

Praising social networking

Your article entitled "Survey: 70 per cent of CIOs use social networking tools for business" (*ChannelWeb*, 4 September) raised interesting points concerning social media for business. Like Scott Lindsey, Networks First has a social networking strategy.

We pride ourselves on thought leadership, and social media is an additional avenue to reach our customers, building our profile. It is an information source, and helps us promote ourselves via discussions about key business issues. Customers can also talk to our engineers.

We therefore strongly encourage the use of professional networking sites such as LinkedIn.

Our initial reaction to LinkedIn was that it required a substantial amount of time to set up a profile and establish networking groups to ensure we continue to reach our target audience. However, we have seen the business benefits and believe that our persistence has paid off.

Peter Titman, Networks First

Overhaul public sector IT spending

Gordon Brown's admission that public spending must be reduced under the next Labour government means people will have to work out where cuts can be made without affecting the quality of services. IT is undoubtedly one such area.

Over the past decade, billions of pounds of public



Avnet is holding a speed dating-based event for channel firms. See page 4.

money have been spent on unnecessary IT projects by leaders more concerned with shiny new toys than systems that do the job.

Many high-profile, public sector IT disasters have followed, trying to replace technology that simply required an update. The consequences of these errors of judgement have been catastrophic for public finances and confidence.

Maximising the value and performance of existing IT is a simple step that could save millions in public cash over the coming years.

Andy Sinclair, Micro Focus

Stay in the loop with automation

In a growth market, businesses have been slow to replace manual purchase ordering processes with software-based alternatives. Now, there is a greater need for e-procurement and its accurate forecasting, which has also entered the mass market.

Businesses can stipulate purchase ordering requirements, such as who should be asked for authorisation in any given situation, and preferred supplier lists to honour preferred supplier arrangements and to ensure best value.

More importantly, requests outside of the budget can be committed to or denied, based on sound knowledge of every commitment that has been made or is pending on the system at that time.

With e-procurement, financial directors really do have full control over spending. This means that the business can make decisions based on real figures and accurate forecasts, and never again be surprised by an invoice.

Neil Robertson, Complex Software

Contact us

We welcome any comments and feedback from our readers. Send your letters to CRN Editorial, Inclusive Media, 30-34 Brunswick Street, W1A 2JG or email lee@dodgeandcibivemedia.com