

...ensuring you make the news

## Outsource Technical Support

At Newslink we understand the frustration that technology can cause, often at the least convenient time. We aim to remove this burden by providing IT support specifically tailored to the requirements of remote journalists.

speed  
reliability  
security  
support

Technology should make all our lives easier, yet all too often it adds complexity. Whether you are a journalist with limited back office support or responsible for dozens of remote staff who file back to your office, it is essential that reporting downtime be minimised. Small problems can cause significant irritation if material cannot be filed or you are sitting at the end of a line trying to assist a contributor with a technical problem.

### Service Modules

Newslink can provide any or all of the following core modules for a comprehensive IT support role:

- Operation of a 24-hour IT service desk
- Supply, support and repair of hardware and software
- Internal and external application support
- Management and reporting

Outsourcing must deliver flexibility to a company if it is to be worthwhile. Just as every media product is different so is an organisation's approach to IT.



Our approach to outsourcing enables customers to procure additional support service modules for specific time periods. For instance, it might be appropriate to outsource part of your IT function for a sporting event, such as a World Cup or the Olympic Games. Whatever level of outsource you choose to implement control remains with you through tailored Service Level Agreements.

### Pricing

Outsourcing should reduce overheads. The benefit of delivering service as discrete modules allows costs to be fixed ensuring predictable budgeting. Newslink's service modules allow direct comparison to existing internal support and deliver services against clear, measurable and repeatable service levels.

## Service Module Overviews

### 24 hour IT service desk

The Newslink Customer Relationship Team is the foundation of the outsourcing service. Each individual is selected for their ability to solve problems. They are specifically trained to provide technical support to remote journalists. Our commitment to quality assurance extends to the recording of every call so we can constantly improve support. Our support objective is simple ***to keep downtime for remote journalists to a minimum...***

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- The majority of contributors' IT issues can be quickly resolved over the phone by our experienced staff.
- For more complex issues remote support software is used to connect directly to the journalist's computer. This allows our support staff to analyse and resolve problems as well as install software updates or drivers while minimising the journalist's involvement.
- If the problem is more serious, the PC can be returned to Newslink for more detailed investigation. An emergency replacement can be immediately despatched to the journalist.



## Supply, support and repair hardware or software

Newslink has developed relationships with many suppliers to ensure competitive pricing, quick supply and a wide variety of product options.

Laptop computers and other devices such as PDAs can be configured to a predefined specification and tested prior to shipment. All orders are logged and monitored through to delivery.

Newslink will maintain a number of pre-configured replacement units that are ready for immediate dispatch to a journalist. This facility keeps journalists on the road and reporting.

## Internal or external application support

With experience in providing IT help desk support for third party software or internal applications, such as RAS servers, Newslink will happily consider any requirements you may have to outsource support.

## Bespoke filing applications

We supply both web-based and stand-alone applications to simplify the process of creating, editing, storing and filing news material. To meet exact editing and filing requirements we have developed customer specific applications.



Our starting point for any outsourcing project is an account review where every journalist receiving support will be allocated a unique user identity. This planning will ensure the highest levels of support and provide useful feedback on the activities of each journalist to management. To determine adherence to SLAs Newslink provides regular management reporting:

- Activity per user (support calls, resolutions, wire service usage, products supplied)
- Analysis of issues
- Faults raised and resolution
- New orders
- Supply log

Our approach to designing, implementing and managing your support requirements ensures that you always work directly with the same Newslink management throughout and your business is not passed to another department.

We would be delighted to discuss how outsourcing via Newslink can assist your company.

## Newslink Limited

tel: 08701 53 63 73  
fax: 08701 56 66 76  
enquiries@newslink.co.uk  
www.newslink.co.uk

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