



Seneschal Incorporated

Newsletter

August 2010 From Our President

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Going Trans-Atlantic

A personal note from our President

As you know, Seneschal has a sister firm in the United Kingdom ([Havenshire Limited](#)). Until recently, each firm has dealt with its own part of the world.

We are pleased to announce that Havenshire has been around long enough now for us to offer help crossing The Pond—at our standard of delivery. Until recently, we didn't have enough of the right contacts to do it as well as we want.

Initial New Service

The first client taking up this new service is a USA startup with a unique new software service. They have just begun commercial sales campaigns in the States. When they approached Seneschal as a potential sales partner, we realized the City of London has one of the world's biggest concentrations of prospective clients for them.

So Havenshire is working with them. Our British sister firm has pulled together a specialty sales "dream team" ideally suited to their product and prospective market. During pre-sales, Havenshire can determine quickly whether a prospect truly does have the type of situation the USA firm can solve, which is not so easy for the sales team. After sales, Havenshire will run the projects that deliver the new technology.

For a cost of under six figures, we expect to develop a sales pipeline significantly in seven figures within six months. That's deliberately ramping up slowly so as not to exceed the client's initial delivery capacity. From that point on, it's full steam ahead.

Our client is entering the UK market, and can use this as a springboard into the rest of EMEA (Europe–Middle East–Africa), at absurdly low cost and low risk, and without opening a foreign office of their own.

When the Market at Home Isn't Good Enough, Look Elsewhere

You may have been looking at your sales in the States and thinking it sure would be nice to get some revenue from elsewhere... if only you didn't have to beat your head against the complications and expenses of opening a foreign office. If so, what we have put together may be exactly what you need.

In business since 1992.
Member of the Independent
Computer Consultants
Association from 1999 until
closure of the organization
at the end of 2009. We
continue to honor the ICCA
Code of Ethics.

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For the moment, our “dream team” is best suited to help you enter the EMEA market this way in situations like this:

- Your firm is based in the USA or Canada, and has no EMEA presence yet.
- You provide high tech products or services capable of providing a significant market advantage to your clients.
- Your products or services are particularly helpful for large companies, especially in financial services or insurance or telecommunications.

If you think you have something appropriate for the EMEA market, talk with us even if you don't fit this profile. *Your initial consultation with us is free.*

More about Cloud Computing

Last January, we wrote about the importance of choosing a trustworthy vendor if you use cloud computing. Since then, we have been taking a closer look at some firms offering cloud computing to see what is available.

Most of our large clients prefer to keep most of their computing in-house or outsource the tending of their systems, but they continue to directly own it all. In particular, they continue to impose their own security measures, which are often extensive.

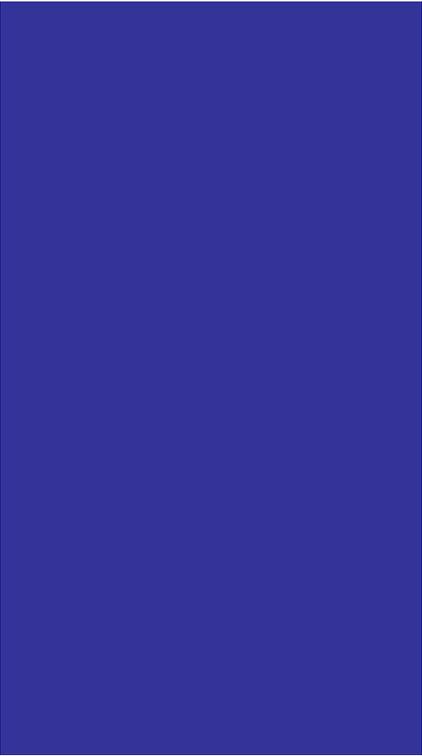
Small and medium sized firms cannot match that. Sole proprietors haven't got a prayer of matching it. That's where cloud computing makes the most sense. It allows such businesses to essentially rent the computing they need—not just the hardware, but the use of all the usual software and security on a par with that of the biggest businesses. It bypasses the need to pay out lots of capital money to buy hefty computers and several software licenses.

As the needs of a business fluctuate, cloud computing can ramp up or slow down accordingly. On top of it all, you can access your IT from nearly anywhere. All you need is a small PC and an Internet connection.

For example, a retail shop might open a couple of kiosks for the holiday season, then close them down in January. Cloud computing allows the shop to add IT capacity while the kiosks are open and reduce capacity to normal the rest of the year. If the shop owned its computers and software directly, it would need to own enough to cope with the holiday season load and could not reduce IT costs so radically for the rest of the year.

By the fourth quarter of this year to the first quarter of next year, expect to see some cloud computing providers offer tight integration of most typical office software with Microsoft Outlook.

Even without such tight integration, we found the cloud is now robust enough to be an attractive option for most businesses from medium size to one-person shops. In some instances it is a



good option for large businesses. We noticed that the antispam and antivirus protection bundled into cloud computing is not always as good as what we provide, but on the whole, cloud computing is maturing rapidly.

With an eye toward better serving our clients who are not huge, we selected cloud computing services to offer. If you are wondering whether “moving to the cloud” would be beneficial for your business, call us. At no charge, we’ll help you weigh the pros and cons.

If you decide it’s right for you, we’ll set you up with the right services to meet your needs. We know that if you’re moving to the cloud, you’re probably doing it partly to keep your IT costs down.

We are currently providing this on a much slimmer margin than usual in return for feedback at regular intervals, since this is a new offering for us and we need to make sure we’re maintaining our high standards for delivery.

Do you want to move to the cloud? Then call us now, while it’s a special bargain!