

# Haringey Logik

## Newsletter

### It's logical

Issue 1

  
**Championing Haringey's ICT professionals**

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## Join us at Haringey Logik

Welcome to the first issue of It's logical, a newsletter published by the Haringey Logik ICT Cluster.

companies but there is potential for much more. Some members are now working together to offer complementary technical services as a total package.

Developing formal and informal partnerships like this has immense benefits. Most important of all, it enables small companies to join forces and bid for larger contracts.

One of the latest projects from Haringey Logik is to encourage local companies to work together for their mutual benefit.

**Wireless collaboration proves the height of fashion**

One of the most important aims of the Haringey Logik ICT cluster is to encourage local companies to work together for their mutual benefit.

To prove the benefit of collaboration, TSI Voice & Data has worked closely with fellow cluster member Security Net (UK) Ltd to provide a wireless network for a leading fashion company.

They combined forces to deliver a flexible, cost-effective data solution for a 50,000 sq ft warehouse opened in Birmingham by fashion giant, H&M Hennes. Swedish company Hennes is one of the UK's fastest growing fashion retailers with over 90 stores across the country. It needed a new holding warehouse to effectively double the throughput of its main distribution warehouse in Warrington.

Both TSI and Security Net (UK) are based at the Lee Valley Technopark in Tottenham. Like many companies there, they are increasingly coming together on projects where their joint skills can be used.

While TSI provided and installed the Category 6 cabling, its partner supplied and installed the wireless technology.

Said TSI account manager, Steven Kyrianiou: "The wireless system provides H&M Hennes with total mobility for their hand held stock controllers in the warehouse, while reducing the cost of conventional cabling installation."

By working together in this way to offer complementary services, the two cluster members ensured that H&M Hennes' exacting technical requirements for its new Birmingham warehouse were met and delivered on budget and on time.

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Alternatively, email us or go to our website and start an on-line discussion in the Forum.

I hope that you enjoy reading It's logical and would like to hear from you with your ideas for the content of future issues.

**Let's hope we're doing business with you soon!**

Tony Gavaghan, TSI Voice & Data  
Chair, Haringey Logik

We are a group of local ICT (Information & Communications Technology) businesses who have established collaboration experience based on tested knowledge of each other's capabilities and credentials.

We work individually and in collaboration to tailor exact solutions and services for the benefit of our customers.

Whilst all our members are independent businesses, each regularly collaborates when necessary to offer the best solution for a client's problem.

The group has already spanned some profitable inter-trading between local

Please contact any member mentioned that appears to offer a fit for your requirements.

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### Success stories

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#### MintTwist wants to keep it local

MintTwist.com is rapidly making a name for itself as a highly creative, fresh, young internet consultancy.

Tottenham-based Perception has beaten off major international players to supply 45 European universities and research establishments with conferencing services.

The clients will use BB4L Interactive, an IP-based conferencing system, to connect offices in 15 different countries. Using the BB4L technology, up to 30 researchers simultaneously will be able to interact face-to-face and work together on remotely-connected whiteboards, sharing ideas and discussing solutions to problems in real time.

Perception managing director Mike Harrison's very product to have been selected ahead of the traditional video-conferencing suppliers.

"Our experience in the educational market in north London convinced us that there is a market for very low cost, desktop-based conferencing services. Even big business users of video-conferencing such as banks are looking for a lower cost way of connecting their employees - without investing in expensive equipment solutions or dedicated phone lines."

"BB4L uses ordinary PCs and a standard broadband connection. The low cost and user-friendly.

Bowles is a registered charity that contributes to the educational development of young people through adventurous activities. The Faraday Partnership is an alliance of organisations and institutions dedicated to promoting improved interaction between the UK's science, engineering and technology sectors and industry.

Said MintTwist.com partner Alexis Pratsides: "We already work closely on internet projects with other small businesses and retailers, such as graphic designers and programmers, around the country."

"We would not be in business without the partnerships we have formed and hope that by becoming part of Haringey Logik we can forge similar relationships with more businesses right here on our home patch."

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Video conferencing in action

This project was Perception's first major international deal and it turned out to be the logistical problems which caused the biggest headaches. Project manager Adam Demetri says that he's learned a lot from shipping cameras and other equipment to the far corners of Europe.

"The most important thing is to establish that they are expecting the delivery," he says. "We have now established a reliable end-to-end process that guarantees that the equipment gets to the right people and they know what to do with it. I'm no longer worried about our ability to extend our business beyond Europe."

Tel: 0845 644 3479  
Email: colin.james@perception.co.uk  
Web: www.bb4l.co.uk  
Web: www.tb4learning.co.uk

Formed nearly two years ago, it offers a full range of internet and website services ranging from website design and hosting to database and back office development.

It has built up an impressive roster of clients in a variety of business areas. Amongst its work has been the introduction of websites for Achilly Superstore, the Number 1 retailer of cycling activity days out, and retailjunk, an online store that provides a range of lifestyle, fashion and gadget products aimed at the urban elite.

The two-man Crouch End business was recently awarded contracts to develop two existing websites and make them more user-friendly.

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### Haringey's Silicon Valley is on your doorstep

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#### IT companies cluster at Lee Valley Technopark

A large number of Haringey Logik members are benefitting from being close to one another at Lee Valley Technopark.

For example, last year Ismayeel Syed, director of SmartTrack IT Training, required internet server collocation and bandwidth services for his company's new video training technologies division.

After searching the web, he contacted a number of possible suppliers in the UK. Quite Networks seemed to provide what he wanted and for the right price.

In the course of their conversation Ismayeel discovered that they were both working in Lee Valley Technopark. He has since discovered several more technology services companies right on his doorstep.

This illustrates that although Haringey is home to a range of successful ICT companies, this fact is not sufficiently well known - even among Haringey businesses.

Located five minutes from Tottenham Hale tube and BR station, Lee Valley Technopark is a modern high profile building providing good quality serviced offices and industrial units in a range of sizes.

It is managed by the property services division of Haringey Council and offers the perfect environment in which technology companies can expand and prosper.

A high level of office services are provided to tenants which are particularly useful to small businesses. These include photocopiers, fax, typing and word processing.

In addition, tenants have on-site access to the services of the London Lee Valley

Centres. These services aim to develop the technological potential of businesses and include:

The Telematics Support Centre, which assist firms to gain access to and use of video-conferencing links, advanced multimedia facilities and the internet. The centre also gives technical advice on IT and telecommunications products, training, on-site technology audits and information databases.

The Lee Valley Design Management Centre, which offers guidance, advice and access to experts, consultants and information available within Middlesex University and the Lee Valley to a wide variety of design related areas.

The Technology Transfer Centre, which offers guidance, advice and access to experts, consultants, information and facilities available from the colleges and universities within the Lee Valley.

Tel: 020 8880 6366  
Web: www.leevalley.co.uk/Technopark  
Email: Technopark@leevalley.co.uk

**Network at the Alex**

Why not come along for a drink and a chat at Haringey Logik's next informal networking meeting?

It will be held at the Princess Alexandra, Crouch End, on Tuesday, April 19, from 6.00 to 8.00pm.

The Princess Alexandra is on Park Road, quite close to Crouch End Broadway.

Other dates for planned networking meetings this year are Tuesday, June 28; Tuesday, September 20; Tuesday, December 6.

Join Haringey Logik - it's free!

- Win new business
- Access tender opportunities
- Build partnerships and alliances
- Collaborate with other companies

For more information about how your business could benefit by linking up with Haringey Logik:

Call Sue Morgan on 020 8489 6914

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**CITY GROWTH**  
SERVICES WEALTH CREATOR IN HARINGEY

**LONDON DEVELOPMENT AGENCY**

haringey logik

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Haringey Logik is part of the Haringey City Growth Strategy, which is a business-led approach to economic redevelopment. It focuses on the economic advantages and potential of inner city areas by creating the business environment and opportunities that help drive economic growth and regeneration.