

Text messaging success for internet solutions firm

Leeds-based internet solutions company and Chamber Members, (aq) limited, has been reaping the benefits of its expansion into mobile phone text messaging (SMS) technology.

Their SMS solutions portal - sms2email.com - won "Best B2B web site" at the Yorkshire Internet Awards this year. Whilst (aq) has been involved in SMS services since 2000, the growing interest in the technology led to the development of the separate site, launched in August last year.

Since the launch of the new portal, the service has gone from strength to strength. (aq) director, Adam Beaumont (pictured) believes the dramatic growth is attributable to (aq)'s attitude of learning from its customers in order to expand their range of services.

Mr Beaumont said: "We are in regular contact with many of our clients in order to understand their needs and the ways in which they use the site. Their feedback is invaluable in adding future features to our service. We have recently developed a number of case studies which can be viewed on our site to show how the technology is being applied in real business situations."

(aq) offer a business solution for estate agents which can be seen at www.text4prices.com. This makes use of the sms2email interactive text messaging services for prospective house buyers to find out more about houses for sale.

sms2email client MSO.net have created a custom delivery tracking system for MFI based around the sms2email service. G2wo Deliveries, who provide the courier services for MFI, can upload a delivery schedule supplied by MFI on a daily basis. When a delivery is then made, the G2wo driver can update the delivery schedule and status remotely via SMS, without the need for any manual intervention from MFI staff who can then track the delivery on-line.

Also making innovative use of SMS technology is another Yorkshire-based site, txtbux.co.uk, which also featured in the Yorkshire Internet Awards, short-listed in the Best New Technology category. The site provides details of books from online



Text friends: Adam Beaumont, director, (aq), left, with Leeds Chamber's ICT adviser Martin Jones

retailer Amazon when users text the ISBN number of the book via the sms2email portal, so shoppers can compare online prices easily and in real time.

Sites such as txtbux have been able to start up with the help of sms2email, using their service which allows incoming text messages at low cost. This has enabled small, enterprising ideas to get off the ground without worrying about high setup costs.

These case-studies are just two example of how (aq) is following encouragement to follow a customer-led rather than technology-led service.

Martin Jones, ICT adviser for Leeds Chamber of Commerce said: "It was clear from the outset that the (aq) service offer covered a wide spectrum of both business and technical capabilities utilising both dynamic and practical business solutions, and cutting-edge information services.

"A visit to their corporate web site (www.aqcorporate.com) will explain and guide you through the service offer. Linked to this are regular newsworthy items such as an acquisitions feature, with

(aq) being able to acquire hosting and domain registration companies, due to realisation of liquid assets within its business."

Dependent on the business requirements and plans, Martin, who is an accredited ICT adviser, is able to discuss your precise ICT needs and offer sophisticated solutions provision, where and when necessary, via preferred suppliers such as (aq) - who are listed on the national register of Business Link Consultants.

As well as this, there is the possibility of grant funding (subject to eligibility) to help support your ICT budget and enable us to source a practical, technology business solution, to satisfy your business need - not only in the short term, but to expand as your business develops.

➤ To take advantage of this free impartial advice, simply call Martin on 0113 247 0000 for an initial discussion regarding your business Information Communication Technology needs.