



# *the* e-business programme

*Finding the right tools to  
make your business bloom*

FREE BUSINESS SUPPORT

  
ROYAL *borough of*  
GREENWICH

**e-business** is much more than just selling online, it can help make almost every aspect of your business more effective.

## *How the e-business programme will help you*

### **STEP 1 Join the e-business programme and meet your advisor**

Your adviser is an expert in all aspects of e-business and will explain how the e-business programme can add value to your business by using low cost or in some cases free solutions to help you better engage with your customers, manage your workflow and increase productivity. Like all of our advisers, your e-business adviser is an experienced business person, which means you get real world expertise and support from someone who has 'been there and done that too'.

### **STEP 2 Assess your business and discover where e-business could support you better**

Following registration onto the programme your adviser will carry out an audit of your business to assess which aspects of it would benefit from using e-business. The assessment will include a skills audit of your staff and training can be organised where appropriate.

### **STEP 3 Implement your e-business tools**

Your e-business adviser is there for the long haul, able to help you implement and then use your new e-business tools to benefit your business. In some cases we can provide a 'digital apprentice' from a government scheme to carry out the work at very little cost to you. Your e-business adviser will support you through the process and help you to get the best from the improvements you make to your business.



***Get started today, contact us***

The term **e-business** was first coined by IBM in October 1997 when it launched a campaign built around the idea of integrated business.

## So what is e-business?

**Web and CMS:** Software designed to allow you to simply control the content of your web site and keep it up-to-date.

**SEO:** Strategy and techniques used to increase your site's ranking on search engines such as Google.

**CRM:** Software that enables you to manage interactions with current and future customers.

**Social media:** Virtual communities, amongst the most popular are Facebook, Twitter and Linked In.

**Email:** Electronic mail is widely available from different providers.

**VOiP and webinars:** Voice Over internet Protocol can be used for getting telephone services via computer networks. Webinars are on-line events.

**QR codes:** Quick Response code can contain far more information than just listing your URL and can be specified by the user.

**E-accounting:** Online software packages allow a business to keep and maintain professional quality accounts.

**E-commerce:** Business that is conducted over the internet using one of a variety of software applications. All segments are covered, business to business, business to consumer, consumer to consumer and even consumer to business.

**Payment platforms:** Ways to receive payments over the internet with a number of providers with lots of options.

**VPN:** Virtual Private Networks create a secure network connection meaning you can work from home.

**Cloud backups:** Storing data securely on the internet (in the cloud) which can be accessed remotely.

**Cloud subscription:** Many services available today such as CRM, CMS, e-accounting and cloud storage are available for a small monthly or annual fee.

**Intranets and extranets:** Internal website that helps staff get things done and private networks that allows secure access to businesses information.





Find out more about the free support, **e-business programme** for businesses in Royal Greenwich  
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***Can you afford to be without it?***