

# connect



Issue Four - April 2007



## VOICE - 4 NETWORKS ON ONE SIM CARD

### Would you like the ultimate coverage?

From 1st April, Neil Howard Telecoms offers you the chance to utilise the 4 major network operators on one sim card by roaming in the UK without being charged for any received calls.

### Why?

Because Emergency Services, Emergency Planners, Utilities, Security Services and VIP's are among those who have recognised the need to maximise their mobile coverage for crisis critical personnel operating in the UK.



## MOBILE INSURANCE - DON'T GET CAUGHT OUT... GET COVERED!

### Did you know that...

- Figures published in 2006 show an increase of 40% in crime rates largely related to electronic devices such as iPod & MP3's
- 1.3 million mobile phones were stolen
- 1.6 million mobile phones were lost
- 600,000 mobile phones were dropped in the toilet
- 400,000 mobile phones were dropped in drinks and
- 200,000 mobile phones ended their life in a washing machine!



### At Neil Howard we are here to cover you on

- Accidental Damage
- Loss & Theft
- Water Damage
- Guaranteed 48 hour Replacement
- International Cover
- Extended Warranty

For a 3 months FREE trial of our mobile insurance, please contact us by emailing [enquiries@neilhoward.co.uk](mailto:enquiries@neilhoward.co.uk)

For more information, visit [www.neilhoward.co.uk/products/voice](http://www.neilhoward.co.uk/products/voice)

## CUSTOMER PROFILE: HOWORTH AIRTECH LIMITED

For more than 100 years the Howorth name has represented technical creativity and expertise in air engineering and its application to climatise and control the working environment.

Howorth's experience and skills today are applied in response to the needs of the medical profession. Designer of the worlds first Ultra Clean Ventilation system for the bacterial elimination from surgical operating rooms, their project skill range from design, construction and installation.

Working to extremely strict International cleanliness standards and leading the way in Surgical Theatre Control, Howorth Airtech is a truly international company.

For more information, visit [www.howorthairtech.co.uk](http://www.howorthairtech.co.uk)



## RELAX! WE'VE GOT IT ALL UNDER CONTROL

How much time would you like to save this year? Let us worry about it! Upgrade with us when your contract is about to be renewed and have a chance to enjoy The Lakeside Hotel in Windermere for a weekend whilst we take care of your communications!

It couldn't be easier, follow the link below, submit your details including the reference number 04NE07 and you will be entered into our prize draw!

[www.neilhoward.co.uk/prizedraw](http://www.neilhoward.co.uk/prizedraw)

\*Terms & Conditions apply, for more information, e-mail us at [marketing@neilhoward.co.uk](mailto:marketing@neilhoward.co.uk)



## DATA

### BLACKBERRY 8800

A stylish way to get things done

#### It is...

- the latest BlackBerry in the market.
- packed with incredible new features, such as GPS, BlackBerry Maps, a multi-media player, expandable memory, Voice-Activated Dialing and the trackball navigation.

#### It does...

- offer email and text messaging (SMS and MMS), instant messaging, organizer, web browser and advanced phone features.

#### It helps your company...

- To be more successful
- Return on Investment - i.e. Payback in 7 months
- Increase productivity of employees

#### And...

- It doesn't compromise on core BlackBerry functionality.

Would you like to know more about BlackBerry? Just ask for our CONNECT GUIDE ON BLACKBERRY by e-mailing us at [marketing@neilhoward.co.uk](mailto:marketing@neilhoward.co.uk)

For further information on data products, visit [www.neilhoward.co.uk/products/data](http://www.neilhoward.co.uk/products/data)



Blackberry 8800

MAKING THE RIGHT CONNECTION™

neil howard  
TELECOMS



## ARTICLE OF THE MONTH: 3GSM WORLD CONGRESS GROWS IN SIZE AND STATURE

"The world's premier mobile event, the 3GSM World Congress 2007, has enjoyed a second successful year in Barcelona with an increase in both the quantity and quality of visitors. An estimated 55,000\* visitors from across the globe gathered at the Congress to do business and discuss the hottest trends in the mobile phone industry.

One in four attendees surveyed\*\* said they have initiated contract negotiations at the Congress and one in 10 said they have concluded contract negotiations. Eighty-two per cent of the respondents said the Congress is the most important event in the entire global telecommunications industry and 75% said the Congress is the most important event for mobile entertainment. This year the Congress, organised by the GSM Association, hosted 1,300 exhibitors.

The 3GSM World Congress 2007 featured CEO and board-level speakers at both the keynote and breakout sessions and the number of visitors attending the conference sessions is estimated to have risen 10% to more than 9,200. This year delegates were addressed by mobile and media industry leaders such as Arun Sarin (CEO, Vodafone), Patricia Russo (CEO, Alcatel-Lucent), Edgar J Bronfman jr (CEO, Warner Music Group) and Sir Tim Berners-Lee. Observing, analysing and reporting on these developments were 2,250 international print, Web and broadcast media.\*\*\*

What do you think about this article? Share your thoughts by e-mailing [marketing@neilhoward.co.uk](mailto:marketing@neilhoward.co.uk)

\*This figure is an estimate based on attendance from the first three days of the Congress. The equivalent figure for 2006 was 50,000.

\*\*More than 550 people were surveyed at the Congress

\*\*\*Extract from 3GSM World Congress Website - Barcelona, Thursday 15th February 2007

## DON'T JUST TAKE OUR WORD FOR IT...

“ We find that the team at Neil Howard are professional, courteous and friendly - everything you want in a supplier as it means you've one less thing to worry about ”

Liz Howe, Director of Marketing - QHotels



### LANDLINE REDUCING COSTS FOR YOU

If you're paying over the odds for calls from your office phones, what's stopping you from switching suppliers, especially when you could cut your costs by choosing us as your fixed line call supplier?

You can stick with your current supplier for line rental, you don't have to change your number and you don't need any special gadgets or dial-out codes.

For more information visit [www.neilhoward.co.uk/products/landline](http://www.neilhoward.co.uk/products/landline)



What would you like to see in the next issue?  
For suggestions of topics please e-mail us at [marketing@neilhoward.co.uk](mailto:marketing@neilhoward.co.uk)

## CASE STUDY

### QHotels

QHotels was founded in March 2003 by a team of experienced prestige hoteliers, in collaboration with Alchemy Partners. Together, they aim to develop their portfolio into a minimum of 10 hotels. Each new hotel gives them another opportunity to start afresh and do things differently - we look beyond accepted practice to achieve the best results for our guests.

The group offers a prestigious selection of highly individual properties throughout the UK. They pride themselves on investing in elegant, beautiful and sometimes historic hotels and their staff, approx 2,750 - but they are not afraid to add something with a contemporary twist if it will enhance your experience with them.

With all these Hotels, they had a need to have one supplier that provides all their mobile communications.

Would you like to find out how QHotels and Neil Howard Telecoms work together? Please visit [www.neilhoward.co.uk/mediacentre](http://www.neilhoward.co.uk/mediacentre)



Nokia 6021



## VEHICLE TRACKING

### If you would like to...

#### Improve Productivity

- Increasing the number of jobs per week
- Reduce the amount of paper work both in the office and on the road
- More efficient job allocation

#### Reduce costs

- Reduce costs with more efficient routing of vehicles
- Decrease in communication costs

#### Improve Customer Service

- Provide accurate ETAs to your customers
- Reduced response times to your customers
- Quickly and professionally deal with any customer queries with accurate records

Would you like to know more about Vehicle Tracking? Just ask for our **CONNECT GUIDE ON VEHICLE TRACKING** by e-mailing us at [marketing@neilhoward.co.uk](mailto:marketing@neilhoward.co.uk)

For more information on vehicle tracking products, visit [www.neilhoward.co.uk/products/vehicltracking](http://www.neilhoward.co.uk/products/vehicltracking)



Neil Howard Limited

Units 1 & 2, Lower Philips Road, Whitebirk Industrial Estate, Blackburn, Lancashire BB1 5PG

Tel: 08702 646464 Fax: 08700 606070

Web: [www.neilhoward.co.uk](http://www.neilhoward.co.uk) E-mail: [enquiries@neilhoward.co.uk](mailto:enquiries@neilhoward.co.uk)

Premier  
Partner



## ABOUT NEIL HOWARD TELECOMS

Neil Howard Telecoms was established in 1985, with over 20 years experience in mobile communications.

How can we help you?



VOICE



LANDLINE



DATA



VEHICLE  
TRACKING