

FAST FACTS

Company: **Sterling Chase**
 Founded: **2004**
 Business: **Training, coaching and consulting to IT service providers and IT manufacturers**
 Location: **Central London**
 Web site: **www.sterlingchase.com**

Every minute counts

Steve Eungblut, MD of Sterling Chase, relies on mobile IT and communications to respond to clients' needs quickly and effectively. He needs to be permanently available and with his laptop, BlackBerry and mobile, here's how he does it...



8:10am

I have a two-hour commute into London from home and I use the time to work on my laptop and BlackBerry. It's good to get through the avalanche of email so I can get on with the week ahead. I like to get into town by 8.00am as the best window I have for speaking to clients is before 9.00am. In the taxi to my first meeting I update them and listen to any concerns. I also use SMS to communicate with clients. They like it because it keeps them informed without clogging up their in-boxes.



10:40am

After the meeting it's back to the office to catch up with my colleagues. My Microsoft Outlook calendar and appointments are synchronised so my colleagues know where I am. I speak to them and confirm some product details for my next client. Just time to download some PDFs to my laptop and I'm out the door.



11:15am

As I walk to my next meeting I make some calls on my BlackBerry. I'm addicted! I can put a huge proportion of my business down to the fact that I'm available any time, anywhere – so I can't afford to be offline. I was skiing this year and took my BlackBerry. A buyer wanted to cancel an order, I saw the email and realised they didn't understand what the product delivered so asked a colleague to call him. Within the hour, I had an email from the buyer confirming the order. If it wasn't for my BlackBerry, I would have lost a six-figure deal right there.



3:30pm

I need a caffeine injection so I drop by a café. It has BT Openzone connectivity so I send some proposals to a client that have been urgently requested. The BT Openzone hotspot gives me secure, broadband Wi-Fi connectivity, which is really useful when I'm on the move and can't get back to the office. I also browse the net to catch up with the business news as well as find out which players my team, Newcastle United, has bought.



4:50pm

It's back to the office to approve a proposal with my assistant, Katie. With our Networked BT Business Broadband we have a high-speed connection – so it's a quick job to download it first. I use FeaturelineCompact for the call forwarding service to my mobile from BT too. It's invaluable because it means I never miss a call, thereby maintaining a professional image. The communications technology we use from BT is a fantastic enabler. It means we can be productive and available whenever needed. It has helped my business prosper without a doubt.

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Steve Eungblut, MD, Sterling Chase

BUSINESS SUPPORT

5 FLEXIBLE WORKING ESSENTIALS

Steve and his team use a range of mobile IT and communications technologies. Here are the products and services helping to make his business a success:

- 1 BLACKBERRY**
Eliminate downtime with a BlackBerry – work anywhere at any time. Features include email, SMS, browser and organiser applications in a single, wireless, hand-held device.
- 2 BT OPENZONE**
As long as you have a wireless-enabled laptop or PDA, and a BT Openzone subscription or pre-pay voucher, you can access many of the thousands of BT Openzone hotspots in the UK or abroad¹.
- 3 BT BUSINESS BROADBAND**
You can get download speeds of up to 8Mbps² (subject to limited availability). Security features include firewall, email anti-virus and anti-spam. There is also 24-hour support.
- 4 BT FEATURELINECOMPACT**
Never miss a customer call again. FeaturelineCompact has all the call-handling features of an office system but uses hi-tech equipment at BT's exchange so there's nothing to install.
- 5 IT SUPPORT MANAGER**
If anything goes wrong with his systems, Steve has a back-up with BT. 'IT Support Manager³ has got us out of tight spots on three occasions,' he says. 'I can't recommend it highly enough.' For fast, expert help on call, there is either a pay-as-you-go service or a support service contract available.

TO FIND OUT HOW YOUR BUSINESS CAN BENEFIT FROM TECHNOLOGY THAT SUPPORTS FLEXIBLE WORKING CALL 0800 783 8813 OR VISIT bt.com/talkingbusiness

TERMS AND CONDITIONS. 1. Availability of BT Openzone is subject to coverage. A wireless LAN capability and other equipment is required [BT Openzone account or prepay usage is needed]. Terms and conditions apply. 2. Up to 8Mbps BT Broadband is subject to various factors including local availability, line test, distance from exchange and survey. 'Up to 8Mbps' refers to maximum download speeds only (upload speeds are slower). If your line won't support 8Mbps, you will receive the best available speed on your line. 3. Minimum 12 month contract applies. Terms and conditions apply.