

Greg Sikorski – Top Techie

Greg Sikorski has just clocked up 10 years with Polymorph. As Technical Director, Greg oversees the technical aspects of all projects. He's responsible for making sure every customer gets the right solution – and for keeping Polymorph at the leading edge, finding new and better ways to use software.

Greg spends much of his time working on the major platforms, such as MS SharePoint and Lotus Notes – “there are always new ways of doing things with them, even though they're well-established platforms” says Greg, “and customers can leverage the investment they've already made.”

After a 1st in Computer Science at Salford, Greg joined Polymorph right from University. “I'd met Steve Harris at ICI, and after he set up Polymorph I worked here during my university holidays. It was a natural progression to join Polymorph after Salford, and since then I've done everything I wanted to do right here. As we've grown the company, my role has grown, too.”

Greg's early career involved infrastructure support, and he is one of the few technical people to keep

up dual certification in both Administration and Development. “The benefit is that I can see things from both perspectives. I know the support requirements of the solutions we put forward – and total cost of ownership is a key focus for all our customers.”

Greg's role is very hands-on – “I write code all the time – I enjoy it, and it keeps me in touch with our customers and the solutions we sell” he says.

What does Greg think are the major themes in IT at the moment? – “Virtualisation and cloud computing have so much to offer” he says. “We're a major reseller of the Microsoft BPOS [Business Productivity Online Suite], which can really reduce client costs.”

He's currently working on applications for the Apple iPad. “You have to be really careful with your code for the iPad” says Greg. “The language used hasn't changed much since the 80's, and so there's quite a steep learning curve for developers more used to modern languages.”

Polymorph have a reputation for being expert all-rounders, able to tackle any software job. “We choose whichever language is right for the job – like C# for ASP web applications,



which produces really robust software that is tolerant to errors and easy to debug.”

The recession? – not a problem. “Many clients say we give better value than large multinational consultancies – they like the quality of our work and the service they get, too.”

Outside of work, Greg is a keen photographer – including experimental stuff, like digitally overlaying different photographs of the same scene. Exhibitions coming soon!

What's the best thing about his job? - “It's the diversity” he says “I get to do pretty much everything I like.”. Not bad for a first job!

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FREE website healthcheck offer!

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Success Stories

The Salvation Army - helping others with HelpDeskPro



Since its foundation in 1865, the Salvation Army has grown into a major international charity, with over 100,000 employees in 121 countries. When it needed a better way of managing its IT helpdesk functions, it chose Polymorph's HelpDeskPro.

Apart from the strong functionality and ease of use,

they liked the native support for BlackBerry and other mobile technologies that the Lotus Notes / Domino platform provides.

Initial set up in the London HQ was followed by rapid rollout to the US and Australia. But less-developed countries needed a different solution – networks are less

reliable, and the support functions are much smaller.

So Polymorph developed Service Desk. It is designed to work reliably across low-bandwidth links, and reliably links local teams to the main centres.

The knowledge base facility in HelpDeskPro makes the experience of the major support teams immediately available to local teams - plus staff can raise support tickets using Lotus Sametime instant messaging.

Mark Calleran, Chief Information Officer says "We've formed a real partnership with the Polymorph team. As we come to them with new challenges, they come to us

with new solutions. They provide the flexibility and project management skills to deliver those solutions quickly and effectively."

Polymorph is now a trusted partner to the Salvation Army. "As a result of our confidence in them, we have selected Polymorph as our primary reseller for our Lotus software licences" says Mark Calleran "and we would recommend HelpDeskPro to any organisation that wants to improve its IT support processes."

To find out how HelpDeskPro can keep your organisation working efficiently, call Polymorph on 01928 517 888.

EU NAVFOR - saving lives with software



Polymorph's software has been helping EU NAVFOR fight piracy off the Horn of Africa for a couple of years.

We've recently added real-time databasing and tracking in a new multi-lingual system, designed to

help any bridge crew stay safe throughout the Gulf. It uses SharePoint, making updates quick and easy.

Here's how it works. Merchant vessels register as soon as they near the danger zone, via a secure system portal. They automatically receive the latest information for their location, and military commanders are alerted. Regular updates allow ships to plot the safest course, and the Navy can

direct resources to where it's needed.

This is real life-and-death stuff – the system has to be robust and reliable on all types of communications links and equipment. It has to be easy to use, too, regardless of the skill level and cultural background – the intuitive interfaces we created were a vital component.

For software that can deliver in any situation, call Polymorph on 01928 517 888.

Success Stories

Regatta Ltd - minimise storage costs with Domino DAOS



Regatta Ltd is the UK's largest supplier of outdoor and leisure clothing. They run Lotus Domino on multiple servers, supporting Notes users at sites across the UK and Continental Europe. It's a critical part of their operation,

running email, calendars and contacts, plus internal administration processes.

Polymorph have just upgraded Regatta to Domino 8.5.1. One of the biggest benefits is DAOS – Domino Attachment and Object

Service. This clever feature hugely reduces the storage demands created by email attachments, significantly reducing the cost of ownership.

How? - it identifies duplicate attachments and replaces them with a tag, linked to a single copy of the attached file. So if a product manager emails a large picture file of a new line to several colleagues, DAOS picks up the duplication and stores just one copy of the file, regardless of the number of recipients.

Multiply this across the whole business, and storage

requirements fall dramatically. Result – lower operating costs. Domino 8.5 also supports iPhone, plus webmail clients, for total mobility.

Polymorph executed the upgrade without a single second of downtime. By clustering all applications on one server, Regatta worked on as normal throughout the upgrade.

Finally, we trained the Regatta IT department in client upgrades, allowing them to complete the implementation.

To find out how DAOS can reduce your costs, call Polymorph on 01928 517 888.

Spread the Word with SWING



Keeping track of what's been written when, and who's read what, becomes more difficult as companies grow.

This was the problem facing Inchcape, one of the

UK's largest automotive retail groups with over 5,500 employees across 115 retail centres and offices. They regularly advise staff of policy and legal changes, but the distribution system

used - a single large PDF distributed via intranet and email – was cumbersome. Updating was difficult, and there was no proof of reading.

Polymorph used DocPublisher® from SWING Software to create an effective solution. DocPublisher® converts Microsoft Word documents into clean, content-rich HTML, including images and videos. Users can quickly find the content that applies just to them.

An integral electronic sign-off provides an audit trail, as

updates have to be acknowledged. Open flags are tracked, and queries logged and fed back. A watertight history is provided by automatic recording and archiving of transactions.

Branding, training and support were included in the package from Polymorph.

We host the application, meaning no system modifications for Inchcape, and stringent security gives Inchcape a flexible, reliable solution.

Polymorph is the sole UK reseller for SWING. Call Polymorph on 01928 517 888.

Spotlight on Microsoft

Checking up on checkouts with Microsoft Online Services

Tactical Solutions is a field-based sales agency working for major grocery suppliers, and its people spend most of their working lives away from the office. They make numerous calls on supermarkets, checking that promotions, new listings and price changes have been correctly implemented at store level.

But even the best-laid head office plans have to be correctly implemented - and when Tactical Solutions find a problem, they need to be able to sort it out quickly. Implementation rates in store can vary enormously - so correcting mistakes quickly can save their clients thousands of pounds.

To help them do this, Polymorph have migrated Tactical Solutions to BPOS – Microsoft Business Productivity Online Suite. The field staff now have online access to the full set of email, calendar and conferencing tools – so they can rectify problems as soon as they pick



them up. They can also keep up with any last-minute changes to brand plans.

BPOS is great for all mobile or remote workforces - but it has a lot to offer for office-based staff, too, in reduced server and maintenance costs. Contact Andy Dunbar to find out how it can save you money and improve efficiencies.

Windows Phone 7 is here

The much-awaited version of Windows 7 for mobile devices launched in October – with a new user interface, plus more predictable performance and better security across the whole spectrum of devices.

Touch-sensitive interfaces will bring Windows devices up to the standard of the market leaders (iPhone and Android). This is a key factor in the full extension of the office onto mobile devices.

Windows Phone 7 should open the door to full integration of mobile devices into PC / laptop networks – offering improved mobile working and seamless in / out networks – call Polymorph on 01928 517 888 to find out how we can help you make the move.

Event Coming Soon...

Looking at Microsoft SharePoint or 'Cloud' Technology?

If yes, you need to attend the UK's largest customer focused Microsoft SharePoint, Cloud & Collaboration event on **14th April 2011**.

In conjunction with Microsoft, Polymorph will have some of leading technology guru's from Microsoft presenting their thoughts on the future, together with Polymorph experts who will be highlighting best practices specifically around migrations & upgrades, overview of strategy, how to exploit the 'social' elements within technology, Cloud v On-premise and many more.

Visit www.polymorph.co.uk/sharepoint to register and book you place.



Spotlight on IBM

IBM Software

Lotusphere2011

The Premier Event for Collaboration

News from Orlando

Get Social. Do Business.

Polymorph recently attended the annual pilgrimage for all things Lotus; Lotusphere 2011 held at the Walt Disney Resort in Orlando, Florida USA. Apart from the warm sunshine and the great location, one of the joys of Lotusphere is the sheer enthusiasm of the people you meet and the ability to get literally any question about Lotus products, or the brand roadmap, answered.

Here are a few of the announcements as we found them:

- Social Business was THE big message at Lotusphere 2011. Lotus Connections has had a major enhancement and looks slick, efficient and “grown up”. Lots of new additions and programmability have been added making it the showpiece of the Social Business offering from IBM. Particularly impressive is its ability to provide email as part of the package, which

can be either Domino OR Exchange. This is a move in the same direction as other popular social networking environments; providing messaging within the social context rather than as a separate entity.

- A lot of work is being put into LotusLive. Existing customers can trade-up their Lotus Domino Enterprise server licences to LotusLive Domino Utility licence and put their custom Domino applications “in the cloud”. IBM seems to be positioning the future of Lotus software as browser-driven applications running either on one's own servers or on LotusLive as a cloud system, or both.
- LotusLive Symphony will shortly be available - this is browser-based editing of Symphony documents without needing to

install Symphony on your machine and it offers real-time multi-person editing and collaboration on documents.

- The client-less approach continues to feature heavily in the whole IBM strategy. For example, in the next release of Sametime there will be no client, everything will run in a web browser.
- IBM is investing a lot in their mobility strategy with, for example, the development of native applications for Blackberry and the announcement of the Sametime client for the iPhone. Connections will also work well on mobile devices.
- Quickr for Java (Websphere) is being superseded by the Connections Files and Wikis area. Quickr for Domino will remain, as it is the dominant installed-base product.

Contact Polymorph to discuss how you can take advantage of these announcements or attend the LCTY event (below).

Event Coming Soon...

Lotusphere Comes to You... again!

Following on the success we had last year hosting LCTY (we had over 200 attendees & excellent feedback!), we have decided to again host this years ‘Lotusphere Comes To You’ North event on 13th April 2011.

We will again be focusing on the key messages from Orlando but also have a number of different presentations (focused around Lotus, Collaboration, Social) running simultaneously during the day. That way, we hope that all attendees will find something of interest for them throughout the day.

Have a look at video of last years event & register at www.lcty.co.uk

Website Optimisation with Design Aspx



As well as top-quality graphics design, we also offer search engine optimisation (SEO) for clients' websites. With the growth of online commerce, SEO has become one of the most important disciplines – and one of the most misunderstood.

The days when a few metatags and hidden keywords could get you to the top of Google are long gone – these days, there are clear strategies to follow.

Content is still critical

Identifying the relevant keywords and using them appropriately is still an important factor. The search engines use them when indexing the pages on your site, and so you need to make sure you've used them correctly when creating your content.

Inbound links

These are probably the most important point. The idea of the web as a vast community is still the predominant philosophy behind the internet, and so the degree to which a website is 'involved' is a key measure for the search engines. The more links pointing toward a page, the

more 'rank' it is given – and the higher up the results you will appear.

There are 2 main reasons for this - the search engine algorithms give high importance to inward links when assessing page rank; and the spiders that find web pages work by following links from one site to another. Both factors mean that inbound links are vital.

Regular updates

Leave your site alone, and the search engines will tend to do likewise. Google and the rest love a site that's looked after – new content that fits the bill helps move you up the index. Think of it like a pair of adjoining High Street shops – one with clean shelves, new stock and well-informed shop assistants. And the other with dusty, out-of-date stock and staff who ignore you. Where would you rather shop?

Clean, readable code

This should be a given, but some web pages are still difficult or impossible for search engine spiders to read. Bad code, text rendered as static images and Flash can all make pages unreadable – and if you don't



get in the index, you don't exist so far as the search engines are concerned.

Social networks

The rise of Facebook, Twitter and LinkedIn mean that being in the 'social cloud' is not just for college kids looking for the best parties. Correct use of 'socnets' will probably become as important for commerce as any factor in the coming years.

Matching landing pages to pay-per-click ads

You can stretch your PPC budget a whole lot further

by optimising landing pages against the keywords and ads you run in Adwords campaigns. The higher your quality scores, the better – and relevance of keywords to content is a key measure for Google.

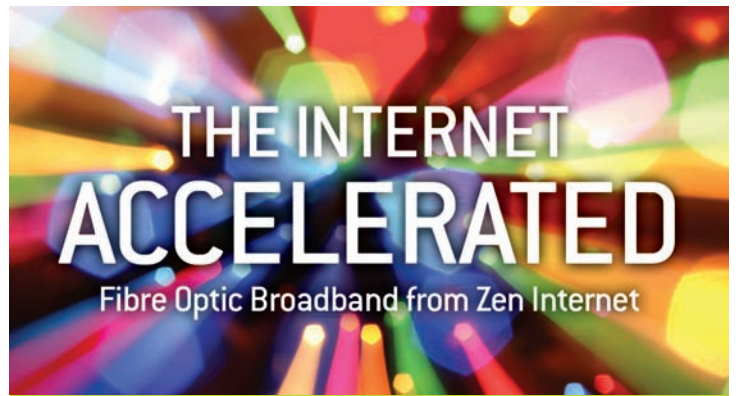
Of course, there's the human aspect, too – you want potential customers to find something they want to read when they click on your ad. Present them with content that isn't immediately relevant, and you're very likely to have a 'bounce' on your hands. Your content must seem relevant to both a human mind and to a search engine.

Design Aspx and SEO

Staying on top of site optimisation is not easy – there are no longer any SEO 'silver bullets', and it takes consistent input to get good results. Not all website owners have the knowledge or resource to do this. We can help - Design Aspx can help you get great search results by adding our expertise to your website. Whether on a retained or project basis, we will analyse and report back on your current website, then do whatever is necessary to optimise your site for the audience you want to attract. Call us on 01829 741 539 to arrange a meeting. We are also planning a number of informal breakfast sessions to highlight how SEO can help your business, contact us for more information and dates of the next session.

SEO - Top Ten Tips

- 1 Update the content on your most important pages at least once a month.
- 2 Check your analytics regularly to identify problem areas on your site and get them fixed.
- 3 Identify a clear objective for your website and set goals in order to assess its performance in achieving the objective.
- 4 Set up a couple of social networking profiles to help humanise you site. Facebook and Twitter are great ways to do this.
- 5 Spend at least 1 hour per week updating your social networking profiles and communicating with your followers.
- 6 Use your analytics to identify long tail key phrases that are generating goals and optimise specific pages to attract new audiences.
- 7 Generate new incoming links to you site through as many different channels as possible; Facebook, blogs comments, articles, press releases, direct requests.
- 8 Watch your rankings regularly and react quickly when you see pages moving down.
- 9 Monitor your main competitors – They may have identified something you had missed!
- 10 Do it all again next month and don't get distracted – it may not be urgent but it is important.



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To check if superfast broadband is available in your area, call Polymorph today on 01928 517 888.

Special Offers

For a limited time we're offering a complimentary healthcheck for your website

We'll check it over and identify the things you need to do to immediately improve your site performance - many of which you'll be able to do yourself.

25% off all print design work for Polymorph customers or event attendees until 1st May 2011

A 25% discount on all print design related work completed before 1st April 2011, contact us for more details.

To take advantage of our offers call Design Aspx on 01829 741 539

STOP PRESS!

Have a look at the latest Polymorph video, where we have assisted The Salvation Army International with a global software solution
www.polymorph.co.uk/salvationarmy

Polymorph Launches new Lotus Notes based product specifically designed for Facilities Management go to www.helpdeskpro.co.uk/facilities

Microsoft announces the new Microsoft Office 365 bringing the power of cloud productivity to businesses of all sizes. We will showcase more in our next newsletter, but if you cant wait till then contact Polymorph to hear how Office 365 could help you!



polymorph 

Polymorph Ltd is an IT software and services company with a track record of providing consultancy, solutions, products and support services to meet a wide range of business needs. We offer bespoke software, flexible support and maintenance and off-the-shelf packages.

What makes us different is our determination to understand your business and to give you a solution that meets your needs – you shouldn't have to adapt to fit the software. We have innovative software skills, excellent industry knowledge and a friendly, open style. We've built up a loyal customer base over the first ten years – why don't you choose us for the next ten? Contact Polymorph to find out more.

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Design AspX is a web and graphic design agency and is part of the Polymorph group. We specialise in print and online media, producing motivating and impactful graphic designs for all types of organisation. We can handle any size of job, and offer full design & print project management.

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