We are pleased to announce the arrival of two new members to our team.

Grenville Smith is a degree qualified electronics engineer, with over 20 years experience of selling high value, bespoke software solutions into a variety industry sectors including engineering, materials research, microbiology and most recently telecommunications.

Almost all of his engineering and sales career has been spent working in export markets; he has lived in Kuwait and the USA in addition to working in 45 countries world-wide.

His duties at Enable Software will extend to both commercial and technical fields, covering prospecting, requirements capture, specification writing and implementation project management.

Grenville lives in Derby; his hobbies include walking in Derbyshire and he is a keen Leicester Tigers supporter.

Also new to Team Enable is Dominic Howkins

Dominic graduated from Leeds University in 2003 with a degree in Sports Science and Business Management. He successfully completed a Graduate training scheme with a major blue chip company and spent a year working for a fast developing field sales agency.

He joined the company to help identify new opportunities for Enable Infomatrix solutions, primarily the Safety-Exchange and Property-Tracker. He is also heading the drive to build strategic relationships with potential resellers.

Dominic is a keen sportsman and has represented Leicestershire at Rugby, Cricket, Hockey and Golf! He also enjoys helping his father select the wine for the family run Fine Wine Business

'Bubbles' proves popular at the Property Computer Show

Recently Enable Infomatrix attended the PCS EXPO held at the Business Design Centre Islington London. The show boasts to be the major showcase for cutting edge technologies and industry expertise within the Property Industry.

There were at least 2000 visitors looking for a variety of solutions – Enable Infomatrix was very busy with interest from a number of different industries varying from national water companies to small software houses.

A major reason for the high levels of interest was down to new marketing approach 'Bubbles'. Bubbles is a stress relief fish with Enable branding on it.

These proved to be incredibly popular amongst both visitors and exhibitors at the show. It seemed everyone knew about and wanted a 'Bubbles' by the end of the show.

Overall the show was a success with Enable Infomatrix gaining a significant amount of leads.

Product News

October

Enable Infomatrix launched 'Audit-Tracker' a new web based application with the configurability to record and track a broad range of business processes such as Audits, Inspections, Questionnaires, Quality Incidents, Insurance Claim Management etc. It is a powerful and flexible toolset with many possible applications - for more information email: info@myenable.com

December

Significant upgrades to the Safety Exchange and Property Tracker applications with improved user interface, F2508, search and reporting options.

Arrange a free 'web demo'

The nature of web based applications is that information can be managed and made available from any location where the internet is accessible. Thus it is possible to do a web based demonstration / conference call to show you the key features of all Enable Infomatrix and Enable Software solutions.

To arrange a demonstration:
telephone **01789 208060**
or email **info@myenable.com**

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enable SOFTWARE™

enable INFOMATRIX

The quarterly newsletter of Enable Software and Enable Infomatrix

enabled

The Sage site stands alone as being one of the best B2B sites

B2B Marketing magazine identify the Sage website, powered by Enable Software's content management solution, Content Fusion, as being the best B2B site it reviewed.....

In its July edition B2B Marketing magazine reviewed how effectively Accountancy Software companies were using the web to support software sales. It was interested to see how well vendors offered solutions to business needs rather than majoring on specific products, and equally how well they were able to address the diverse needs of the different sectors, recognising that not everyone looking to buy software is an IT specialist.

The verdict of the review was unequivocal.

"The Sage site stands alone as being one of the best B2B sites reviewed in the series. It has been laid out to satisfy the needs of all user groups concurrently yet specifically. The content is detailed and in the main well laid out and connected with contextual links. It contains simple tools to help you decide which solution is best for you and multiple reasons for you to contact them. You can even save your profile and information relevant to you for the next time you visit the site."

Enable Software has supplied the content management solution for the website, Content Fusion, which has enabled the Sage IT department to delegate content preparation and publishing to the relevant people in specific departments.

The benefits have been colossal and include a dramatic improvement to the speed in which changes and additions to the content of the website can be made and the way in which the department authors can interact with their customers.

Sage is a world-leading supplier of accounting, payroll, retail and CRM software for small and mid-market companies as well as specialist applications for manufacturing, construction and accountants in practice.

THE SAGE SCORES

Identity – how well the site conveys who you are and what you do	90%
Interface design – How easy is it to use the site	92%
Interest – Does it create real interest	68%
In the game – Does it prove competence and capability	87%
Intelligent – How well does the site cater for different needs of groups	64%
Interaction – how effectively does it make the most of the medium	40%
Identification – how effective is it in encouraging users to leave their details	58%
Integration – Do elements smooth the transition from offline to online	60%
TOTAL	**73%**

Its nearest rival scored 45%!

So congratulations to Sage, and Enable Software is delighted to be so closely associated with you.

Norgren launches RFusion internet portal

Norgren is part of the diverse £1.57 billion IMI Group.
As an international engineering business the company operates in two main areas of activity, fluid controls (pneumatics, severe service valves and indoor climate) and retail dispense (beverage dispense and merchandising systems).

Its UK base in Lichfield, Staffordshire required an internet portal that would provide its employees with secure and restricted access to company documentation. It was important that the solution incorporated search functionality for documents and provided a version control element. Additionally, the solution needed to be integrated with the company's existing authentication mechanism and had to be very user friendly to allow administration and maintenance of the content.

In the longer term the solution needed to be scalable and to allow the administrator to create new portals to address the different needs of other groups.

Led by Robert Grinnell, Systems Manager, Norgren investigated a number of solutions including Microsoft's Share Point.
The Company eventually chose Enable Software and its Relationship Fusion Platform as its preferred supplier.

What Norgren said about Enable Software:

"We chose Enable Software because we were impressed by Relationship Fusion's flexibility, ease of use and, of course, the implementation costs. The solution has very recently been implemented and our expectations have been met in full."

Government Minister Lord Hunt launches 'CHaSPI'

Lord Hunt, Minister for Dept of Work & Pensions launched the HSE's 'Corporate H&S Performance Index' (**CHaSPI**) at the London Chamber of Commerce on 20th July 2005. Enable Infomatrix are responsible for the software development, hosting and helpdesk support of this significant HSE sponsored initiative. Strategic risk management consultants Greenstreet Berman appointed Enable Infomatrix back in 2004 to develop a validation version of **CHaSPI**. The validation was successfully completed and an updated version of **CHaSPI** launched in 2005.

Targeting organisations with 250+ employees, **CHaSPI** aims to help in the assessment of how well an organisation manages its risks and responsibilities towards its workers, the public and other stakeholders. **CHaSPI** is designed to give a measure of an organisation's health and safety performance. It combines measures of outcomes (e.g. accident rates) and management processes, to reflect an organisation's overall performance in health and safety.

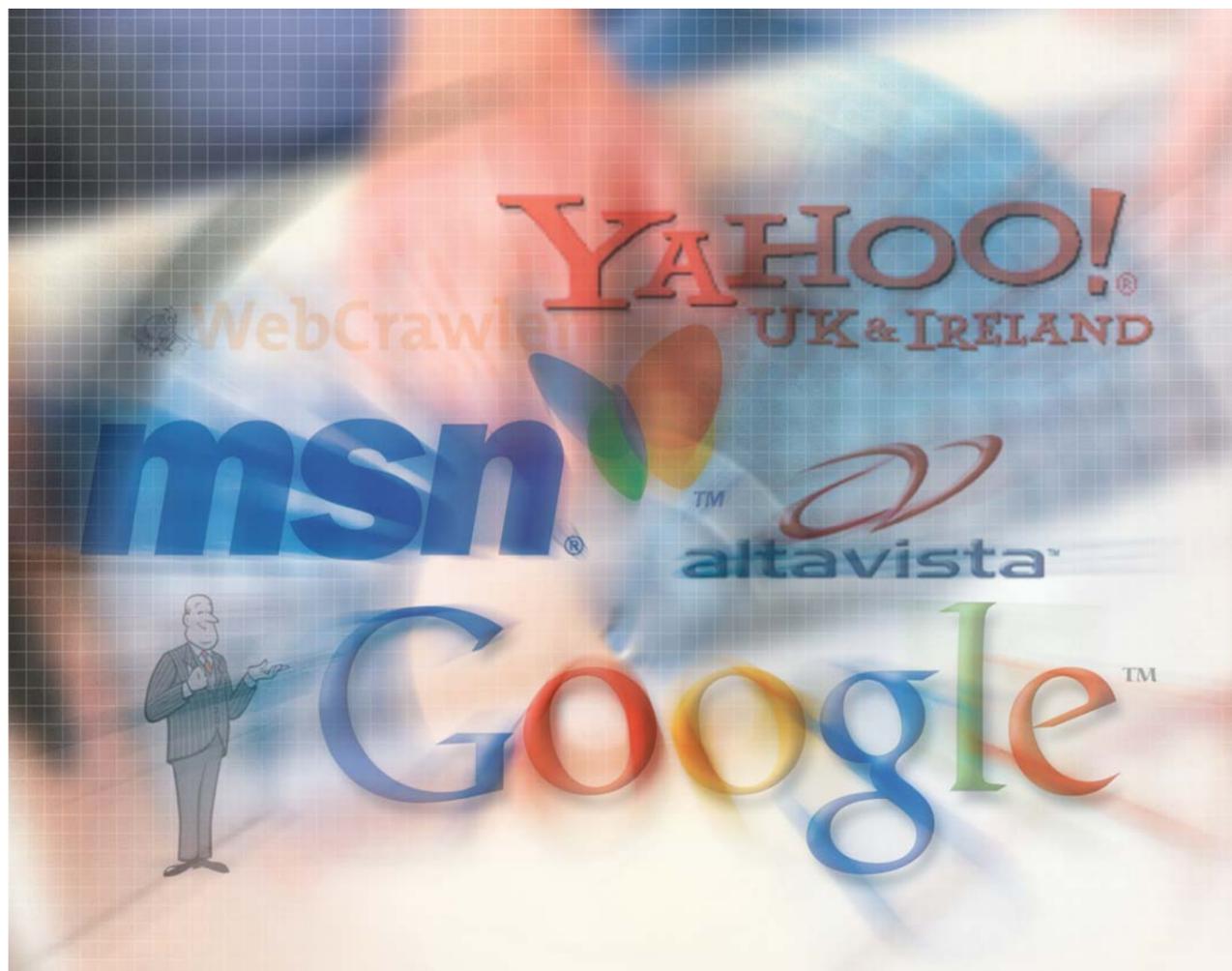More information via **www.chaspi.info-exchange.com**

"Probably the best incident reporting solution in the world"

Carlsberg UK is a wholly owned subsidiary of Carlsberg Breweries A/S of Copenhagen and is one of the UK's largest brewers. They operate from 18 brewing and distribution centres across the UK with around 2,700 employees. Accurate recording and reporting of accident/incident events is an important aspect of their H&S procedures and Gary Corrigan (H&S Manager) decided to implement the Safety Exchange and Property Tracker solutions to improve the data capture and reporting processes. In addition to capturing all H&S incidents via our web based applications, Carlsberg are also introducing the Vehicle Tracker solution to help manage their transport vehicle incidents, to co-ordinate the process and to identify trends and action arising.

Carlsberg are also introducing the Vehicle Tracker solution to help manage their transport vehicle incidents

'Findskills' innovative website turns recruitment process on its head!

FindSkills.co.uk is about to launch into the professional recruitment market, and is poised to open up this rather traditional market and turn it on its head.

The idea is simple: a brilliant website, well organised and cleanly designed that leads you through the process of writing your CV, and then makes it available to employers right across the country.

Roger Empson, founder of FindSkills.co.uk said, "It seems to me to be perfectly logical to put people on line, rather than jobs. Employees know what they are looking for, and this site gives them a nation-wide access to the people market without paying vast costs in advertising. Our website, developed by Enable, is an extraordinary piece of kit. It matches, cross references details, it helps job sharers find each other, it works for part timers. It makes looking for a job change very easy indeed, and it is completely confidential. I reckon you would have to be mad not to register."

Roger thinks the site will also appeal to professionals returning to work, those looking for a complete change, and to those who may have lost confidence in the recruitment process. "I was motivated to start FindSkills.co.uk through a life long observation of recruitment. I was a 70s success story - lots of experience, and a good professional track record with Metal Box, BT and then on to Krone (UK) for 10 years, the last 2 in Berlin as Chairman &

Managing Director of Krone AG. When I came back to the UK, I wanted a complete change and it then seemed logical for me to advertise my experience and say to employers - look these are my skills. Who can make use of them? This approach simply did not exist."

Roger believes deeply that no one should ever be excluded from the professional job market because of their age. "Life skills can have as great a value as academic skills and I believe FindSkills.co.uk will open the way for a truly equal opportunity available to any professional."

"Registration costs you nothing, you don't even need to be looking for a change right now, you may just want to put your C.V. on our site to see if there are any offers out there. That is the beauty of FindSkills.co.uk."

Enable Software consulted with Findskills, helped to define the functionality and built the website.

"A brilliant website, well organised and cleanly designed"

What is Search Engine Marketing?

It's all very well having an attractive website but if your customers cannot find you, your investment could be wasted. So you need to do some search engine marketing.

But what does this process actually involve?

Submission (Getting listed)

'Search engine submission' refers to the act of registering your web site with search engines. Getting listed does not mean that you will necessarily rank well for particular terms. It simply means that the search engine knows your pages exist. Search engine submission is akin to you purchasing a lottery ticket: having a ticket doesn't mean that you will win, but you must have a ticket to have any chance at all.

Optimization (Improving the odds)

'Search engine optimization' refers to the act of altering your site so that it may rank well for particular terms, especially with crawler-based search engines like Google. Returning to the lottery model, let's assume there was a way to increase the odds of winning by picking your lottery numbers carefully. Search engine optimization is akin to this. It's making sure that the numbers you select are more likely to win than purchasing a set of numbers at random.

Placement & Positioning (Ranking well)

Terms such as 'search engine placement,' 'search engine positioning' and 'search engine ranking' refer to a site actually doing well for particular terms or for a range of terms at search engines. This is the ultimate goal for many people - to get that "top ten" ranking for a particular keyword or search terms.

If you want some help marketing your site, contact Enable Software.

My Rewards launches its third generation incentives website

Corporate Rewards is a leading organiser of events and incentive programmes for numerous blue chip companies and premier brands. Enable has been their preferred partner for Internet development for the past two years.

A growing area of their business is 'My Rewards' - an incentive programme offered to companies to motivate staff or customers by awarding them points to redeem on an excellent and wide variety of rewards, ranging from track days in performance cars to hampers with wine and champagne.

Points are awarded to users on the attainment of goals, such as hitting sales targets or spending a certain amount of money each month.

Corporate Rewards had developed their first two generations of the My-Rewards application before Enable were appointed. Enable were briefed on the requirements to develop a third generation site, with increased flexibility and functionality for their clients, as well as reducing their workload by automating many of the management processes. Enable has worked very closely with the Corporate Rewards team to design, develop and
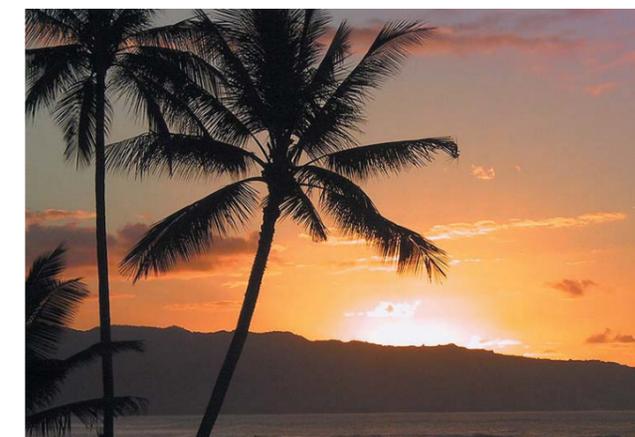
deploy the brand new site, which is already up and running with some blue chip clients. Should you be interested in setting up an incentive programme for your staff, contact Corporate Rewards at www.corporate-rewards.co.uk

"We developed a third generation site, with increased flexibility and functionality for their clients"

Birse

Birse improves H&S reporting via the 'Safety Exchange"

Enable Infomatrix approached the construction division of Birse following its flourishing relationships with current construction clients Morgan Est & Laing O'Rourke.

Following an initial conversation we carried out a number of on-line Internet based demonstrations of Safety-Exchange to members of the Birse safety team.

As a company Birse were recording all accident, incident and H&S data via traditional means i.e. paper, fax, e-mail, spreadsheets etc. They were seeking a scalable technical solution that would provide security and flexibility to manage their H&S reporting requirements.

After substantial research Birse decided to utilize Safety-Exchange in a number of the Birse divisions, namely Civils, Water, Process, ABAL and Traffic Flow. Safety Exchange will enable these divisions to capture and record 'real time' accidents, incidents, and hours worked, Statutory Visits/Enforcements and H&S Checks providing significant benefits in terms of streamlining the process and providing a central information store of consolidated information allowing instant reporting. The construction industry as a whole is a very good fit for Safety-Exchange. This is due primarily to the industry being very high risk, but also because both Directors Alan Neill and Colin James have worked in the industry for many years and have a clear understanding of the issues faced on a day to day basis.

Welcome to Birse Group Plc

Birse Group plc is the ultimate parent company of a group of companies whose principle activities comprise civil and process engineering, building, the hire of plant and machinery and commercial property development.

Birse Build Limited operates as an independent company within the corporate structure of Birse Group PLC. The company has it's head office in Northampton and operates from 2 regional bases in Cheadle Hulme - Cheshire and Northampton.

Our aim is to use resources and skills to help make your business as successful as possible.

www.birsebuild.co.uk

"Providing a central information store of consolidated information providing instant reporting."

Charities recognise benefits of web based software

Turning Point Scotland is a registered charity which tackles social exclusion by providing customized community care packages for people who have been excluded as a result of their mental health, learning disability, homelessness or their drug or alcohol misuse. The charity has approximately 100 centres across Scotland, and found that by using a 'paper' reporting system they were not recording, collaborating, investigating and analyzing incidents and accidents to the best of their ability.

Thus, Michelle Ronald (IT manager) was set the challenge to fix the problem. After a long unsuccessful search for a suitable package Michelle discovered our contact details from the literature for the IOSH 2005 exhibition in Cardiff. Michelle was adamant that she wanted a highly configurable web based application. Consequently, Enable Infomatrix won the business and 'Safety-Exchange' was deployed and being piloted within a month of the initial conversation.

Chest, Heart and Stroke Scotland (CHSS) aims to improve the quality of life for people in Scotland affected by chest, heart and stroke illness through medical research, advice and information, and support in the community. Enable Infomatrix met CHSS at the Association of Charity Shops exhibition held at Keele University. The Association helps their members to run their outlets as effectively as possible via pooling expertise and recommending suppliers.

Following a brief demonstration and subsequent meeting, CHSS are introducing our Property Tracker and Safety Exchange applications during December 2005. They will be tracking all

property related information including leases, equipment, asbestos surveys and technical service requests as well as recording all accident/incident events. Property Tracker also includes an 'HR' toolset allowing CHSS to manage staff and training records more efficiently.

This type of deployment or "bundle" is ideal for small/medium sized organisations who want an easy to use, configurable solution at a competitive price.

Plain sailing ahead for a succesful website!

Castle Point Borough Council's Safety Manager Jim Hillier recognised the potential to improve their accident/incident recording and reporting procedures across approximately 100 operating site locations. After relatively short discussions and an online web demonstration they decided to deploy the web based 'Safety-Exchange' accident/incident reporting solution. The system configurability and modest start up costs enabled a quick procurement decision and CPBC were up and running within a few weeks.

Castle Point Borough Council is our first Local Government client – hopefully the first of many!