



Service Brochure

Unit 3a
Station Way
Armley, Leeds
LS12 3HQ

t. 0113 231 1066
f. 0113 279 8664
www.pcm ltd.eu
info@pcm ltd.eu

Efficiency Through Technology



Contents

Business Technology Services	1
Our Way of Working	1
Our Services	1
Software services	2
Software Development	2
Email Marketing	2
CRM Systems	3
Google Apps Email Service	3
Website Design & Development	4
Website Marketing	6
Social Media Marketing	7
Data Backup and Business Security	8
Remote Data Backup	8
Server Disaster Recovery	8
Antivirus	8
IT Support	9
Direct IT Support Express	9
Direct IT Support Comprehensive	10

● Business Technology Services

PCM provide a range of technology based services, catering for organisations of all sizes. PCM have built up a loyal client base since starting business in 1989. Originally specialising in hardware sales, PCM have steadily developed our service offering to better accommodate the needs of clients.

Our way of working

We firmly believe in a collaborative approach in order to achieve complete satisfaction for both parties. No matter the size or nature of the job, it is important for the client to be kept fully informed of the work being undertaken and the progress made. For this reason we ensure that we provide reporting and logged records of work completed.

All of the members of the PCM team are client focused and seek the best results. We are a friendly and approachable group of people; rather than blind our clients with technical language, we endeavour to translate technology into an accessible topic.

Our Services

Broadly defined as “business technology services”, PCM provide services based on the improvement of business efficiency through the application of technology. Our services are designed to aid business process from beginning to end; from attracting new customers and increasing sales, to streamlining the production process and delivering quality results.

We have the technical ability and commercial expertise to provide outstanding websites to attract custom, as well as offering a website marketing service to ensure that your website works for you and continues to generate positive enquiries and sales.

In addition to our marketing capabilities, we can also ensure that you maintain business continuity by offering IT support, preventing instances where you are no longer able to continue working due to server problems or technical disruption. Our Remote Data Backup service gives a long term assurance of business continuity providing a means of security for your data. It ensures that your business will not have to cease work due to missing information and data.

● Software Services

PCM excel in using and developing a range of software in order to meet differing commercial needs and goals. Our range of software services are based on different business requirements. Rather than simply reselling existing software packages, the emphasis is on “*service*”, as our team endeavour to find a suitable solution on behalf of our clients. Consequently we put effort into researching which software would work best in your workplace and the pros and cons of different options.

When a software solution is agreed, PCM carry out the installation of it and train clients in efficient use of that software. In most instances the software will have to be customised to some extent, which PCM undertake and continue to manage once it is up and running.

Below is the range of software services that PCM offer.

Software Development

PCM's proven software development methodologies and experienced software engineers enable us to develop customised software applications. Many organisations require tailored software applications to suit the precise requirements of their operations. In some cases, an ‘off-the-shelf’ package will not provide the specificity required within a complex organisation.

PCM has created a range of different software applications for public and private sector organisations. This includes software to manage online application for HR, stock control, sales and purchasing.

When developing software for a business, PCM follow a specific methodology, adhering to a strict protocol. This enables work to be carried out in an organised and efficient manner, to ensure the project designs meet client and technical requirements.

Email Marketing

If you wish to push publicity for your organisation and what it offers, email marketing is a great idea. Email marketing allows exposure to a potentially vast audience, as well as comprehensive statistical reports on how effective the campaign has been.

PCM set up the service for you as well as design and create the template for your emails. With the email marketing software that PCM provide, you are able to reach as many subscribers as you like and monitor the success of your campaigns through statistical reporting.

CRM Systems

CRM (Customer Resource Management); the essence of such systems is to build lasting growth. CRM systems are software packages that unify business data into one place to increase efficiency, and to reduce conflicting data that can arise from disparate systems. The benefits are threefold; CRM systems help to acquire new customers, increase relationships with existing customers, and increase efficiency in business process.

PCM can discuss with you the benefits of various CRM packages and tailor particular CRM software to better cater for your business.

Google Apps

Google Apps is an email service with many additional advantages over other email service providers. It allows for a large amount of storage as well as flexible access, spam and virus filters and linked calendar facilities, giving the ability to synchronise schedules with colleagues.

There is no change in email appearance, enabling emails to be collected using existing software such as Microsoft Outlook. PCM will manage the migration from existing email providers over to Google Apps, ensuring that everything runs smoothly from start to finish.

To find out more about any of our software services please visit our website or give us a call on 0113 231 1066.



● Website Design & Development

We are passionate about building high quality websites to ensure that our clients stand out within their industry. We enjoy the prospect of creating a dynamic marketing tool that both PCM and clients can be proud to point people to.

PCM commence every project with a client meeting, to ascertain the objectives of the website, the target audience/s and the desired feature and design requirements. We discuss all of the appropriate options for the different onsite features that are available, such as live chat, member login areas, 3D graphics and much more. This ensures that clients are fully informed about what is available when they come to choose what to feature on their site.

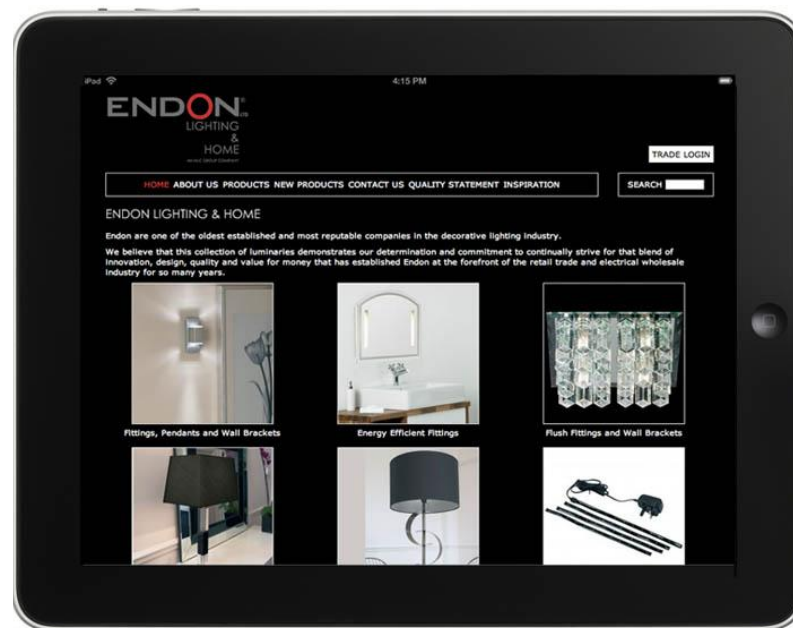
Many clients are particularly interested in creating an accurate aesthetic design specification to convey the company profile correctly. Our website designer's input is largely determined by how involved in the design process the client wishes to be. Whether you have a specific idea of how you want the site to appear, or you wish to leave it up to the experience of our designer, we will assist you accordingly.

We understand that websites are more than just static online adverts. They require continuous attention and enhancement, which is why we also offer a website support and a website marketing service; these services ensure that a website remains updated and fresh.

Endon Lighting

www.endon.co.uk

The client required a site that showcased their products effectively and an online ordering feature, which enabled their clients to buy online.



Encon Insulation

www.encon.co.uk

PCM designed and developed a complex site which aimed to provide a comprehensive resource for trade clients of a large range of products. PCM also built a sister site called Nevill Long, as shown below.



Nevill Long

www.nevilllong.co.uk



Website Marketing

In order for a website to be used successfully as a marketing tool it is essential that there is a carefully formulated strategy designed to meet the business aims; whether this be driving more traffic to it, increasing brand awareness or converting more sales. Businesses often overlook this and as a result their websites are not as effective as they should be.

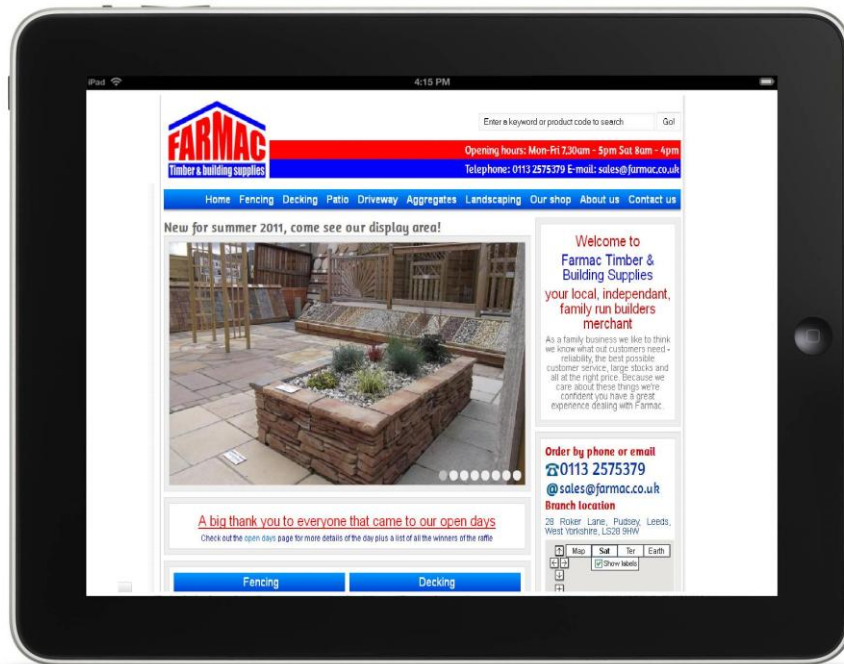
PCM offer a website marketing service that is designed to suit any business. It is a unique offering that combines technical expertise with marketing knowledge and strategies.

The application of this service is tailored to individual businesses. We do this by considering factors that are specific to your business; these could be events, industry trends, business news and other potential impacting features. We then apply our skills to enhance your website and increase its publicity utilising our technical ability allied to a wealth of digital marketing experience.

PCM are committed to and passionate about providing a top quality service. For this reason, we do not tie our clients in to long term contracts, but split our contracts up into quarters, with a review at the end of each quarterly period. This is designed to ensure that progress is made and recorded each month, and that at each quarter we can consult with you regarding the best way to move forward and address any further requests that you may have.

Farmac

www.farmac.co.uk
We work to keep your site up to date and making a strong online presence.



Social Media Marketing

PCM provide a social media marketing service which rivals many of its competitors in terms of price and extent of service. We create platforms on social media sites that are relevant to your business. Along with the client, the main platform for campaigning is decided and we create a strategy that aims to achieve your business aims.

In addition to this, after set up of supporting accounts, we will manage the maintenance of these accounts making sure that they are always up to date. PCM use various methods to build up loyal followings across the different social media sites, interact effectively with online communities to generate leads and to infiltrate audiences that you may not have otherwise reached with your brand presence.

We are also always happy to give our clients training in the use of social media, so that in future they can use it efficiently themselves and help to solidify a positive social media awareness for their brand.



Are you using social media to reflect your branding?



● Data Backup and Business Security

PCM provide technical solutions to enhance business security and protect against the loss of data. These services are aimed to ensure business continuity and are chiefly targeted at two prominent threats to businesses; internet viruses and malware and data loss.

Data loss as a risk to business continuity is a lot more serious than many businesses anticipate. 93% of companies that lost their data for ten days or more due to a disaster filed for bankruptcy within one year of the disaster (Source: National Archives and Records Administration in Washington.) In addition, a study conducted by the Home Office Computing Magazine revealed that 77% of businesses who tested their tape backups found failures. Furthermore, should data loss actually occur, it was reported by the Strategic Research Institute that even a very simple drive replacement can cost over £4,800, with no guarantee of success.

It is therefore essential that businesses backup their data and protect themselves from potential threats.

Remote Data Backup

Remote Data Backup is a service which backs up business data securely and is aimed to protect business continuity. PCM install a software application onto a server and/or individual work stations. This allows selected data to be sent to PCM's secure servers automatically, as frequently as is required.

Our staff are on hand to ensure that this transition happens successfully and to provide reports each time the data has been backed up. Consequently, any errors can be rectified promptly, ensuring that full data storage is preserved. The backing up of data, however large, is fast and efficient.

Server Disaster Recovery

Server Disaster Recovery is different to Remote Data Backup, in that it not only backs up all of the data, it backs up all of the operating system and software as well. This means that should you have a server disaster you would not have to wait to obtain your previous operating system and reinstall them before reinstating the data, which can be a lengthy process.

Essentially, server disaster recovery acts as an offsite replication of your server which can be provided to you when your server breaks down.

Antivirus

PCM offer AVG business edition antivirus to all of our clients. This software has a variety of benefits for business users. AVG uses the most recent technologies to ensure that clients have up-to-date protection, in order to prevent attacks from spyware and adware - malware that is often very difficult to remove.

PCM manage the installation of the antivirus and update it when there are upgrades available. Usually this will be able to be carried out remotely, saving you from disruption. By allowing PCM to manage your antivirus, it takes the onus of internal staff resources in ensuring that your IT remains protected.

● IT Support

Initially the main service offering of PCM, we have consistently provided a reliable shoulder to turn to in times of technical trouble for many of our clients. We are happy to provide an IT support service to one off customers on an ad hoc payment basis at our hourly rate. A much more cost efficient approach however, is to sign up to one of our IT contracts. These have been developed to provide a cost effective means of managing and answering your business' IT needs.

Direct IT Support Express

Direct IT Support Express is the ideal IT support contract for small to medium businesses wishing to resolve technical problems and receive friendly, jargon-free advice. This contract caters for 1-6 users, including unlimited telephone and online support, which enables clients to receive direct support whenever needed.

What support does this include?

PCM are on hand to assist with software problems, network issues, identification of internet access problems, technical advice, consultancy and general IT queries. As ever, this service is focused on increasing business efficiency through the application of technology. Where possible, the PCM team will seek to save you money while consistently providing you with a friendly and reliable service.

Free unlimited online and telephone support

No catches, you can call us any time a problem arises within working hours. Our team are often able to assist you from afar by logging into your computer remotely so that they can deal with the problems.

Direct IT Support Comprehensive

Direct IT Support Comprehensive is an IT support package which effectively provides an external IT department to an organisation. It consists of unlimited telephone and online support as well as unlimited engineer call outs to the client site, for those faults that require manual intervention.

What support does this include?

This contract includes all the features of the IT Support Express, with the addition of unlimited call outs. Within this contract, PCM will supply and replace parts for servers in need of repair. The contract also includes quarterly site visits to ensure that IT equipment is up to date, functioning effectively. In addition to this, PCM conduct weekly server health checks, providing you with a full report.

In short, we do our best to cover all aspects of your IT to ensure that your business services do not suffer.

Free unlimited online and telephone support and callouts

Similar to the Express contract, we give you unlimited online and telephone support. When a problem cannot be resolved remotely, a call out charge is usually levied. Not with our Comprehensive package; we will happily come to your site with no extra charge, to fix any problem which cannot be resolved remotely.

