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Broadband for Business

Introduction

There are over four million businesses in the UK, ranging from single traders to multinational giants, and every one of them is in competition to secure the most business, the highest sales and the most impressive growth. Consumers today are overwhelmed by choice, and at times, business owners are unsure how to stand out from the crowd.

So how can you ensure that your business is at the top of the pile and what simple steps can you take to bring your company into the 21st century?

There are many different options to take and paths to choose from, however more and more businesses are opting for a simple solution to stay ahead of the competition and reach out to a broader audience by using broadband technology.

Generally speaking, broadband allows any size of business safe, high-speed communication with its customers and suppliers. Business owners, like you, can use it for a number of reasons, from marketing your business and to increasing productivity in the office, to actually selling your products and streamlining business administration. You could even go the whole hog and put your entire business online!

In a nutshell, broadband has the capability to make your business more efficient in a number of ways – each of which should positively contribute to your bottom line and continued business success. Broadband opens up any business to the markets from Lands' End to John O'Groats and Sidcup to Sydney, so it is important to ensure you stay ahead and do not get left behind.

For example, simply by switching to broadband you can:

- Connect multiple PCs in an office to the internet
- Connect from a home office to the internet
- Connect business sites together
- Connect home-workers to the office
- Protect against viruses, hackers and spam
- Protect against data loss

This Guide is here to show you how you can use broadband to the advantage of your business, as well as giving some tips to get you up and running with your own online shop. It is split up into several easy sections so that you can identify your business needs and select the topics that interest you at the click of your mouse.

The first section guides you through the 'basics' about going online with broadband, providing you with all the answers to basic questions that will help you to understand broadband and how it works.

The second section outlines the various ways that your business can reap the many benefits that broadband brings and demonstrates how the connection can help you to solve daily business dilemmas.

The final section gives a basic guide to developing an online sales strategy and a checklist of the things you will need to kick-start your own online empire. Without a thought out strategy you are likely to end up doing things on an ad hoc basis – which is likely to lead to an oversight somewhere along the line. Our checklist will help you ensure that this doesn't happen to you.

So have a browse and investigate the possibilities of broadband, and how it could transform your business!

Section 1 – What is broadband?

Introduction

This section provides you with all the answers to the basic questions that help you understand broadband and how it works. Here you will find a simple explanation of what broadband is, how you can get it and what you will need to use it.

1. What is broadband?

Broadband is a generic term for a way of connecting to the **internet** that allows you to send and receive large files and access information quicker than a traditional **'dial up'** connection. It can be received via a normal ADSL telephone line, cable TV connection, satellite, wireless networks and other transmission media, such as power lines.

As a result of its greater capacity to transmit and receive information it is a much easier way of accessing the internet – allowing you to view **webpages**, **download** files and receive **emails** in an instant, while still using the telephone or watching television.

All this could be beneficial to your business, helping you to communicate with your customers more effectively and offering you and your staff more flexible working arrangements.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is data?

Data is a nonspecific term given to **programs**, **files**, and other information stored in, sent from, or processed by a computer.

What does 'dial up' mean?

Dial up is when a computer uses a **modem** to connect to the **internet** via your normal telephone line. First of all the computer has to phone your Internet Service Provider (**ISP**) to allow connection to the internet – hence the term 'dial up'. Because the computer is now using your phone line you won't be able to make telephone calls or use a fax machine whilst you are using the internet.

This method of connecting to the internet can also be referred to as **'narrowband'**.

What is a webpage?

A webpage is a document of any type that is posted on the **internet**. The page is written using **HyperText Markup Language** and can contain any information that you want. A webpage will have its own unique **URL**, and a collection of webpages make up a **website**.

What does 'download' mean?

The transmission of a file from one computer system to another – such as watching a video clip or listening to music that you have found on a **website**.

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter. To use email you will need an **email address**.

2. How does broadband work?

Broadband can work either through a normal ADSL telephone line, a cable TV connection (known as cable broadband), satellite, wireless networks and other transmission media, such as power lines. **Broadband** connections can carry more data than a 'normal' phone line – meaning that you have a faster access to the **internet**, with less interruption and interference.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

3. How do I get broadband?

Firstly check out www.broadbandchecker.co.uk, which will tell you the technologies that are able to deliver **broadband** within your area (such as ADSL, cable, satellite, and other media).

Then you need to choose the provider that best fits your needs. Each **ISP** will offer a slightly different price and service, and many offer special packages for businesses, so it is worth researching the various options and speaking to friends and family for recommendations.

Once you have signed up to a broadband service from an ISP you may need to install additional **software** on your computer to make it work. Your provider will be able to give you details on this as you sign up.

Finally, you will need a **broadband modem** or **router**. This is usually supplied by your ISP, but you will need to check when you sign up. If your provider does not supply one, you will need to purchase one from your usual PC retailer.

Once the software is installed, the broadband modem is connected and your account is activated, you are ready to go.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

What is software?

Software is a general term for the various kinds of **programs** used to operate computers, the **applications** that run on them and related devices.

What is a modem?

A device that allows your computer to connect to the **internet**. You plug one end into your phone socket and the other end into your **PC** before 'dialling up' the **internet**. To use **broadband**, you will need a **broadband** modem, rather than a 'regular' modem.

What Is A Router?

A router piece of **hardware** that connects two networks together. It is also starting to be used in place of a **modem** – some **ISPs** will send a router to help you connect to the **internet** when you sign up for their services.

4. Can I use my phone / fax whilst using the internet?

One of the advantages of **broadband** for business is that it allows you to use both your telephone and **internet** connection at the same time. If you are connecting to broadband via a telephone line, you will need to plug a **filter** (sometimes known as a splitter) into all phone sockets used on the premises.

Remember, some fax machines can't be used at the same time as your **internet** connection - for existing devices, you will need to check with the manufacturer's handbook. It is also worth checking with the retailer before you purchase new equipment.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is a filter / splitter?

A small adapter that you will need to plug into each of your phone sockets, if you are connecting to **broadband** via your telephone line.

5. Do I need a BT line to get broadband?

No. You don't need a phone line for broadband technology other than ADSL. For ADSL, you need a phone line but it doesn't have to be a BT phone line. ADSL services can currently only be provided over standard telephone lines where the **exchange** has been ADSL enabled where you are not too far from the exchange and where the line is of sufficient quality to support ADSL **broadband**. If you have cable television in your home / office it may be possible to receive broadband via your cable operator. Alternatively broadband may be available via satellite, a wireless network or other transmission media such as power lines. www.broadbandchecker.co.uk will tell you the technologies that are able to deliver broadband within your area.

What is a broadband enabled telephone exchange?

A telephone exchange that is able to deliver **broadband**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

6. Will my drive/road have to be dug up?

No – your road will not have to be dug up to provide you with **broadband**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

7. When can I use broadband?

Broadband is constantly connected to the **internet**, providing **unmetered** access. This feature enables you to use it anytime of the day without having to **dial up** a connection. However, it is important to note that different providers charge different amounts for different times of the day. There will also be different charges for combinations of add-on services such as internet security features.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What does 'unmetered' mean?

Unlimited **internet** usage. Check your contract with your **ISP** to see whether it includes **unlimited access**. Most ISP's will provide a package to meet all your needs.

What does 'dial up' mean?

Dial up is when a computer uses a **modem** to connect to the **internet** via your normal telephone line. First of all the computer has to phone your Internet Service Provider (**ISP**) to allow connection to the internet – hence the term 'dial up'. Because the computer is now using your phone line you won't be able to make telephone calls or use a fax machine whilst you are using the internet.

This method of connecting to the internet can also be referred to as '**narrowband**'.

8. How much does broadband cost?

The cost varies depending on the provider that you choose to sign a contract with, as there are no 'standardised' charges relating to **broadband**.

Internet sites such as www.broadbandchecker.co.uk, www.broadband-help.com and www.ispreview.co.uk can assist you to compare the costs and packages available.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

9. What is the difference between broadband and narrowband?

Broadband is between 4 and 40 times faster than **narrowband** (also known as **dial up**) connections, depending on which service you sign up for. This allows you to do all the things you can with a normal **internet** connection - only much quicker. Certain types of content, such as video and audio broadcasts, are possible at much higher quality because of the greater **capacity** broadband provides.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What does 'narrowband' mean?

The opposite of **broadband**, this is typically used to define '**dial up**' **internet** access. It has restricted **capacity** to send and receive **data**, meaning that it takes longer to view **websites**, **download** and **stream** files and cannot be used at the same time as other data streams such as telephone or television.

What does 'dial up' mean?

Dial up is when a computer uses a **modem** to connect to the **internet** via your normal telephone line. First of all the computer has to phone your Internet Service Provider (**ISP**) to allow connection to the internet – hence the term 'dial up'. Because the computer is now using your phone line you won't be able to make telephone calls or use a fax machine whilst you are using the internet.

This method of connecting to the internet can also be referred to as '**narrowband**'.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is capacity?

With regards to a **broadband** connection, capacity is the maximum amount of information that can be sent and received via the **internet** at any one time.

10. How do I install broadband?

Your **ISP** will provide full instructions on how to install **broadband** at your home, office or place of work. It is a simple process that involves you loading the software provided onto your **PC** (usually via a **CD Rom**) and then plugging in your **filter** and your **modem**. You are now ready to go!

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is a PC?

A PC is the computer that you use.

What is a CD Rom?

CD Rom stands for Compact Disc - Read Only Memory. It is a computer storage medium that can store large amounts of information; generally used to distribute **software** or **multi-media** for use on computers with CD Rom drives. CD Rom discs look just like music CDs, and cannot be altered by a user.

What is a filter/splitter?

A small adapter that you will need to plug into each of your phone sockets, if you are connecting to **broadband** via your telephone line.

What is a modem?

A device that allows your computer to connect to the **internet**. You plug one end into your phone socket and the other end into your **PC** before 'dialling up' the internet. To use **broadband**, you will need a broadband modem, rather than a 'regular' modem.

11. How do I know if my PC can support broadband?

Your **ISP** will be able to advise if your computer has the right **specifications** to support **broadband**. As a rule of thumb, if your computer is less than three years old, it will be able to support broadband.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

What does 'specifications' mean?

All the details of the components that make up the computer system, such as **processor** speed, amount of **memory**, **disc capacity**, the **operating system** and **programs** it has.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted **and received** at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

12. Can I keep an existing telephone number?

In many cases customers can keep their existing telephone number. However you will need to check with your telephone service provider.

13. Can I run more than one computer?

If you would like to connect many computers up to the same server to allow all employees to share data, **broadband** allows you to create a **network**. This means that many computers are connected to a broadband line and share **bandwidth**. **Wireless networking** allows you to do this without the need for wires to connect your **PC's**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted **and received** at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is a network?

Any time you connect two or more computers together so that they can share resources and information, you have a computer network.

What is bandwidth?

The amount of **data** that can be transferred over an **internet** connection at any one time. For a standard 'dial up' connection through a phone line the bandwidth can be up to 56 **kilobits per second** (kbps), for a **broadband** connection it is normally at least 256kbps and can be up to 8 **megabits per second** (mbps).

What Is Wireless Networking?

Wireless networks use radio frequencies instead of wires to connect computers to the internet and each other. This means that your office is less cluttered, as there are no wires. It also means that if you are using a laptop computer, you can carry on working from any place that is within the range of the network and so are not tied to your desk.

What is a PC?

A PC is the computer that you use.

14. What happens if I move office?

If you move office you will possibly need to set up a new **broadband** account especially if you change telephone numbers. Your internet service provider (**ISP**) will provide full details of this process.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the **internet**, telephone and television at the same time.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

15. How do I upgrade my broadband to a faster speed?

Your **ISP** will be able to advise you, but it should be a relatively simple process that will involve you informing your provider of your desire to upgrade. Your provider will then make the adjustment to your **internet** package to enable you to continue using at faster speeds.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

16. What is a virus and how does it spread?

A virus is a **program** or piece of code that is loaded onto your computer, attaching itself to your computer files and folders without your knowledge and running against your wishes. Most viruses can also replicate themselves and spread to other computers.

Viruses can be passed from one computer to another by means of **email** or through infected **software**. Experts recommend that email users do not open any email that is received when the recipient is not sure where it came from. See also **spam** or **spyware**.

What is a program?

A program is a set of instructions that tells a computer how to perform a defined task. Everything that you use a computer to do, such as write and send an **email**, listen to music or use the **internet** requires a program to make it happen. Most **PCs** come with all the programs already installed, however it may be necessary to buy new software to run other programs that you want to run. Your local PC supplier will have a full stock of all programs that you may require, or you could do a search on the internet.

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter.

To use email you will need an **email address**.

What is software?

Software is a general term for the various kinds of **programs** used to operate computers, the **applications** that run on them and related devices.

What is spam?

An unsolicited "junk" **email** sent to large numbers of people to promote products or services, often advertisements or "MAKE MONEY FAST"-type chain letters. The act of sending spam is "spamming." Someone who sends spam is a "spammer."

It is possible to block spam thru the user of **filters**, **firewalls** and specialist **software** – usually available from your **ISP** or usual **PC** retailer.

What is spyware?

A general term for a **program** that surreptitiously monitors your actions. For example, **hackers** may use spyware to steal personal information from your computer for their own use. **Software** companies have also been known to use spyware to gather **data** about customers. The practice is generally frowned upon.

17. How do I stop viruses?

To help protect against viruses it is recommended that you purchase and install **anti-virus software** – available from all **PC** retailers. Some **ISPs** provide anti-virus software free of charge when you buy your **broadband** package.

Once a virus is found on your computer, it must be totally eliminated at its source. After the virus is eliminated, usually by anti-virus software, the entire system must be scanned and examined carefully to make sure that the virus did not spread to other parts of the computer system.

What is anti-virus software?

A **software program** that detects and removes **viruses** on your computer by scanning all messages and files. Anti-virus software is a program that either comes installed on your computer or that you purchase and install yourself.

What is a PC?

A PC is the computer that you use.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

Section 2 – Broadband for business

Introduction

In section one, we looked at the basics of broadband, discovered some of the benefits of signing up and examined how to get started.

In this section, we will move on to consider common business dilemmas and how broadband can help your business stay ahead of its competitors. In particular, we will investigate:

- “How can my business communicate more effectively?”
- “How can broadband help me with my business transactions?”
- “What marketing techniques can I implement with broadband?”
- “How can I improve my delivery of products using broadband?”
- “How can broadband help improve the productivity of my business?”
- “Can broadband help me with my business finances?”
- “How can my staff benefit from broadband?”
- Tips for setting up an ebusiness
- For further help

1. How can my business communicate more effectively?

Effective communication is at the heart of all successful businesses – you need to be able to ‘speak’ to your staff, your customers and your suppliers to ensure continued growth and productivity. **Broadband** can make sure that you can “shout louder” and reach out to more people, and enables you to communicate effectively with a wider audience using a variety of different mediums, such as telephone, **email** and **website**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter.

To use email you will need an **email address**.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the internet.

There are a number of **broadband** enabled tools to help you and your business communicate with your various audiences. These include:

Email

Email is another name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, the message is carried electronically from your computer via the **internet**. You can include all sorts of things such as photographs, music and videos with your email, just as you could in a letter.

To use email you will need an **email address**.

You can use **email** in your day-to-day communications with staff and suppliers as a quick and cheap way to convey information. Email also allows you to keep a record of previous conversations, which will help you to avoid confusion and maintain clarity in your supplier and customer relationships.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is an email address?

Your unique address used for sending **email** from and receiving **email** to via the **internet**. You choose your email address when you sign up with an **ISP** for an **internet** account. An email address has distinct 'parts': the first part is your name or password, followed by the '@' symbol and then the **domain name** (usually that of your **ISP** or company that hosts your internet service).

Websites

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the internet.

Remember that a **website** is a fantastic way to promote your business' brand and to introduce your business to new customers all over the globe. A well-constructed website can really make a difference when it comes to sales and growth.

Some of the benefits of a website are:

- Reduced sales calls
A website can effectively reduce the need for "cold-calling", as it allows customers to find out about your company in a pressure-free environment. It also allows business to come to you, rather than you and your staff always chasing prospects.
- Enhanced client feedback
An informative website can promote customer service, and happy customers mean better business. Some companies offer the opportunity for customers to feedback their experiences over the **internet**, which not only allows you to tap into what your customers really want, but also gives you the opportunity to create a **database** of contacts for future promotional activities.

Remember:

There are very clear and stringent regulations that you must follow when setting up **online**, both with regards to how you sell and what you do with your customers' details. Make sure that you do not fall foul of these guidelines – check the **Data Protection Act** on <http://www.informationcommissioner.gov.uk>

- Improved customer contact
Because customers expect to be able to contact a company with questions, special requests or problems related to ordering, **online** businesses should offer an **email address** or phone number for customer service inquiries. An important aspect of customer service is deciding how quickly the business will respond to customer inquiries and complaints (phone or email). This response time should be realistic and consistent. If the policy says all phone calls will be answered within two minutes or returned the same day, that timeline becomes a pledge to the customer. Nothing frustrates an **online** shopper more than sending an **email** and waiting hours, days, or even weeks for a response. To keep customers on the site, businesses must keep them in the loop.
- Fast data upload/fast upstream
Fast upstream is useful for websites where visitors might want to upload large files, such as video clips or computer games, quickly and easily. For example, a photographer might want to make images readily available on his **website** for client approval.
If you want your customers to be able to access files like these, you will need to ensure that your **bandwidth capacity** is sufficient. Speak to your **ISP** for advice.

What is a webpage?

A webpage is a document of any type that is posted on the **internet**. The page is written using **HyperText Markup Language** and can contain any information that you want. A webpage will have its own unique **URL**, and a collection of webpages make up a **website**.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is a URL?

Uniform Resource Locator - the unique address of a **website** on the **internet**.

What is online?

To be online means that you are using the **internet**.

What is a database?

A database is a collection of information stored in a computer in a systematic way, so that its contents can easily be accessed, managed and updated.

What is an email address?

Your unique address used for sending **email** from and receiving email to via the **internet**. You choose your email address when you sign up with an **ISP** for an internet account. An email address has distinct 'parts': the first part is your name or password, followed by the '@' symbol and then the **domain name** (usually that of your ISP or company that hosts your internet service).

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter.

To use email you will need an **email address**.

What is fast upstream/ what is fast data upload?

Upstreaming refers to any **data** that is being sent away from your computer to the **server** or the **internet**. Fast upstreaming is only possible if you have suitable **bandwidth capacity** on your **broadband** connection.

What is bandwidth?

The amount of **data** that can be transferred over an **internet** connection at any one time. For a standard 'dial up' connection through a phone line the bandwidth can be up to 56 **kilobits per second** (56kbps), for a **broadband** connection it is normally at least 256kbps and can be up to 8 **megabytes per second** (Mbps).

What is capacity?

With regards to a **broadband** connection, capacity is the maximum amount of information that can be sent and received via the **internet** at any one time.

What is an ISP?

A company that provides individuals and organisations access to the **internet**.

Basic steps for setting up your business website:

- Know your audience – the most important factor that you need to consider is who your website is talking to. This will help you to define the content and design of your site.
- Have a tight brief – make sure that you know exactly what you want before you speak to a website designer as this will avoid confusion and extra costs in the long run.
- If you are selecting a website designer to build the site on your behalf, make sure that they are used to building the same type of site that you want. Ask to see examples of projects they have worked on in the past, and make a note of what you like and dislike.
- Decide who will be **hosting** your site and register a **domain name** that suits your company and is easy to remember.
- Make sure that you test the site before you market it to the public – this will make sure that there are no blips when your customers start **logging in!**

What is a website host?

A website host is a company that provides you with **internet storage space** for your **website**.

What is a domain name?

A domain name is a unique name that identifies an **internet** site. It will appear like this:

www.yourcompanyname.co.uk or www.yourcompanyname.com.

What is logging-in?

Logging-in involves entering a username and password to gain access to a computer system requiring user identification prior to access. This prevents unauthorised users from accessing the **server**.

For more hints and tips, check out section three.

Voice over Internet Protocol (VoIP)

Voice over Internet Protocol refers to the use of the **internet** for making telephone calls via **broadband**. The main advantage for users of VoIP connections is that they generally only have to pay their usual (local) internet connection charges regardless of where they are calling in the world – resulting in cost savings on the price of calls.

So, if you would like to expand your business across the UK or into Europe, VoIP is a cheaper way to stay in contact with new prospects overseas.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

Enewsletters

Enewsletters allow you to communicate with customers and potential customers, updating them about your business news, plans for the future and any special promotions that you might be running. However, rather than incurring the printing and distribution costs of sending them out on paper, you can send them out to all your business contacts either by email or by making them available as a **download** on your website.

What does 'download' mean?

The transmission of a file from one computer system to another – such as watching a video clip or listening to music that you have found on a **website**.

2. How can broadband help me with my business transactions?

Once you are connected to **broadband**, there are no limits to where your ambition and creativity could take you. Broadband's **capacity** offers your business the flexibility not only to communicate with customers **online**, but also to sell your products directly, without the additional costs of running a “bricks and mortar” shop.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is capacity?

With regards to a **broadband** connection, capacity is the maximum amount of information that can be sent and received via the **internet** at any one time.

What is online?

To be online means that you are using the **internet**.

Selling online – start your own eshop.

An eshop is a **website** that allows visitors to browse your products and purchase them securely over the **internet**. Eshopping could significantly increase your sales by effectively allowing anyone in the UK or around the world to get in touch and place an order. Going online means that your shop open 24 hours a day, seven days a week.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

The benefits of an eshop are:

- Reduced processing costs: if your business is all **online**, you won't need to pay the overheads associated with running a 'bricks and mortar' shop, and the processing charges for payments could be considerably reduced.
- You can reach out to a far wider audience, contacting potential customers nationally, or indeed globally, at any time of the day or night.
- By tracking purchases and using **online** customer feedback forms or **emails**, you should be able to improve customer service and build a loyal customer base.

Despite the appeal of running an **online** shop, there are some important points that you will need to consider before you get going. For example, you will probably need to enlist the support of a **website host**, so that you can receive around the clock technical assistance should something go wrong. You will also need to make sure that your site is secure, as continuous **broadband** may leave your site susceptible to unauthorised access/**hackers**.

Setting up an eshop is a considerable commitment and every aspect, from purchaser security, to setting out the terms and conditions of delivery, needs to be very carefully considered. For more advice on setting up your own eshop, check out <http://www.businesslink.gov.uk>

What is online?

To be online means that you are using the **internet**.

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter. To use email you will need an **email address**.

What is a website host?

A hosting provider is a company that provides you with internet storage space for your website.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is a hacker?

A hacker is an unauthorised user who attempts to or gains access to a computer system.

Online financial transactions

With broadband it is possible to move some of your company's financial transactions online – potentially saving you time and money. Click on any of the links to the left for a more details.

- **Paying online:** The high speeds of broadband means that it is possible to both pay for and accept payment on goods and services. Paying directly **online** means that you do not have to actually 'handle' any cash as it is all done by debit or credit card. If you are setting up an eshop you may wish to consider allowing your customers to order and pay directly on your site.

It can be a tricky business, and because of the high possibility of payment fraud, you will need to follow strict guidelines set up by your bank. Before doing anything else, you will need to set up a **merchant account** with an "**acquiring bank**".

Card payments from the **internet** will then be paid into your **merchant account**, usually within four days.

Remember:

- As a payment **online** is a "**cardholder not present**" payment, there is always a danger that money will be reclaimed from your account in the case of a fraudulent payment.
- You will have to pay a start up fee to the "**acquiring bank**" and also commission and regular charges for your payment service. Be sure to include these charges in your projected costs.

What is online?

To be online means that you are using the **internet**.

What is a merchant account?

A merchant account is an account with a bank that lets you process debit and credit card payments **online**.

What is an "acquiring bank"?

There are currently nine UK banks that manage debit and credit card payments over the **internet** – these are "acquiring banks".

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is a "cardholder not present" payment?

This refers to any payment accepted by your business where you cannot physically check the card yourself.

- **Automated payments:** Developments in banking technology mean that we no longer have to queue at a bank every time we would like to make, or pay in, a payment. Managing all of your payments **online** can remove the administrative burden of processing cheque and cash payments, and can ensure the timely delivery of funds into your business account. For more information, visit www.paymedirect.co.uk
- **Security:** Many UK consumers are reluctant to buy over the **internet**, in case their card details are cloned and they become a victim of **phishing**. To ensure that customers trust your **website**, you must have security measures in place to guard against fraud. Investigate programs such as **SET** to make sure that your **website** is protected – any transactional problems could cost you future custom. For more information on preventing internet fraud, visit <http://www.crimereduction.gov.uk/fraud16.htm>.

What is online?

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What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is phishing?

Phishing is the act of tricking someone into giving confidential information or tricking them into doing something that they normally wouldn't do or shouldn't do. For example: sending an **email** to a user falsely claiming to be an established legitimate business in an attempt to scam the user into surrendering private information that will be used for identity theft.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an online shop, allowing visitors to buy their products over the internet.

What is SET?

SET stands for Secure Electronic Transaction (SET), a program that **encrypts** payment card transaction data and verifies that both parties in the transaction are genuine.

3. What marketing techniques can I implement with broadband?

Broadband really comes into its own when looking at marketing techniques – there are many different ways that you can get your message out there, improve your brand recognition and better serve your customers. Click on any of the links to the left for a more details.

Websites

A website is a collection of **webpages** that are posted on the **internet** under the same URL. Many companies use websites to communicate with potential customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the internet.

Remember that a website is a fantastic way to promote your business' brand and to introduce your business to new customers all over the globe. A well constructed **website** can really make a difference when it comes to sales and growth.

What is a webpage?

A webpage is a document of any type that is posted on the **internet**. The page is written using **HyperText Markup Language** and can contain any information that you want. A webpage will have its own unique **URL**, and a collection of webpages make up a **website**.

What is the internet?

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What is online?

To be online means that you are using the **internet**.

Some of the benefits of a **website** are:

- Reduced sales calls
A **website** can effectively reduce the need for “cold-calling”, as it allows customers to find out about your company in a pressure-free environment. It also allows business to come to you, rather than the sales team (you!) always chasing prospects.
- Feedback form
An informative **website** can promote customer service, and happy customers mean better business. Some companies offer the opportunity for customers to feedback their experiences over the **internet**, which not only allows you to tap into what your customers really want, but also gives you the opportunity to create a **database** of contacts for future promotional activities.
Remember:
There are very clear and stringent regulations that you must follow when setting up online, both with regards to how you sell and what you do with your customers’ details. Make sure that you do not fall foul of these guidelines – check the **Data Protection Act** on <http://www.informationcommissioner.gov.uk>
- Improved customer contact
Because customers expect to be able to contact a company with questions, special requests or problems related to ordering, **online** businesses should offer an **email address** or phone number for customer service inquiries. An important aspect of customer service is deciding how quickly the business will respond to customer inquiries and complaints (phone or email). This response time should be realistic and consistent. If the policy says all phone calls will be answered within two minutes or returned the same day, that timeline becomes a pledge to the customer. Nothing frustrates an online shopper more than sending an **email** and waiting hours, or days for a response. To keep customers on the site, businesses must keep them in the loop.
- Effective promotion of your business
For many UK consumers, a company’s website is the first port of call, so it is crucial that yours is easy to use, professional and projects the right image. A well-constructed **website** can showcase your products and services and entice potential customers to find out more about your business – so it’s worth taking the time to get it right.
- **Online** sales through a business **website**
There are now many companies that offer simple programmes that allow your business to receive credit or debit payments over the **internet** – the type that you might use when paying for a holiday, or your weekly shop.
Online transactions can pay dividends when it comes to making a sale, allowing you to receive payment in advance of sending out goods, as well as allowing the customer to purchase immediately, without having to visit your business in person.

- Brand build
A website is a good place to highlight your company ethos – its mission statements, its values and its beliefs. Through these and the use of language, colours, logo and layout you start to build your brand within the global market place. Successfully transferring your brand online from offline is a simple enough process (What do you sell? How do you 'produce it? What logo do you use? etc), but you do need to think about if your brand 'works' online – a global marketplace has different 'rules' from the town/ city where you are currently based. Use a **search engine** to have a look at those companies offering similar products to yourself – how do they represent themselves, what do they do well, what do they do badly? How can you make your website / offering better than them? How can your 'brand' stand out? There are no simple answers to these questions – it is down to you.
- Security
Many UK consumers are reluctant to buy over the **internet**, in case their card details are cloned and they become a victim of **phishing**. To ensure that customers trust your **website**, you must have security measures in place to guard against internet fraud. Investigate programs such as **SET** to make sure that your **website** is protected – any transactional problems could cost you future custom. For more information on preventing internet fraud, visit <http://www.crimereduction.gov.uk/fraud16.htm>.

What is the internet?

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What is a database?

A database is a collection of information stored in a computer in a systematic way, so that its contents can easily be accessed, managed and updated.

What is online?

To be online means that you are using the **internet**.

What is an email address?

Your unique address used for sending **email** from and receiving email to via the **internet**. You choose your email address when you sign up with an **ISP** for an internet account. An email address has distinct 'parts': the first part is your name or password, followed by the '@' symbol and then the domain name (usually that of your **ISP** or company that hosts your internet service).

What is phishing?

Phishing is the act of tricking someone into giving confidential information or tricking them into doing something that they normally wouldn't do or shouldn't do. For example: sending an **email** to a user falsely claiming to be an established legitimate business in an attempt to scam the user into surrendering private information that will be used for identity theft.

What is SET?

SET stands for Secure Electronic Transaction (SET), a program that **encrypts** payment card transaction data and verifies that both parties in the transaction are genuine.

Online advertising

Online advertising allows you to convey the same messages that you would in a magazine or newspaper over the **internet**. The ads are usually in the form of **banner** or **skyscraper advertisements** on another **host's website**, but can also be in a **pop-up** form, or **PPC**.

What is the internet?

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What are banner advertisements?

Banner advertisements are strips of advertising that run horizontally across the top or bottom of another **host's website**.

What are skyscraper advertisements?

Skyscraper advertisements are strips of advertising that run vertically up the sides of another **host's website**.

What is a website host?

A website host is a company that provides you with **internet storage space** for your **website**.

What are pop-up advertisements?

Pop-up advertisements appear in the middle of your screen as a visitor opens another **host's website**, and have to be closed by the visitor before they will disappear.

What is a PPC?

PPC means Pay Per Click, and is a way to pay for advertising space on another **host's website**. Here, the company sponsoring the advertisement (you) pays a nominal fee for every visitor that clicks through onto their own website. As such **PPC** can be a very cost-effective way of placing an advertisement.

Online search

An **online search** allows for customers and potential customers to quickly and easily find your business, or – if they are doing a non-specific search – to find businesses that offer similar goods and services to you. This is one of the reasons why you need a good website – unless you are offering a truly unique service, you are now in a global marketplace and so you need to ensure that you make your business 'stand out' from the crowd.

Online searches are provided by **search engines**, and allow visitors to enter a name or keyword in a **search box** and view sites that fit their criteria. In order to feature in online searches, businesses need to **meta-tag** certain words or phrases that will link their site to search results.

What is online?

To be online means that you are using the **internet**.

What is a search engine?

A search engine is used to find information on the **internet**. It is a **program** (or a whole **website**) that searches for specific words or topics (selected by you, the user) on other websites and then returns a list of the websites where the words were found. These are catalogued to make it convenient for you to then look through them for the information that you seeking.

What is a search box?

The section of a **search engine** where you type in keywords to search for.

What is a meta-tag?

A meta-tag is invisible information in a **webpage**, which can include keywords and descriptions. **Search engines** use this information to help determine their search results.

Viral emails

A viral email is a simple marketing tool employed by businesses that want to promote themselves. By including either a promotional offer, or simply a humorous anecdote or image in an **email**, the communication is one that recipients want to pass on to all their friends, promoting the business in the process.

What is an email?

Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the **internet**. You can include all sorts of things that you have **downloaded** yourself, such as photographs, music and videos with your email, just as you could in a letter.

To use email you will need an **email address**.

Enewsletters

Newsletters for customers who “opt-in” (request or otherwise sign up for them) are a terrific marketing tool for **online** businesses. Rather than being a hard-hitting price-and-product flyer, an newsletter ideally provides useful information and/or news relating to the company’s lines of business. Enewsletters commonly are used to promote special offers or discounts to their subscribers. They are an inexpensive way to place a company’s brand and products in front of a highly receptive customer base that already has demonstrated interest by signing up for the newsletter. Because it’s in digital form, the business has no printing charges for an unlimited number of newsletters, a big advantage over paper publications.

What is online?

To be online means that you are using the **internet**.

Online discounts

To reflect the cost advantages of selling products or services over the **internet**, and to attract as many customers as possible to their website, many businesses offer customers a discount for buying **online**. This won’t be the right solution for every business, but it’s worth investigating for those that want to increase their online sales and really drive traffic to their online shop.

What is the internet?

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What is online?

To be online means that you are using the **internet**.

4. How can I improve my delivery of products using broadband?

Whatever method you use to sell your products, you need to deliver them on time to ensure future custom. Many companies offer customers who order online the option of **online tracking** – using a specific reference number to see whether their product is in stock, has been despatched, and where it is in the delivery process.

This process is much easier and convenient to the customer if you are **broadband** enabled, but you will need to consider how this will work. Who will update the tracking program, and how will you keep a note of what packages are where? Some businesses enlist the help of package delivery companies that already have tracking systems in operation to ensure a seamless service.

If you are selling a service, such as printing, photography, advertising or copywriting etc, you can use broadband to send finished work to clients for approval or – via your **website**, where your client can **download** your work – final delivery

What is online tracking?

Online tracking is the maintenance of records concerning various aspects of mailings, e.g., response rate, date mailed, location of respondents, etc.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is a website

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the.

What does 'download' mean?

The transmission of a file from one computer system to another – such as watching a video clip or listening to music that is **hosted** on a website.

5. How can broadband help me increase the productivity of my business?

Today, employees require more flexibility than ever before to make the working day feasible, and the impetus is on business owners to make it as easy as possible for people to work. In addition, expansion might mean that you need business contacts outside where your business is based - you will need to be able to communicate effectively with those contacts to ensure continued business success.

Broadband can help in the following ways:

Virtual Private Networks (VPN)

A VPN is a **network** for your business that uses public (that is, shared) **internet** network facilities. Security **software** ensures the service is "virtually" private, even though the company does not have its own dedicated **network**.

A VPN offers the following:

- **Work as you choose**
If workers can **log-in** to your business **server** outside the office, it opens doors for your business. People have the option to work from home should they prefer, or to stay in contact with the office when away on business meetings. In addition, **remote log-in** reduces the inconvenience of performing tasks out of hours, as employees can **log-in** from their homes.
- **Access talent**
For niche businesses whose staff need specific skills, remote access to the **server** can allow you to employ people from outside the local area, without asking them to relocate. It can also allow you to save office space and costs by keeping a skeletal staff in the office, thus keeping overheads down while maintaining productivity. Moreover, you can add more computers to the **network** as your business expands, giving you the flexibility to develop and grow.
- **Added security**
When employees sign on to a VPN, they benefit from all the extras that they can access in the office (high-speed **internet** access, **firewall**, **antivirus**). This allows everyone to share company projects and receive updated information simultaneously, while you can be sure that their connection is safe and secure.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is a network?

Any time you connect two or more computers together so that they can share resources, you have a computer network.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is software?

Software is a general term for the various kinds of **programs** used to operate computers, the **applications** that run on them and related devices.

What is logging-in?

Logging-in involves entering a username and password to gain access to a computer system requiring user identification prior to access. This prevents unauthorised users from accessing the **server**.

What is a server?

A server is a computer that shares its resources with other computers. In essence it serves them by making its resources available to them – whether that be storage capability or printers.

What is remote logging-in?

This is when a user logs-in to the **server** from a computer that is outside the **network**.

What is a firewall?

A firewall refers to **software** or **hardware** that helps guard against hackers, **viruses**, and worms that try to reach your computer over the **internet**. It does this by examining the source and destination of **data**, and either allows it to pass through or blocks it.

What is anti-virus software?

A **software program** that detects and removes **viruses** on your computer by scanning all messages and files. Anti-virus software is a program that either comes installed on your computer or that you purchase and install yourself.

Video

Broadband allows you to watch video footage, both pre-recorded and live, over your computer. This not only allows you to secure your premises by installing cameras and monitoring CCTV footage, but could also revolutionise meetings through **video-conferencing**. This means that you can save time and costs by cutting out travelling to meetings with suppliers, clients and other third parties.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the **internet**, telephone and television at the same time.

What is video-conferencing?

A video-conference (also known as a video teleconference) is a meeting where both the telephone and closed circuit television footage are used simultaneously, as if all parties were in the same room.

Efficient sales

Many companies sell to the same customers on a regular basis, especially in the business-to-business arena. For such businesses, an e-shop can minimise the need for routine sales calls. It also makes ordering quicker and easier for the customer, who can make purchases via a step-by-step interactive process or a **internet**-based electronic form.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

Remote data storage

Remote data storage allows your business to save vital data securely away from the office. Businesses upload data onto a storage portal for a yearly fee, and it is then kept there in case of emergency. **Broadband** offers the **bandwidth** necessary to upload all your business' files and ensure continuity in the event of disaster.

What is broadband?

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What is bandwidth?

The amount of **data** that can be transferred over an **internet** connection at any one time. For a standard 'dial up' connection through a phone line the bandwidth can be up to 56 **kilobits per second** (56kbps), for a **broadband** connection it is normally at least 256kbps and can be up to 8 **megabytes per second** (Mbps).

6. Can broadband help me with my business finances?

Yes. Broadband can make a number of business critical activities more cost-effective:

- **VoIP**

Voice over Internet Protocol refers to the use of the **internet** for making telephone calls. The main advantage for users of VoIP connections is that they generally only have to pay their usual (local) **internet** connection charges regardless of where they are calling anywhere in the world – resulting in cost savings on the price of calls.

So, if you would like to expand your business across the UK or into Europe or further, VoIP is a cheaper way to stay in contact with new prospects overseas.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

- **Online financial transactions**

There are many ways in which broadband can make making and receiving payments easier for your business:

- **Paying online:** The high speeds of broadband means that it is possible to both pay for and accept payment on goods and services. Paying directly **online** means that you do not have to actually 'handle' any cash as it is all done by debit or credit card. If you are setting up an eshop you may wish to consider allowing your customers to order and pay directly on your site.
- Paying directly online by debit or credit card is a tricky business, and because of the high possibility of payment fraud, you will need to follow strict guidelines set up by the bank. Before doing anything else, you will need to set up a **merchant account** with an **acquiring bank**.

Card payments from the **internet** will then be paid into your **merchant account**, usually within four days.

Remember:

- As a payment **online** is a **"cardholder not present"** payment, there is always a danger that money will be reclaimed from your account in the case of a fraudulent payment.
- You will have to pay a start up fee to the **"acquiring bank"** and also commission and regular charges for your payment service. Be sure to include these charges in your projected costs.
- **Automated payments:** Developments in banking technology mean that we are no longer forced to queue at the bank every time we would like to make, or pay in, a payment. Managing all of your payments **online** can remove the administrative burden of processing cheque and cash payments, and can ensure the timely delivery of funds into your business account. For more information, visit www.paymedirect.co.uk

- **Security:** Many UK consumers are reluctant to buy over the **internet**, in case their card details are cloned and they become a victim of **phishing**. To ensure that customers trust your **website**, you must have security measures in place to guard against internet fraud. Investigate programs such as **SET** to make sure that your **website** is protected – any transactional problems could cost you future custom. For more information on preventing **internet** fraud, visit <http://www.crimereduction.gov.uk/fraud16.htm>.

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Phishing is the act of tricking someone into giving confidential information or tricking them into doing something that they normally wouldn't do or shouldn't do. For example: sending an **email** to a user falsely claiming to be an established legitimate business in an attempt to scam the user into surrendering private information that will be used for identity theft.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an online shop, allowing visitors to buy their products over the **internet**.

What is SET?

SET stands for Secure Electronic Transaction (SET), a program that **encrypts** payment card transaction data and verifies that both parties in the transaction are genuine.

7. How can my staff benefit from broadband?

Broadband can offer your staff a number of benefits that range from greater flexibility in the working day, to faster payment of their wages.

These benefits include:

- **Virtual Private Networks**

A VPN is a **network** for your business that uses public (that is, shared) **internet network** facilities. Security **software** ensures the service is "virtually" private, even though the company does not have its own dedicated **network**.

A **VPN** offers the following:

- The ability to work when and where you choose
If workers can **log-in** to your business server outside the office, it opens doors for your business. People have the option to work from home should they prefer, or to stay in contact with the office when away on business meetings. In addition, **remote log-in** reduces the inconvenience of performing tasks out of hours, as employees can **log-in** from their homes.
- Added security
When employees sign on to a **VPN**, they benefit from all the extras that they can access in the office (high-speed **Internet** access, **firewall**, **antivirus** and **data** backup). This allows everyone to share company projects and receive updated information simultaneously, while you can be sure that the connection is safe and secure.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the **internet**, telephone and television at the same time.

What is a network?

Any time you connect two or more computers together so that they can share resources and information, you have a computer network.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is remote logging-in?

This is when a user logs-in to the **server** from a computer that is outside the **network**.

What is logging-in?

Logging-in involves entering a username and password to gain access to a computer system requiring user identification prior to access. This prevents unauthorised users from accessing the **server**.

What is a firewall?

A firewall refers to **software** or **hardware** that helps guard against **hackers**, **viruses**, and worms that try to reach your computer over the **internet**. It does this by examining the source and destination of **data**, and either allows it to pass through or blocks it.

What is anti-virus software?

A **software program** that detects and removes **viruses** on your computer by scanning all messages and files. Anti-virus **software** is a **program** that either comes installed on your computer or that you purchase and install yourself.

What is data?

Data is a non-specific term given to **programs**, **files**, and other information stored in, sent from, or processed by a computer.

Top tips for e-business

- **Develop an online sales strategy** – there has never been a better time to start planning your **online** development and grabbing a piece of the **internet** pie for your self and your business.
- **Work smart** – take advantage of technology that allows you and your staff to be flexible in the workplace and helps you to expand nationally – and even globally!
- **Be safe** – consumers will only go to businesses that they trust, so make sure that your **website** is safe and secure.
- **Advertise** – nobody will know about your business unless you shout about it! So take advantage of every opportunity to communicate with potential and existing customers.
- **Get connected** – smart business owners are connecting to **broadband** to give themselves a head start in the marketplace. Make sure that you don't miss out!

What is online?

To be online means that you are using the **internet**.

What is the internet?

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What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the **internet**.

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the **internet**, telephone and television at the same time.

For further tips and advice visit the Small Business Service at www.sbs.gov.uk

Section 3 – Simple tips for developing an online sales strategy

Introduction

Sales are crucial to your business' growth and development, and you can find out more about the benefits of **broadband** to your business in section two. But how do you develop an **online** sales strategy and what are the key points to consider when you are setting up your online business function?

In this section we will be looking at exactly what is needed to implement an online sales operation!

1. Exactly what must be put in place before I can sell online?

To implement a successful **online** sales strategy the first thing you will need to do is to sign up to **broadband**. This will offer you the **bandwidth capacity** you'll need to get your **website** up and running and will provide you with the communication mediums necessary to start selling.

Next you'll need to set up your own website by registering your company's **domain name** and designing the **webpages** that are necessary for people to view your products and services and either contact you directly or buy online. You may need to consult the experts when it comes to putting your webpages together, so scour the business telephone directories and get in a couple of quotes. Always make sure that you ask for a recommendation when choosing a web-designer, and ensure that you state very clearly what you are looking for.

Remember:

There are lots of practical issues that you will need to consider if you plan to sell over the internet. For example, how are you going to deliver your products? Or how are you going to accept payments? Having the answers to all of these questions in advance will make it easier for you to get started.

Basic steps for setting up your business website:

- Know your audience – the most important factor that you need to consider is who your website is talking to. This will help you to define the content and design of your site.
- Have a tight brief – make sure that you know exactly what you want before you speak to a website designer as this will avoid confusion and extra costs in the long run.
- If you are selecting a **website** designer to build the site on your behalf, make sure that they are used to building the same type of site that you want. Ask to see examples of projects they have worked on in the past, and make a note of what you like and dislike.
- Decide who will be hosting your site (ie: putting the pages on the **internet**), and register a **domain name** that suits your company and is easy to remember.
- Make sure that you test the site before you market it to the public – this will make sure that there are no blips when your customers start shopping!

What is broadband?

A method of connecting to the **internet** which allows more information to be transmitted and received at faster speeds when compared to other connections. It can support many **data streams** at once, enabling you to use the internet, telephone and television at the same time.

What is online?

To be online means that you are using the **internet**.

What is bandwidth?

The amount of **data** that can be transferred over an **internet** connection at any one time. For a standard 'dial up' connection through a phone line the bandwidth can be up to 56 **kilobits per second** (56kbps), for a **broadband** connection it is normally at least 256kbps and can be up to 8 **megabytes per second** (Mbps).

What is capacity?

With regards to a **broadband** connection, capacity is the maximum amount of information that can be sent and received via the **internet** at any one time.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the **internet**.

What is a domain name?

A domain name is a unique name that identifies an **internet** site. It will appear like this: www.yourcompanyname.co.uk or www.yourcompanyname.com.

What is a webpage?

A webpage is a document of any type that is posted on the **internet**. The page is written using **HyperText Markup Language** and can contain any information that you want. A webpage will have its own unique **URL**, and a collection of webpages make up a **website**.

2. What impact will going online have on my business?

Very simply, an **online** presence will allow your company to be accessible to customers across the globe, 24 hours a day. A well-designed online sales strategy can reach out to a massive audience of potential customers, as well as offering the opportunity to hire employees to work remotely, and enabling you to cut down on administration costs and overheads.

Don't forget that many of your competitors will already have a **website**, or will be thinking about switching their business online – so make sure that you don't get left behind.

What is online?

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What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the internet.

3. What are competitors doing?

Most businesses today are at least aware of the benefits of going **online** - have a look through your local paper or on the high street and you'll find that many businesses will have **website** addresses. Alternatively, type a trade (such as "plumber") into a search engine and look at the hundreds of addresses that appear.

The fact is, if your competitors don't have a website, they very soon will, and you don't want to be behind the rest of the pack and missing out on custom. An online sales strategy will help you compete with other businesses in the area and make sure that your sales don't fall behind.

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4. How will people shop?

Customers are the most important factor in your business' growth and for your **online** shop to succeed, you need to consider how you want them to shop. For example, do you want your customers to browse online and then visit you in person to purchase, or would you prefer the whole process to be managed over the **internet**? Do you want to be paid by cheque in the post, or automatically through the **website**?

You will need clear answers to these questions before you begin, and you will need to consider what payment methods your target audience prefer. For example, older people tend to be more resistant to online transactions and might prefer to visit the shop or pay by cheque.

Remember:

There are very clear and stringent regulations that you must follow when setting up **online**, both with regards to how you sell and what you do with your customers' details. Make sure that you do not fall foul of these guidelines – check the **Data Protection Act** on <http://www.informationcommissioner.gov.uk>

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What is the internet?

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What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the internet.

5. What kind of security is required?

Many UK consumers are initially reluctant to buy over the **internet**, in case their payment card details are cloned and they become a victim of **phishing**. To ensure that customers trust your **website**, you must have security measures in place to guard against **internet** fraud. Investigate programs such as **SET** to make sure that your **website** is protected – any transactional problems could cost you future custom and damage your reputation.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is phishing?

Phishing is the act of tricking someone into giving confidential information or tricking them into doing something that they normally wouldn't do or shouldn't do. For example: sending an **email** to a user falsely claiming to be an established legitimate business in an attempt to scam the user into surrendering private information that will be used for identity theft.

What is a website?

A website is a collection of **webpages** that are posted on the **internet** under the same **URL**. Many companies use websites to communicate with potential customers, either as an advertising medium or an **online** shop, allowing visitors to buy their products over the **internet**.

What is SET?

SET stands for Secure Electronic Transaction (SET), a program that **encrypts** payment card transaction data and verifies that both parties in the transaction are genuine.

6. How will customers pay online?

The high speeds of broadband means that it is possible to both pay for and accept payment on goods and services. Paying directly **online** means that you do not have to actually 'handle' any cash as it is all done by debit or credit card. If you are setting up an eshop you may wish to consider allowing your customers to order and pay directly on your site

Paying directly online by debit or credit card is a tricky business, and because of the high possibility of payment fraud, you will need to follow strict guidelines set up by the bank. Before doing anything else, you will need to set up a merchant account with an **"acquiring bank"**.

Card payments from the **internet** will then be paid into your **merchant account**, usually within four days.

Remember:

- As a payment **online** is a **"cardholder not present"** payment, there is always a danger that money will be reclaimed from your account in the case of a fraudulent payment.
- You will have to pay a start up fee to the **"acquiring bank"** and also commission and regular charges for your payment service. Be sure to include these charges in your projected costs.

What is online?

To be online means that you are using the **internet**.

What is an “acquiring bank”?

There are currently nine UK banks that manage debit and credit card payments over the **internet** – these are “acquiring banks”.

What is the internet?

Originally developed for the US military, the internet refers to the **network** that links millions of computers worldwide, allowing them to communicate with each other.

What is a merchant account?

A merchant account is an account with a bank that lets you process debit and credit card payments **online**.

What is a “cardholder not present” payment?

This refers to any payment accepted by your business where you cannot physically check the card yourself.

New beginnings

In this guide we have looked at the advantages to your business of switching over to **broadband** and we have considered some of the benefits to the bottom line, and to the happiness of your staff of remote working and automated payments. Finally, we investigated the exciting possibility of setting up an eshop and offering your customers the chance to buy online.

So, why not take the initiative, sign up to **broadband** and bring your company into the 21st century – and ensure the continued growth and expansion of your business empire!

BROADBAND BUSINESS GUIDE – GLOSSARY

Acquiring Bank	There are currently nine UK banks that manage debit and credit card payments over the internet – these are ‘acquiring banks’.
ADSL	Asymmetric Digital Subscriber Line – a way to send data at high-speed over existing copper telephone wires
Anti-Virus Software	A software program that detects and removes viruses on your computer by scanning all messages and files. Anti-virus software is a program that either comes installed on your computer or that you purchase and install yourself.
Application	An application is a general term that relates to software programs that are run on your PC – for instance a word processing program or spreadsheet program can be said to be an application.
Bandwidth	The amount of data that can be transferred over an internet connection at any one time. For a standard ‘dial up’ connection through a phone line, the bandwidth can be up to 56 kilobits per second (56kbps), for a broadband connection it is normally at least 256kbps and can be up to 8 Mbps .
Banner Advertisements	Banner advertisements are strips of advertising that run horizontally across the top or bottom of another website .
Broadband	A method of connecting to the internet that allows more information to be transmitted at faster speeds when compared to other connections. It can support many data streams at once, enabling you to use the internet , telephone and television at the same time.
Broadband Enabled Telephone Exchange	A telephone exchange that is able to deliver broadband .
Capacity	With regards to a broadband connection, capacity is the maximum amount of information that can be sent and received via the internet at any one time.
Cardholder Not Present	This refers to any payment accepted by your business where you cannot physically check the card yourself.
CD Rom	CD Rom stands for Compact Disc - Read Only Memory. It is a computer storage medium that can store large amounts of information; generally used to distribute software or multi-media for use on computers with CD Rom drives. CD Rom discs look just like music CDs, and cannot be altered by a user.
Data	Data is a non-specific term given to programs , files , and other information stored in, sent from, or processed by a computer.
Database	A database is a collection of information stored in a computer in a systematic way, so that its contents can easily be accessed, managed and updated.
Data Stream	This literally means the continuous flow of data from one place to another – usually between two computers. The data can be in the form of many of the dealings that take place day-to-day in the workplace, from emails and documents that you have produced to other programs / files that you are sending or receiving.

Dial Up	<p>Dial up is when a computer uses a modem to connect to the internet via your normal telephone line. First of all the computer has to phone your Internet Service Provider (ISP) to allow connection to the internet – hence the term ‘dial up’. Because the computer is now using your phone line you won’t be able to make telephone calls or use a fax machine whilst you are using the internet.</p> <p>This method of connecting to the internet can also be referred to as ‘narrowband’.</p>
Disc Capacity	Disc capacity is the storage space available on a magnetic disc or the hard drive on your computer.
Domain Name	<p>A domain name is a unique name that identifies an internet site. It will appear like this: www.yourcompanyname.co.uk or www.yourcompanyname.com .</p>
Download	The transmission of a file from one computer system to another – such as watching a video clip or listening to music that you have found on a website .
Email	<p>Email is the shortened name for Electronic Mail. Just like a letter, an email is a message sent from one person to another, except instead of writing or typing something on paper and then placing it in a post box, your message is carried electronically from your computer via the internet. You can include all sorts of things that you have downloaded yourself, such as photographs, music and videos with your email, just as you could in a letter.</p> <p>To use email you will need an email address.</p>
Email Address	Your unique address used for sending email from and receiving email to via the internet . You choose your email address when you sign up with an ISP for an internet account. An email address has distinct ‘parts’: the first part is your name or password, followed by the ‘@’ symbol and then the domain name (usually that of your ISP or company that hosts your internet service).
Encryption	Encryption is a way of coding the information in a file or email message so that if a third party intercepts it as it travels over a network it cannot be read. Only the persons sending and receiving the information have the key and this makes it unreadable to anyone except the intended recipient.
Enewsletter	An enewsletter is the same as a printed-paper newsletter, but is sent over the internet .
Exchange	A building containing phone lines enabling an area to have access to broadband
Files	A collection of data or information that is stored on your computer, or on a disk or CD Rom. All work that you produce on your computer will be saved as a file, which you then name so that you can remember the contents.
Filter/Splitter	A small adapter you need to plug into each of your broadband- enabled phone sockets, sometimes known as a splitter. They separate data signals from voice signals - without them your voice calls could suffer from interference when data is being sent and received by your computer. You will need one filter for each wall socket that shares the same line as your broadband equipment.

Firewall	A firewall refers to software or hardware that helps guard against hackers , viruses , and worms that try to reach your computer over the internet . It does this by examining the source and destination of data , and either allows it to pass through or blocks it.
Hacker	A hacker is an unauthorised user who attempts to or gains access to a computer system.
Hardware	Hardware refers to the separate pieces of equipment that make up a computer system, such as the monitor, keyboard, mouse, printer, the computer casing etc.
Hosting	Housing something on your website or your computer, where it is accessible to others, for instance this could be a music file, film clip or game to download. Your website itself will need to be hosted – either by yourself or a hosting provider.
HTML	HyperText Markup Language – this is the computer language typically used to build webpages .
Internet	Originally developed for the US military, the internet refers to the network that links millions of computers worldwide, allowing them to communicate with each other.
Internet Storage Space	Internet storage space is an online data storage service that is available to businesses for a subscription fee.
ISP	A company that provides individuals and organisations access to the internet
Kbps	Kilobit per second. A unit of measurement typically used to measure bandwidth , or the amount of data that can be transferred in a given amount of time. The Kb refers to a kilobit, which is a unit of memory.
Logging-in	Logging-in involves entering a username and password to gain access to a computer system requiring user identification. This prevents unauthorised users from accessing the server .
Mbps	Megabit per second. A unit of measurement typically used to measure bandwidth , or the amount of data that can be transferred in a given amount of time. The Mb refers to a megabit, which is a unit of memory .
Memory	Also referred to as RAM, or Random Access Memory, memory enables a computer to store, at least temporarily, data and programs . The more memory your personal computer has, the more programs you can have running simultaneously and the more data that can be held for speedy access by your machine.
Merchant Account	A merchant account is an account with a bank that lets you process debit and credit card payments online .
Meta-Tag	A meta-tag is invisible information in a webpage , which can include keywords and descriptions. Search engines use this information to help determine their search results.
Modem	A device that allows your computer to connect to the internet . You plug one end into your phone socket and the other end into your PC before 'dialling up' the internet . To use broadband , you will need a broadband modem, rather than a 'regular' modem.
Multimedia	Multimedia refers to a combination of sound, graphics, animation and video used to display information on a computer, i.e. using more than one communications medium at the same time.

Narrowband	The opposite of broadband , this is typically used to define 'dial up' internet access. It has restricted capacity to send and receive data , meaning that it takes longer to view websites , download and stream files and cannot be used at the same time as other data streams such as telephone or television.
Network	Any time you connect two or more computers together so that they can share resources and information, you have a computer network.
Online	To be online means that you are using the internet .
Online Tracking	Tracks emails and webpage visits – allowing the site owner / email sender to analyse data produced such as number of people who have visited the site, number of people who have opened their email etc.
Operating System	The operating system is the most important program that runs on a computer: It performs all basic tasks necessary to make all parts of the computer work together. For example, it recognises input from the keyboard, therefore allowing typed letters to appear on your monitor.
PC	A PC is a computer for personal use.
Phishing	Phishing is the act of tricking someone into giving confidential information or tricking them into doing something that they normally would not do or should not do, e.g. sending an email to a user falsely claiming to be an established legitimate business in an attempt to dupe the user into surrendering private information that will be used for identity theft.
Pop-Up Advertisements	Pop-up advertisements appear in the middle of your screen as you visit another website .
PPC	PPC means Pay Per Click, and is a way to pay for advertising space on another website . Here, the company sponsoring the advertisement pays a nominal fee for every visitor that clicks through onto their own website . As such PPC can be a very cost-effective way of placing an advertisement.
Processor	A processor functions as the 'brain' of your computer, interpreting and executing all the instructions needed to make everything run.
Program	A program is a set of instructions that tells a computer how to perform a defined task. Everything that you use a computer to do, such as write and send an email, listen to music or use the internet requires a program to make it happen. Most PCs come with all the programs already installed, however it may be necessary to buy new software to run other programs that you want to run. Your local PC supplier will have a full stock of all programs that you may require, or you could do a search on the internet.
Remote Logging-In	This is when a user logs-in to the server from a computer that is outside the network.
Router	A piece of hardware that connects two networks together. It is also starting to be used in place of a modem – some ISPs will send a router to help you connect to the internet when you sign up for their services.
Search Box	The section of a search engine where you type in keywords to search for.

Search Engine	A search engine is used to find information on the internet. It is a program (or a whole website) that searches for specific words or topics (selected by you) on other websites and then returns a list of the websites where the words were found. These are catalogued to make it convenient for you to then look through them for the information that you're seeking.
Server	A server is a computer that shares its resources with other computers. In essence it serves them by making its resources available to them – whether that be storage capability or printers.
SET	SET stands for Secure Electronic Transaction (SET), a program that encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
Skyscraper Advertisements	Skyscraper advertisements are strips of advertising that run vertically up the sides of another website.
Software	Software is a general term for the various kinds of programs used to operate computers, the applications that run on them and related devices.
Spam	An unsolicited 'junk' email sent to large numbers of people to promote products or services, often advertisements or "MAKE MONEY FAST"-type chain letters. The act of sending spam is 'spamming'. Someone who sends spam is a 'spammer'. It is possible to block spam thru the user of filters , firewalls and specialist software – usually available from your ISP or usual PC retailer.
Specifications	All the details of the components that make up the computer system, such as processor speed, amount of memory , disc capacity , the operating system and programs it has.
Spyware	A general term for a program that surreptitiously monitors your actions. For example, hackers may use spyware to steal personal information from your computer for their own use. Software companies have also been known to use spyware to gather data about customers. The practice is generally frowned upon
Stream	The continuous transfer of data via the internet (usually audio or video) that allows the user to play it as it arrives.
Unmetered / Unlimited	Unlimited internet usage. Check your contract with your ISP to see whether it includes unlimited access (this option usually costs more than 'metered access', but is probably worth doing if you use the internet a lot).
Upstream	Upstream refers to any data that is being sent away from your computer to the server or the internet .
URL	Uniform Resource Locator - the unique address of a website on the internet.
Video-Conferencing	A video-conference (also known as a video teleconference) is a meeting where both the telephone and closed circuit television footage are used simultaneously, as if all parties were in the same room
Virus	A virus is a program that is loaded onto your computer, attaching itself to your computer files and folders without your knowledge and running against your wishes. Most viruses can also replicate themselves and spread to other computers.

VPN	A VPN is a network for your business that uses shared internet network facilities. Security software ensures the service is 'virtually' private, even though the company does not have its own dedicated network.
Webpage	A webpage is a document of any type that is posted on the internet. The page is written using HyperText Markup Language and can contain any information that you want. A webpage will have its own unique URL, and a collection of webpages make up a website.
Website	A website is a collection of webpages that are posted on the internet under the same URL. Many companies use websites to communicate with potential and existing customers, either as an advertising medium or an online shop, allowing visitors to buy their products over the internet.
Website Host	A website host is a company that provides you with internet storage space for your website.
Wireless	The use of radio signals to connect computers and / or peripherals without use of cables
Worm	A computer program that can make copies of itself, similar to a virus. Like a virus it can spread between computers, causing harm and / or inconvenience to your computer. Purchasing and regularly updating firewalls and / or anti-virus software can protect against worms and viruses.

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