Premier Partner are a 24/7 dedicated account manager and the choice to share dedicated servers with other Bluhalo customers therefore sharing the investment with a comprehensive SLA agreement guaranteeing a 99.9% service uptime.

INTEGRATION IS KEY

One of the main advantages of internet technology is integration. Its ability to integrate itself with other information resources is almost unparalleled. Practically anything is possible – if you want your website to integrate with your fax machine, if you want to integrate your web site to grab content from other sites or if you want to integrate your site with your main supplier's, Bluhalo can help you achieve that. Your site, intranet or browser based database can link to anything from a fax machine or email address to another website or database to improve the productivity of your business. Talk to Bluhalo about the importance of integration today.

The focal point for Councils

A site that gives access to practical advice, products and services to enable and empower councils to modernise and transform public services.



CrM
customer relationship management
national programme

The Local e-Government Minister, Phil Hope, launched the Customer Relationship Management (CRM) Academy website, at the Road to Excellence event organised by the CRM National Programme.

Local authorities want to improve customer satisfaction by delivering better services. CRM is a key way to do this. This site is a gateway to information and knowledge about CRM and a set of products that are toolkits and guidelines that can be used for implementation.

The CRM Academy has been established by the ODPM to act as a knowledge hub where local authorities can share ideas, good practice and case studies. The CRM Academy will enable councils to work together, saving time and resources.

The CRM Academy will help local authorities realise their ambitions to

deliver better services, modernisation and e-government.

Bluhalo was commissioned to develop this design led content management system (CMS) which incorporates a text only version of the website in line with compliance for existing accessibility guidelines and achieved a AAA rating from the Bobby Standards Website. The website also includes features such as forums that provide CRM practitioners, local authority staff, and suppliers to engage in discussions regarding CRM in local authorities.

Find out more at www.crmacademy.org

NEW BUSINESS SERVICES

Give your business the best possible start with our bespoke packages.

One of the first problems these days facing new businesses is choosing a company name that also has an available internet domain name to match. Bluhalo can help you investigate your options through their website domain name checker.

Your new stationery will need to have your email and website address on them too, to give you credibility with the people you plan to do business with. Bluhalo's logo and stationery design package in conjunction with our two or six page website starter packages can give your business the best possible start.

Find out more at www.bluhalo.com

