



# The Informer

you can  
**Canon**

May 2005 - Issue 6

## Back on firm ground

Welcome again to issue six of our Monthly Newsletter, I trust that you are all still enjoying the read and thankfully only one of our customers (who shall remain anonymous) contacted us regarding the 'self-cleaning photocopier' that we featured in our last edition.

Unfortunately we had to let them down gently as we were not able to oblige on this occasion.

I mentioned in the last issue that we had some very exciting products coming your way, one person that we will be introducing to you is 'Doris', you will all get the opportunity to meet her very soon. She used to be in everyone's office but her replacement can now be in yours. I will be offering each and everyone of you the chance for a free consultation and demonstration on our new document management hardware and software. This will be completely free of charge and completely non-obligatory....read on for more information.

James and I found ourselves hurtling

towards the earth at 120MPH recently as we were somehow convinced to jump from a plane in a tandem freefall and the sponsored Mini Cooper was recently put through its paces at the Nurburgring.

Remember - you still have the chance to feature in this newsletter and can use the option to create an advert for all of our customers to see.

Cheers

**Aaron Bailey**  
Managing Director



## Directors take the plunge

**On Saturday, April 23, Sales Director James Fletcher headed for Cirencester clutching - or should we say gripping onto for dear life, a present from his Partner Sarah.**

The present in question, bought for James' birthday was only a piece of paper, but one that meant that within the coming hours and dependent upon the weather conditions, James would be stepping off a plane - 13,000ft (two and a half miles) above terra firma!

James said: "I had always said that it was something that I would like to do, however it also something that you never believe that you will get round to doing or having the inclination to arrange.

"I was gob-smacked when I realised what I had been bought but the nerves didn't really kick in until the big day actually arrived."

The story doesn't end there however, fellow director Aaron Bailey thought it would be a nice day out to go along and watch James in action - but he too soon found himself strapped to a qualified sky-diver and heading through the clouds.

Aaron commented: "I only happened to remark that I wouldn't mind having a go myself, unfortunately I opened my mouth just as one of the instructors was walking behind me.

"He piped up saying that there was still room for one more and of course, I couldn't back down then. It was a fantastic experience and one that I will always cherish."

The pair were joined by John Fletcher, Former Managing Director of Abovo Copiers and the day consisted of a thorough training session before setting off on a brief journey that took the willing 'birdmen' on their 13,000ft ascent.

Strapped to experienced sky-divers, they were then ushered (and if you ever get to see the film footage their faces were full of joy and confidence!) towards the exit and one-by-one they exited the aircraft in a

tandem style journey back to the ground.

The first breath-taking 40 seconds and 8,000ft (one and a half miles) consisted of free fall where they reached speeds of 120MPH before the canopy opened above them and allowed them to float to safety while enjoying the view at the same time.

James added: "It was a terrific birthday gift. The first few seconds you are trying to catch your breath and wonder why on earth you have just voluntarily left the plane before it had landed.

"Just when you have got used to free-falling at high speeds the parachute opens and the rest of the ride is a little less frantic.

"the adrenalin is rushing through you once you have

landed and the first thing that I wanted to do was do it all again."

James, Aaron and John all landed safely and there is no truth in the rumour that next on the agenda for C&G Business Equipment Ltd is the forming of its own deaf-defying air display team. Aaron added: "It was fun while it lasted - it's just a shame we can't do it every weekend.

"We had to return to the office on the Monday morning and I feel a lot safer doing my job from there, though running a business as I'm sure many of you will agree often seems like a 120MPH journey itself."



● 13,000ft and counting - Aaron in full flight





# Product news...

In the last issue, C&G Business Equipment hinted that some exciting new products would soon become available to all of its customers - and now your chance to see how document management can revolutionise the way in which your office runs is here with a bang.

C&G Business Equipment is now offering **FREE** consultation and **FREE** demonstrations. All you need to do is contact Aaron on **01452 332270** and spare 40 minutes of

your time for a consultation, or one hour for your **FREE** demonstration.

In addition, anyone of our existing customers that wish to take advantage of this offer and see the benefits of storing, archiving and tracking **ANY** piece of paperwork that enters your office in electronic format will also receive a £10 credit against your account.

C & G Business Equipment's latest launch is Invu, so call **01452 332270** and ask for Aaron, and a **FREE** demonstration or consultation will be arranged immediately.

## ELECTRONIC DORIS



As we all know one of the biggest reasons that people have difficulty locating documents in today's offices could be attributed to the disappearance of the filing clerk. Today they are a very rare breed and tend to be present only in sectors such as legal and medical.



Filing clerks started to disappear as soon as people became able to create their own documents electronically. Important documents were no longer solely on paper, they could now be stored on a computer, on a server, a filing cabinet and sometimes all three. People throughout an organisation were now storing their own files with varying degrees of success. This was an evolution that took many years and indeed is still going on today, People never considered that any problems would occur with this situation because filing was never believed to be an issue. It was not an issue because someone else always handled it – "out of sight, out of mind".

Today a departmental manager may have the responsibility for the files in his department but he will often shift that responsibility down to the lowest member of the team. So in the days of the filing clerk, documents that required filing would be placed in a filing tray. A middle aged lady

who was often called Doris or one of her clerks would roam the office collecting these paper documents and file them according to some system that the document owner never knew.



When those documents needed retrieving, the owner would call Doris and she would locate the file and place them on the appropriate desk (or desks).

Today Doris is no more.

This means that all paper documents are filed by their owners in the same unplanned and unstructured way that electronic documents such as e-mails are. Nobody has trained the owner how to file and so the end result is that no one can find anyone else's files and often nobody can even find their own files.

How can a company in 2005 function not knowing where to locate its information? Do not forget the cost of generating those documents is very significant, so why would you pay to generate this information but choose to file it where it can never be found?





# INVU:

## COMPANY INFORMATION

Doris also did something equally as valuable as the plain filing of files.

She listened and learned; in many ways she was the conduit of lots of information that glued these documents together. She joined the company as a filing clerk at 18 and worked her way up the filing tree to the top drawer at the age of 40. Consequently she knew a vast amount of information about the company. If anyone in 2005 wanted to know about that visit we had in the 80's by the Russian tractor delegation, how would they even begin to know how to find this information? Maybe the company needs to find out why nothing ever resulted from the visit. Is it worth pushing into that sector again?

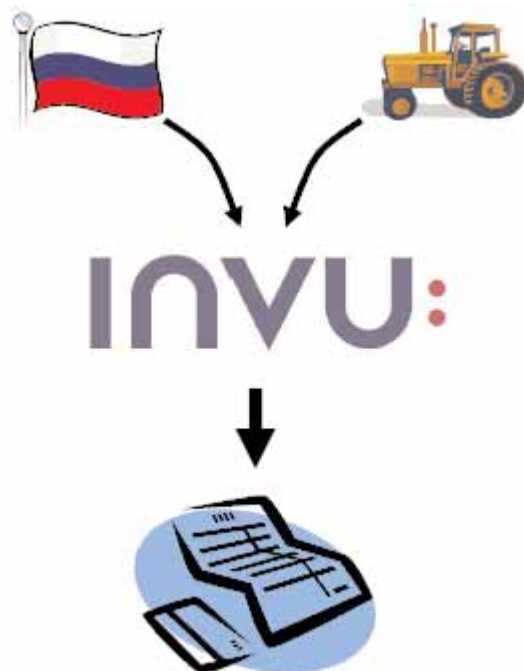
Today if no one in the company was around when it happened (or was only on the periphery) the question may not even be asked as maybe nobody would even remember this one visit. If it was asked then maybe, just maybe, you could attempt to search all the filing cabinets and all the servers for some relevant scrap of information.

But what if there were no specific documents appertaining to the visit? They would simply hit a dead end. If Doris was still with the company she would more than likely be able to recall some information, such as "That nice Mr. Zarkovsky always had a minder - they arrived in that warm summer and sweated profusely. Mr. Jones from accounts had to pick them up from Heathrow and his car broke down on the way" etc.

She may just be able to remember that Mr Jones' files were stored in the blue cabinet and from this tenuous link it may just be possible to piece together the puzzle.



**Without Doris it is a no go.**



With Invu... well it is a completely different story. A quick text search for tractors, or Russian or USSR may find the flight tickets, maybe the visa application or the date they arrived. A check on the Invu audit log would show who looked at the file and when. A quick check on all the files would confirm that on that date(s) a whole list of files were produced. Maybe the HR department could locate the whereabouts of the now retired Mr. Jones. Maybe even his old phone books might have Mr. Zarkovsky's telephone number or at least the company name. Maybe we will find an agenda and maybe a proposal or two.

If there is any data in the entire company regarding this visit, Invu will find it. It is not just managing the paper filing and the electronic filing, it is managing the data. It is the glue that holds the unwritten and uncharted data.

It is an electronic Doris but one with an unfailing memory. The company librarian is dead, long live Invu.





# Sponsorship News

## John Cooper Challenge

Over the past few weeks, Terry Britchford and his team have been putting the C&G Business Equipment sponsored Mini Cooper through its paces at the Nurburgring in Germany.

Built in the 1920's, the circuit is possibly the most challenging in the world due to its sheer length and the perfect setting for the Mini Cooper.

Around 14 miles from start to finish it is a 'mecca' for all 'petrol-heads' and the perfect setting and tester for the sponsored Mini Cooper.

Terry is currently lying in tenth place out of 27 after two rounds and is pleased with the progress both he and the car are making. Terry said: "This is my first year in the John Cooper Challenge so it is still a bit of a learning curve for me. I am happy with the results so far and I feel that I can improve upon my current standing."

Terry is assisted by his engineer 'J' and is more than aware that it is a team effort.

Terry continued: "Without J it would be an impossible task and his help both under the bonnet and the support that he provides is invaluable."



●C&G's sponsored Mini with 'grease-monkey' J

## May Day madness on its way



●C&G Business Equipment staff in action

### Maypole Dancing

Maypoles were once common all over England and were kept from one year

to the next. These were usually tree trunks or long branches and did not always resemble the maypoles of modern times. The tallest maypole is said to have been erected in London on the Strand in 1661; it stood over 143 feet high. It was felled in 1717, when it was used by Isaac Newton to support Huygen's new reflecting telescope.

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May is the month for traditional dancing round the maypole. Schools would practise skipping round the pole for weeks before the final show on the village greens. The end results would be either a beautiful plaited pattern of ribbons round the pole or a tangled cat's cradle, depending on how much rehearsing had been done.

Many English villages still have a maypole, and on May 1st, the villagers dance around it.

### Morris Dancing

Another traditional dance seen throughout the month of May is Morris Dancing. The dancing is very lively and

often accompanied by an accordion player.

Morris dancers are usually men and wear different clothes depending on the part of the country in which they dance. They are often dressed in white with coloured baldrics (coloured belts) across their chests.

There are usually six or eight dancers arranged in two lines or in a circle facing each other. The dancers may carry white handkerchiefs that they shake, or short sticks that they bang against each other as they dance.

**There are also single dancers who wear special costumes.**

## Marketing Services

This Newsletter has been produced by CDA. For further information please contact Dean Enon on 01452 621340 or [deanenon@btinternet.com](mailto:deanenon@btinternet.com) for:

- PR Services
- Marketing
- Sponsorship Management
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