



Above: Brighton Pavillion montage with some of the Technical Team in Rajasthan. Bankim far left

Saving money these days has become rather difficult. So, when someone says that they can save you money and make your office greener, it's a claim that tends to be treated as suspect.

It seems, however, that a small website developer based in Brighton has developed a system or really a series of systems that when put together can actually save a lot of money. The company is called Dotsquares and is run by Bankim Chandra. The basic concept is that old chestnut "The Paperless Office". This though is a little different.

In a traditional selling situation you have a shop where you display your goods and wait for the customer to stroll past. Take-up can be improved by printing a catalogue of your goods and distributing it by mail order. The orders are taken, staff issue receipts and invoices are issued, money is exchanged and the goods are posted to the customer.

With the Dotsquares solution there is only a Virtual Shop. No Rates, no Rent and no Counter staff. The Mail order Catalogue is created

online. No artwork costs, no printing costs, no postage costs, no mailing list costs. The Virtual Shop has a comprehensive online catalogue linked to a database of stock. When an item is selected the carriage is calculated and it is paid for with a Credit Card - *you get paid before you deliver* - The database reduces the stock numbers by one, it generates an invoice and sends it to the customer on line - *the customer prints it*, - it generates a series of logs to notify the warehouse to despatch the item, to notify the Courier Firm that there is a collection to be made - the dispatch date, the weight of goods, the delivery address. It creates a log of these events and sends an email to the customer to tell him when the goods will arrive. The courier firm prints the dispatch note and attaches it to the goods and delivers.

The database is the key. It can also handle incoming telephone calls and route them to a free operator so potential customers are not kept waiting. It can direct online queries to other areas of the website or operators.

The following is a basic list of just some of the

...your website should be earning you money
24 hours a day 365 days a year

Dotsquares are website designers who specialise in creating E-commerce sites. We can also assist you with Application development, Search engine optimisation and Website hosting.

To find out more go to our website at:
www.dotsquares.com
 Telephone 01273 773221

Website Design Static or Information sites Commercial sites E-commerce sites Flash websites Web Portal	Application Development Customised software E-commerce applications Software outsourcing Business Automation Software	Search Engine Optimisation Website Promotion Search engine submission link campaign Content Writing Pay-per-click Advertising
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  **Always.....a better way of doing things**

features that are available:

- ◆ Customer Management (Telemarketing)
- ◆ Suppliers Management (Suppliers)
- ◆ Quotations
- ◆ Purchase Order
- ◆ Sales Order
- ◆ Reporting
- ◆ Invoicing
- ◆ Connectivity to SAGE

Creating these links between the Customers database and Website Shop is the clever bit and once assembled will operate seamlessly between the Shop and the Customer. It can be designed to be updated in-house - so day to day changes are made by the site owners.

This is a simplified explanation of the procedure but it is fairly obvious that this is a money saving operation. How is it Green?

"The green office is a big extra bonus of the design", said Bankim. "There is no paper generated in the system, it can be operated by home workers so car travel and office space is reduced and with modern equipment it even saves energy to run."

So where are the costs? Bankim has created a online service via his colleagues in India. There are over a hundred technical operators who can quickly write the programming to produce a bespoke system for any company. "A system like this saves the company money every day and operates day and night anywhere in the world. It is not cheap to build such a site but we too have to be competitive and we know that our service and pricing is second to none", said Bankim. "Plus we have just achieved ISO certification so you can be assured you are in safe hands"

Company's will also have to promote the Website and increase their rating on Google, so there are other costs involved but the potential ongoing savings seem massive.

You may not instantly see how your company's services could benefit from such a system but a call to Bankim may open your eyes to the tremendous possibilities available. He is happy just to talk you through a few options.

Call Dotsquares of Brighton on **01273 773221** or 07879 462497

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