

# CNZ Corporate Newsletters

April, May & June 2005

## EDITORIAL

### Small and Medium Businesses Buying IT...

According to the Ministry of Economic Development, New Zealand is a nation of small firms with 96.8% of businesses employing 19 or fewer staff. These businesses do not have in-house IT skills or resources so vendors need to approach them without using technical jargons and to focus on educating end-users. Deloitte and IDC revealed that after-sales service, rather than price, is a priority in purchasing for them. They used the Internet as the top source of information on IT purchases, followed by computer stores and retailers. While we acknowledge the truth and accuracy of the various findings, we find ourselves feeling very uncomfortable about customers basing their purchase decisions on information from the Internet and retailers. The Internet is a huge source of resource but not necessarily good and valid information. Without sound knowledge in IT, the average public will easily be led astray on the net. As IT consultants, what can we do to rectify their buying behaviour and to swing them towards the concepts of fitness for purpose (FFP) and total cost of ownership (TCO)? We believe the answer is all about education. Microsoft New Zealand has already started to address 300,000 businesses in our country with a newly launched Small Business Centre. The CNZ group would not have the same financial muscle to do something similar but we are well placed to take the Education path. It is not a coincidence that we launched the CNZ School of IT Continuous Professional Development in January and monthly seminars. We are obviously on the right track by raising the professional literacy of our channel to well above the national average and

we know it will take time. We have since done a few seminars and are starting to find that getting business is easier and completing deliveries is more assured. We would like the SMB communities to join our scheme for mutual benefits.

### CNZ School of IT Professional Development...

All seminars are open to Compucon and CNZ customers, and students at matriculation and university levels. We will start publishing the program on our public websites in April. Pre-registration is necessary as seating is limited.



#### Tuition type seminars are:

- Hardware Platform (previously called CAP)
- The state of Linux applications
- The Internet as a New Medium
- Firewall and Mail Gateway Design
- Security Standards for Wireless LAN
- Storage Technologies for SMB

#### Interactive type seminars are:

- Hardware Maintenance (previously called CAST)
- Hardware Platform Development updates
- Integrated Database for Small & Medium Business

- Project Quality Assurance Schemas
- Technical Support Competence Development

### Business Technology Forums 19<sup>th</sup> May 2005 North Harbour Stadium

Please see the attached sheet for details of the event. There are 4 sections, namely, tutorials, guest forum (computers in schools), industry generics, and channel briefing. Attendance is free if booked through a Compucon or CNZ channel member.

### 10 Years of Service, Thanks Leanne...

We are very pleased to announce that Leanne has completed 10 years of service at Compucon New Zealand in February. Leanne Tucker joined Compucon as an office assistant back in 1995, just months before it obtained ISO-9002 quality management system certification. Leanne has grown with the company and has contributed to the establishment of Compucon as one of the most reliable technology suppliers in New Zealand. She is now the equivalent of fulfilment manager in Compucon making sure that all customer orders are delivered correctly and promptly. She is a loyal member of the team who supports the quality system and defends its integrity inside & out. We will continue to enjoy the helpful and reliable service from Leanne for the foreseeable future. A big thanks from all of us to Leanne.



COMPUTERS NEW ZEALAND

234 Bush Road, Albany, Auckland  
PO Box 101-288 NSMC, Auckland, New Zealand  
Tel: (09) 415-3303 Fax: (09) 415-2202  
email: editor@cnz.co.nz <http://www.cnz.co.nz>