

Business Comment

FEBRUARY/MARCH 2018

Special Report: Digital and Technology

Where data meets society
– the Edinburgh Futures
Institute

Harvey Nichols seamless
experiences pays for
retailers and customers

Edinburgh leads UK's largest
academic centre researching
robotics application to
offshore energy



Data Protection

Are you ready for the new General Data Protection Regulation (GDPR) that will apply to all businesses from the 25th May 2018?

“Everyone talks about the impact of increased fines and risk to reputation which is understandable, but this really is an opportunity to make significant changes to how personal data is processed and secured by businesses. This can only be a good thing for us all.”

Robert Buchanan, Senior Business Consultant, IT Foundations

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See what our experts had to say...



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Edinburgh leads uk's largest academic centre researching robotics application to offshore energy

Digital and technology

Welcome to the latest issue of *Business Comment* magazine, focused on digital and technology.

In this issue of the magazine, we provide a taste of the innovation which is going on in Edinburgh to ensure the city is successful now and into the future. For example, Openreach have chosen Edinburgh as one of the few cities to launch their superfast broadband Gfast technology, with download speeds up to 7x the UK average. If you want to know what that looks like – it means downloading a two-hour, HD movie in just 90 seconds.

Rapidly developing technologies have seen a revolution in our retail sector in recent years, and those who will thrive are those who are embracing and utilising the challenges and opportunities posed – such as Harvey Nichols where General Manager Louise Masson provides us with an insight into what they are doing to harness technology to provide online and instore customers with a seamless customer experience.

Of course, the Capital's world-renowned academic sector plays a key role in driving innovation and technology, and Professor

Paolo Quattrone of the University of Edinburgh talks us through the work of the Edinburgh Futures Institute, designed to provide a space for inter-disciplinary thinking and teaching.

We also hear from the Edinburgh Centre for Robotics, a partnership between Heriot-Watt University and the University of Edinburgh, that leads a recent consortium of leading universities in the ORCA project that could revolutionise the way we do business offshore. The consortium – backed by a £30 million investment – also includes the University of Oxford, the University of Liverpool and Imperial College London.

Enjoy the magazine!



Liz McAreavey
Chief Executive,
Edinburgh Chamber
of Commerce

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Innovative electric vehicle charging zones planned for Edinburgh in Scottish first

Strategic charging zones for electric vehicles could be rolled out across the Capital as part of Edinburgh's first Electric Vehicle Action Plan published in December.

The innovative zonal approach to charging hubs - believed to be the first of their kind in Scotland - are one of five key strategic objectives in the Council's Action Plan.

Electric vehicle uptake is rising rapidly across the UK and Edinburgh has more than 23% of all licensed electric vehicles in Scotland.

In 2011, there were only nine electric vehicles in the Capital, compared with 489 by June 2017. Charging points also increased from eight in 2013 to 89 by October 2017, of which 58 are publicly available.

Compared to conventional cars, electric vehicles emit substantially fewer carbon emissions. The vehicles are also cleaner with far fewer exhaust emissions, meaning they deliver direct air quality improvements.

In September 2017, the Scottish Government announced a major expansion of electric vehicle infrastructure across Scotland by 2022, coupled with a phasing out of all new fossil fuel vehicles by 2032.

Transport and Environment Convener Councillor Lesley Macinnes said: "It's very encouraging how many Edinburgh residents and organisations are demonstrating their commitment to both reducing carbon emissions and improving air quality in the city by opting for electric vehicles over fossil-fuelled ones. This new Action Plan will help the Council



and our partners maximise the benefits and opportunities of this cleaner, greener option. It will provide many more opportunities for residents and visitors to charge their cars easily and we hope this will let even more people think of switching to an electric car.

"Electric vehicles are only part of the solution to worsening air quality, however, this will work alongside the other key elements of our wider sustainable transport agenda for the Capital such as promoting use of public transport and active travel like walking and cycling."

Edinburgh's Electric Vehicle Action Plan refers to electric vehicles in a collective sense to include full battery electric, plug in hybrid and Ultra Low Emission Vehicles. This is the first

such programme for the city for the next 12-18 months and has five strategic objectives:

- developing strategic electric vehicle charging hubs
- taking a co-ordinated approach across the Council;
- collaborating with partners;
- trialling integrated smart grid charging systems; and
- encouraging wider e-mobility opportunities

The Plan proposes three strategic charging zones: Zone 1 (City Centre), which would focus on rapid charging points both on and off-street and looking at reserving use of some for the sole use of taxis, car club vehicles and public sector fleets; Zone 2 (Residential area), prioritising charging infrastructure in high density areas (eg tenements) and encouraging electric car club vehicles; and Zone 3 (Peripheral area), targeting Park and Ride sites and creating a strategic charging infrastructure ring around the periphery of the city.

In developing infrastructure across these zones, there are some issues and complexities in installing the appropriate chargers. A key action therefore, is the development of a strategic Business Case for EVs that will look at the following issues across the three zones:

- the traffic movements;
- the number of potential charging points to meet future demand;
- the best location for these;
- the type of chargers required;
- any challenges in installing the infrastructure; and
- the level of investment needed and potential revenue streams.

"It's very encouraging how many Edinburgh residents and organisations are demonstrating their commitment to both reducing carbon emissions and improving air quality in the city by opting for electric vehicles over fossil-fuelled ones."

New ultrafast broadband network launched in Glasgow and Edinburgh

The latest ultrafast broadband, known as Gfast, is now available to tens of thousands of people in Glasgow and Edinburgh.

The cities are among the first UK locations to pilot Gfast technology, offering download speeds up to 330Mbps – about seven times the UK average.^[1] People using Gfast can download a two hour HD film in just 90 seconds, a 45 minute HD TV show in 16 seconds and a nine hour audio book in three seconds.

Openreach, the business responsible for Britain's largest phone and broadband network, has so far made the technology available to more than 390,000 homes and businesses ahead of a nationwide rollout, which will see ultrafast broadband reaching 12 million UK premises by 2020.

Locations in Glasgow set to benefit include parts of the following wards: Bishopbriggs, Calton, Cambuslang, Giffnock, Thornliebank, Langside, Linn, Netherlee, Stamperland, Williamwood, Newlands, Auldburn, Rutherglen, Shettleston and the Southside. In Edinburgh, parts of the following wards will benefit: City Centre, Corstorphine, Murrayfield, Forth, Fountainbridge, Craiglockhart, Inverleith, Leith Walk, Morningside, Sighthill, Gorgie, Newington and Almond.

Andrew Hepburn, Openreach's infrastructure delivery director in Scotland, said: "It's great news that Glasgow and Edinburgh are playing a leading role in the development of this exciting new technology. Gfast will help transform the broadband picture in the UK by ushering in a new era where ultrafast speeds are widely available.

"The amount people are doing online and at the same time, from streaming high definition movies, TV, gaming and online shopping to using mobile devices over wireless broadband, is growing every year and this pace shows no sign of slowing. We need to stay ahead in order to meet the evolving needs of our customers. Gfast will allow us to do that by building on the investment we have made in fibre to date. It will transform the UK broadband landscape from superfast to ultrafast, and it will reach the largest number of people in the quickest possible time."



Gfast technology allows ultrafast speeds, which previously required fibre optic cables to be run all the way to a property (Fibre to the Premises - FTTP), to be transmitted over existing copper lines and fibre broadband cabinets.

It's enabling Openreach to make ultrafast speeds available more quickly to a much larger number of homes and businesses than if it focused on FTTP alone.

Gfast technology is expected to exceed a million premises by the end of the fiscal year.

So far, Openreach has made ultrafast broadband available to hundreds of thousands of homes and businesses across the country – using Gfast and Fibre-to-the-Premises (FTTP) services, which are both capable of delivering ultrafast speeds. More than 770,000 customers already have access to these ultrafast technologies.

The rollout of Gfast in Scotland's largest two cities, builds on the existing deployment of fibre technology across both cities, where more than 98% per cent of homes and businesses already have access to high-speed broadband.

Andrew Hepburn added: "Pilot schemes, such as the ones in Glasgow and Edinburgh, are important for us to fully test the new network in a number of different situations before it reaches millions of homes and businesses across the UK. The areas we've chosen are carefully selected based on a variety of factors, including engineering considerations and the

need to test the technology for a range of communities.

"We'd encourage anybody in one of the pilot areas to take part. You can check if you're eligible with the Openreach fibre checker by entering your postcode or telephone number."

Anybody wanting more information or wishing to check if they can get Gfast should visit www.openreach.co.uk/ultrafast

^[1] <https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/connected-nations-2017>

"It's great news that Glasgow and Edinburgh are playing a leading role in the development of this exciting new technology."



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Edinburgh technology firm celebrates 10th anniversary

Illuminate is getting ready for a busy year celebrating its tenth anniversary.

Amanda Stewart, Illuminate's Founder, said: "We will host a thank you birthday party for our clients and trusted suppliers in February, and are using the year to look at refreshing our brand and online profile in partnership with our clients,"

When Amanda established Illuminate Technology ten years ago, building trusted relationships with clients was her top priority.

The Edinburgh-based IT consulting firm set out to provide SMEs across Scotland with friendly, high-quality advice and support. The company has grown organically through word of mouth, and built a reputation for a personal, one to one service.

Amanda said: "The whole ethos of Illuminate is that we know our clients and they know the face and voice of the person they are working with.

"We believe that issues like security threats are a real and present danger to businesses, so it is vital that you know who is remotely accessing your IT.



"We have little staff turnover, so it is easy to build that relationship."

Illuminate works with clients advising, training and alerting them to security threats and has a clear message for everyone: be prepared.

The same goes for compliance with the forthcoming General Data Protection Register (GDPR) which will have major implications for organisations large or small.

"GDPR is an important topic for all SMEs to be aware of, and we have been running a series of open presentations for clients and others," says Amanda.

The Illuminate team draws on over 23 years of insight and expertise in the IT business and is always keen to offer the most up to date and efficient solution.

From day one the firm have themselves worked completely on Cloud technology making them experts on the benefits and the challenges.

"It's not appropriate for every business environment," said Amanda. "It is important to consider the needs of the business rather than taking a one-size-fits-all approach."

The future for Illuminate looks bright.

To learn more about Illuminate Technology's capabilities or to arrange an introductory discussion, visit: www.illuminate-it.co.uk

Heehaw work with Scotland Women in Technology on their promotional video



Scotland Women in Technology (SWiT) is a group initiative which aims to attract, inspire, empower and retain women by developing a community and network to help grow women's contribution in the technology. It is run by a Board of passionate and motivated technology professionals who, between them, have an impressive background in advancing both their own and others' careers

and spreading the message across major events nationally and globally.

SWiT presented the first Awards event of its kind this year, in which they chose Heehaw as their video partner. Heehaw produced a promotional video that would promote SWiT widely across their website and social media platforms. This video was used to launch the awards event in Glasgow.

Lynsey Campbell, Board member from SWiT stated that the event started with a simple idea. "We regularly review the award nominees for many female tech awards and generally see 1 or 2 (or no) names of technologists operating in Scotland. The awards are first of its kind to recognise technology talent in one room, and we have received an enormous amount of support locally and nationally to run these awards annually. We are extremely proud of what we have been able to achieve."

Sami Young, Heehaw Producer Director, said "It was an honour to work with SWiT and film inspirational women working and teaching in technology. The aim of the video was to show that SWiT celebrate women in technology and nurture young talent. To really portray these messages and inspire the women attending the event we decided to take the audience on a journey through a history of female innovators, transitioning into women working in technology now. We adopted the message "They are...us" allowing women at the event to realise their potential and how much of an impact they have within the technology sector in Scotland."

Video Link: Public Heehaw Vimeo Link
<https://vimeo.com/240159776>

More information on Scotland Women in Tech: <http://scotwomenintech.com/>

More information on Heehaw:
<http://heehaw.co.uk/>

Name: John McClarey
Business name: Business Fives Ltd
Start up date: April 2016
Website: www.businessfives.co.uk



John McClarey

Tell us a bit about your business?

We run corporate sports events that bring businesses and colleagues together through sport whilst raising money for charity at the same time. Business Fives is Scotland's national business five-a-side tournament and Business Fours is Scotland's national business golf tournament.

What makes your company unique?

We are a Socially Conscious Business with a clear mission: To create a new, exciting atmosphere and network for professionals to meet new connections through playing sport. We strive to have a positive impact on Scotland's communities, helping businesses support local charities and promote CSR. We also have a company commitment to donating 10% of all revenue to charity.

What motivated you to set up in business?

I have always been obsessed with sports and since starting my career I have grown passionate about business events. With a strong entrepreneurial spirit I decided to set up a company that combined these passions and Business Fives was created.

How many staff do you manage?

Day to day it's just myself running the business...for now.

How long have you been trading?

Just over a year and a half

What do you like most about running your own company?

Being able to make my own decisions and focus my efforts on what I enjoy doing the most, which is getting out there and meeting new people.

What has been your greatest business success to date?

Undoubtedly our biggest success so far was our most recent Summer season where 98 companies took part raising £19,600 for various charities in the process.

What has been the hardest part of setting up your own business?

Time Management is something I struggle with but the most challenging part is dragging yourself into a positive state of mind when things don't appear to be going your way. Refocussing on our company mission always helps.

In terms of business achievements, where do you want to be within the next 5 years?

We have strategically selected sports with a broad appeal to ensure we can enter new

markets. Having initially hosted events in Edinburgh we have scaled up successfully in Glasgow, Aberdeen and Dundee. In five years' time we hope to have diversified our event portfolio into new sports and cities across the UK and Ireland...and beyond.

What advice would you give to someone thinking of starting up their own company?

Join the Chamber, obviously! It was one of my first acts in my first week of setting up the company I believe partnerships and collaboration are a great way to expand your network. To steal a quote from Happy Gilmore 'Harness the good energy and block out the bad' don't let people belittle your idea and instead inspire others to buy into your vision and come with you on your journey.

SortmyPC announces rebrand and launches as IT Centric

This month SortmyPC are delighted to unveil its new name, strapline and logo which reflect both the evolution of the company and its vision for the future. Having grown over the last 14 years, from an office in a garden shed, to one of Edinburgh's largest Managed IT Service providers, it was recognised that the SortmyPC name no longer reflected the core business offering of the company.

Working closely with Scooter Digital to create a new company name and identity, IT Centric communicates the organisation's unique approach, which combines advanced support technology with friendly, professional delivery. The IT Centric ethos is to provide innovative solutions and think creatively to meet the needs

of its clients – they firmly believe there's always a solution!

Gordon Sayers, Managing Director explained: "SortmyPC has served the business well for the last 14 years. However, the growth of the business and breadth of our service provision meant that we had outgrown the name - we now do so much more than fix PCs! IT Centric is a perfect fit for the business and will carry us forward into the next 10 years."

IT Centric is a managed IT service company based in Edinburgh. They currently provide high quality outsourced IT support & managed services to organisations throughout the Central Belt.

The business offering includes security & data management; managed back up & antivirus software; cloud services; VOIP & broadband; network infrastructure design & maintenance and server solutions. In addition, IT Centric offers IT consultancy, audit & reviews and frequently undertake bespoke large scale IT projects.

Find out more by visiting our website www.itcentric.co.uk or call **0131 477 2644**.



Our first year with the Edinburgh Chamber

Chris Phillips

Loch Employment Law

Almost a year has passed since we first became Chamber members and only 18 months since we started the business in Edinburgh. In that time, we've recruited, expanded and networked as never before and our membership has been part of that journey. We've made new contacts through speed networking, net-walking, business breakfasts and seminars. We've delivered training through the Chamber and had a great night at the Edinburgh Business Awards, seeing one of our clients win the award for innovation in business.

What's interesting to consider is just how much technology plays a part in what we all do, from networking to service delivery. We invest in our websites and strive to get our name on top when customers search online for the goods and services we provide. Networking follow-up means using LinkedIn to connect with members who we've met. LinkedIn is also a valuable recruitment tool and a great place to share content and showcase the expertise we all have to offer.

For recruiters, using LinkedIn goes beyond making connections. It's a vital tool and one reason we all get requests from them as they work to expand all-important networks. But if you own a recruitment business and pay staff to network like this, do you have any say in what happens to that database when they move on? The answer is; probably, if the employment contract and social media policy are well-worded. But human nature being what it is, departing staff still see the contacts as "theirs" so reminders about policy need to be front and centre when a resignation lands on your desk.

Digital platforms have also redefined many business relationships and kept lawyers and the law struggling to keep pace. In our first year of membership we've seen a string of cases work their way through the courts as judicial guidance is reshaped to reflect commercial reality. For example, as I write the European Court of Justice is deliberating over a Spanish case to decide whether Uber is a transport company which should be subject to licensing and regulation or whether it's just an online platform providing an app connecting customers with a self-employed taxi driver.

For business, technology can also be a blessing and a curse. Threats on Twitter have been much in the news this year and although social media can be a great way for businesses to engage with customers, ill-judged posts run the risk of reputational damage. We've all heard about or even experienced first-hand the staff member becoming "friends" on Facebook with a client and then complaining about their employer on line. It doesn't reflect well on the business and crosses important professional boundaries. As an employment lawyer with 22 years' worth of war stories, it's no surprise I stress the need for policies and training to make sure staff understand how social media should and should not be used.

Facebook can be an employee's undoing in other ways too. It might seem a good idea to post pictures of a night out but not when you're signed off as sick. And not when you've shared it with managers and colleagues who can't see the funny side while they're back in the office trying to take up the slack. While these situations can sometimes be explained, posts of staff messing about at work, particularly where there's been property damage or compromised health and safety, rarely end well. Online Misconduct now forms a big part of our work.

While technology can provide tremendous benefits for business it needs to be used with thought and care. For us, the benefits of technology



Chris Phillips

and our Chamber membership are clear. We've identified great local suppliers and made strong connections. The publicity and support we've had through the Chamber's social media platforms has been invaluable in promoting our events and other activities. For us though all the tech in the world is no substitute for picking up the phone and arranging some proper facetime.

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Career development specialist goes from strength to strength



Edinburgh-based company The Placement Factory is forging ahead, building links with clients across Europe, despite being in business for little more than two years.

The Placement Factory is an international career development specialist offering bespoke training opportunities to graduates and undergraduates, field research programmes for professionals and development program partnerships with international educational organisations.

Their partners and clients include Scottish businesses, international educational bodies and students from both universities and vocational education. The team take a personal and caring approach to meeting the needs of each stakeholder: the student, the business and the school – working hard for the benefit of all.

As founder Fanette Genais Macpherson comments: "I was keen to develop a service where trust, quality and real professional development could be gained by both students and businesses. I love working with a wide variety



of businesses and seeing the positive impact our services have on both the employers and the interns is really satisfying."

Set up by Fanette in just November 2015 and active from September 2016, The Placement Factory has grown from an initial intake of just four students to having placed 148 interns. Having

forged strong relationships with educational partners in Finland and Spain, the Placement Factory team is now working with clients across France, Holland, Germany, Norway and Italy. Looking to the future, they hope to build links in China and North America too.

Interns are drawn from a wide talent pool, as Fanette explains: "We have many super talented young graduates/undergraduates in all areas from new technologies to service industries, from finance to the building trade, and everything in between."

Students have now been placed with over 50 businesses in and around the Edinburgh area; all of whom benefit from a highly motivated additional member of staff, with a fresh perspective and professional skills from their home country.

The Placement Factory is looking for new businesses with whom to work in Edinburgh and Glasgow - perhaps your business could be one of them?

To find out more about their services and to get in touch, contact: fanette@theplacementfactory.co.uk



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Perfect partners to deliver diversity

Thomson Cooper Accountants are delighted to become an official Edinburgh Chamber of Commerce Partner in Enterprise. Established in the 1940s, Thomson Cooper has grown into a dynamic organisation offering a diverse range of services.

What's in store?

In a word – collaboration! Thomson Cooper will be working with the Chamber to provide business support initiatives, aimed at improving the performance of your organisation. Through their Business Development Programme (BDP) which has been running for over 20 years, they have a considerable track record of delivering knowledge sharing opportunities addressing the real issues facing the business community, endeavouring to fill knowledge gaps and create opportunities.

Join the online revolution!

One specific area of expertise is online accounting. Harnessing the cloud, there is a wealth of reliable, affordable options which offer great opportunities for businesses to revolutionise their processes. Advanced

features facilitate smarter, faster workflow. These solutions integrate with a wide ecosystem of other apps allowing streamlining of the entire business, not just the accounting function. In real terms, they make life easier.

Top Tech Training Team

Thomson Cooper does more than just recommend software. Led by Partner Elaine Cromwell, an industry award-winner, their team of accredited trainers delivers relevant, up-to-date and accessible software training and advice for a wide range of sectors.

Time well spent

Partner Carrie Campbell commented: "Joining the Partner in Enterprise programme was not a decision we took lightly. We looked upon it as an opportunity to engage with our fellow



Carrie Campbell

Elaine Cromwell

members and to deliver support that produces tangible benefits. The calibre of membership is excellent and we want to grow our BDP to reach new audiences, therefore the question is ...what support would benefit you? Speak to your Chamber account manager and help us Build Your Business in 2018."

NEW MEMBERS

Alzheimer's Research UK

Borthwick Castle

Corruption Deterrence Limited

Curtins Consulting Engineers

Discover the World

Eden Locke

Electrical Testing Services (ETS)

Elite Dry Cleaners

Ellendale Environmental

Euler Hermes

European Rolling Paper Association

Events by KMB

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Fiona Gray

Gary Donaldson

GIC Capital LTD

Health in Mind

High Tide Media LLP

Judie Wang

Kathryn Louise Lovegreen

Katie Higgins

Kenza Akroum

Lakel Gateway Limited

Lang Atholl Ltd

Laura Macmillan

Lewis Robertson

Lucia Guiffrida

Medtronic Aircraft Medical Ltd

Melissa Stevenson

Milburn Lewis

Mortgage Advice Bureau Network

Partner Scotland

My Ayurveda Scotland

Napier University

Oliver Samuel Der Hovakimian

OnlyExcel

Sell More Tickets

SGN

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Smart Compliance Ltd

Sputnik UK

Teapot Trust

The Scotch Malt Whisky Society

Venesky Brown Recruitment

Workflo Solutions

10 TOP TIPS TO GET YOUR EMPLOYEES TO BUY INTO NEW TECHNOLOGY

Name: Martina Corr

Business name: Commsworld

What you do in 20 words: Marketing Executive for Commsworld, Scotland's largest indigenous "next generation network" operator and internet service provider (ISP)

1. Communicate: Engage with your employees early on, encourage team collaboration and gather their input – communication is critical to the change process.

2. Help them see value: Resistance is normal, it is one of the main and most common barriers to full user adoption. Employees need to see the benefits of new innovations, particularly how they relate to their role. Is it going to make their life easier? Will it save them valuable time? Make an effort to communicate the positive difference the new technology will make to both them and the wider business.

3. Appoint an employee champion: An employee champion can communicate the 'big picture', they will be vital in influencing others and help to persuade colleagues to embrace the coming changes. As they will be seen as the 'go to' person they will be able to provide ongoing support but also feedback any objections arising.

4. Give them the skills: Resistance can stem from fear. Fear of the unknown, fear of lack of knowledge and skills, and fear of getting something wrong. Managers and team leaders should understand knee jerk reactions come from less tech-savvy employees because they haven't been given proper training in how to use new technology. A small investment in training at the start, can reap real rewards in the long run.

5. Provide the right content, at the right place, at the right time: New technology roll-outs can be complex, but that doesn't mean the user guides or training sessions should be. Use short, bite-sized chunks of visual content that is easy to digest in their own time.

6. Choose the right technology: It's a lot easier to introduce new technology that is relatively simple to use and has a nice, user-friendly interface. It also needs to be right for your business – there's no point in investing heavily in something you'll never use.

7. Face-to-face: When change is happening sometimes face-to-face is better, there is no chance of messages being taken out of context, seeing someone in person speak about the changes passionately can in fact breed excitement.



Martina
Corr

8. Use technology to your advantage: Employees spread across multiple sites? This isn't a problem when you can take advantage of the technology available today. Commsworld regularly uses video conferencing and web chat as a way to communicate between our offices in Edinburgh, Glasgow and Aberdeen, as well as with clients and partners UK wide.

9. Encourage adoption: Introduce the new technology as soon as possible and try to make it part of their everyday routine so that employees can start to familiarise themselves with the new way of working. Keep them up to date with the progress and highlight the positive impact it is having throughout the business.

10. Listen: The more you listen the more your employees will engage and the more insight you will gather to keep improving the new ways of working.



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Royal Bank of Scotland Entrepreneurial Spark Business wins top award for anti-piracy technology

Edinburgh-based innovative start-up company ARX Maritime has won "Best Security Product or Service of the Year". The maritime technology company was awarded the title at The Safety at Sea Awards for their Anti-Boarding and Climbing barriers (ABaC).

The easy to install barriers have been developed to significantly increase the chance of a ship and her crew surviving a boarding attempt. The barriers deflect ladders, grappling hooks and climbing poles, to considerably reduce the risk of piracy, hijacking, kidnapping and robbery. The need to prevent an attack is ever more relevant as the military presence decreases in some of the world's highest risk piracy areas. With factors like this having a huge impact on maritime security, companies such as BP have chosen ARX ABaC barriers as the safest way to protect their vessels.

ARX Maritime is a technology company driven by innovation. Its mission is to transform the world of maritime operations with their new cutting-edge systems and hardware. The company was launched in April 2014 and started trading in summer 2016. The

company was founded in Edinburgh, where their HQ is now stationed at Royal Bank of Scotland Entrepreneurial Spark programme in Gogarburn.

Powered by the Royal Bank of Scotland, Entrepreneurial Spark is the world's largest free business accelerator for start up, early stage and growing businesses from all sectors. Royal bank of Scotland provides entrepreneurs who are selected as part of the Entrepreneurial Spark programme with free facilities and Wi-Fi, access to the banks networks and suppliers, and free business advice. Applications for the next intake have just opened and you can find out more information at www.entrepreneurial-spark.com.

The Safety at Sea Awards, sponsored by IHS Markit, identify innovation and excellence in the maritime safety sector. The panel determined that: "ARX's anti-boarding and climbing system is simple, robust and visible – a welcome addition to shipboard security that saves time in deployment. It's very visible from the sea, a huge deterrent and stows easily in port when not required."

Steve Regis, Chief Operations Officer of ARX Maritime was at the London event to collect the award. He said: "ARX is humbled by this award. We have been on a journey from a product concept through to making a real impact in the maritime industry, the award is recognition of that. We hope that this award will set the foundation and the platform for our partners and customers to continue to trust in us and join us on that journey.' He also added 'We would like to thank IHS Markit and the judges for selecting ARX Maritime and as we keep innovating new products and services, we plan to return next year!'"

Fay Weir, Entrepreneurial Development Manager Royal Bank of Scotland said: "This is a great achievement for ARX and is testament to the fantastic entrepreneurial spirit we have in Scotland. Great ideas, along with the business support offered by the royal bank of Scotland at the entrepreneurial spark accelerator, can really help businesses grow, scale and succeed."



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Are businesses ready for the GDPR?

Here's what our experts had to say...



Ian Pilbeam
Managing Director, HR Dept

Who will be affected by the GDPR?

If you are a business trading in the UK, you will almost certainly be required to comply with the new regulations. Only people who are processing personal data in the course of their own exclusively personal or household activity are exempt – any one outside of that definition, including sole traders working from home, are highly likely to come under the scope of the GDPR.

My company is small – how likely am I to be a victim of a data breach?

Don't be fooled into thinking that your firm is less likely to be targeted by cyber hackers

than a large corporation. Research by the Federation of Small Businesses shows that SMEs are in fact more likely to be targeted than bigger firms.

How does the GDPR differ from existing data protection regulations?

Many of the principles of the GDPR are much the same as those under current law, so a lot of what you do under the Data Protection Act (DPA) will remain valid. But there are some key differences:

- **Scope** – the DPA only covers the UK, while the GDPR covers any organisation that holds or processes personal data of EU citizens, regardless of whether the company is based in the EU or not. As such, this will affect UK companies, regardless of Brexit.
- **Opt-in** – under the DPA, a negative opt-in was all that was required (ie tick here if you don't want to receive communications). Under GDPR, you must secure positive opt-ins.
- **Subject access requests** – under the DPA, organisations can charge a reasonable fee for data requests, can take up to 40 days to respond, and the right of a data subject to have their data erased is a matter of common law. Under GDPR, personal data requests will be free, they must be met within one calendar month, and data subjects have the explicit right to have their data rectified or erased.

■ **Breach reporting** – currently, it is only mandatory to report a data breach if the breach is also covered by the Privacy and Electronic Communications Regulations 2011. Under GDPR, all breaches must be notified within 72 hours if the breach is likely to result in a risk to an individual's rights and freedoms.

■ **Enforcement** – the maximum fine of a serious breach under the DPA is £500,000. Under GDPR, there's an upper limit of €20m or 4% of global turnover.

Where do I start?

Don't panic! It's not yet too late to get ready, as long as you start now.

The Information Commissioner's Office (ICO) has prepared an excellent 12-step guide to preparing for the new regulation.

The new regulations will cover all aspects of your business, so your full range of inhouse or outsourced experts need to be involved, including IT, HR and Marketing.

Your HR department will be crucial to preparing your business to comply with the new GDPR in regard to data held on employees, contractors, volunteers and job applicants, so if you don't already have one, or you need extra help, get in touch with The HR Dept – we can provide support to make sure that you're GDPR compliant well-ahead of the May deadline.



Douglas McLachlan
Partner in Anderson Strathern's Data Protection & Privacy Team

The General Data Protection Regulation (GDPR) comes into force in May this year, with fines for non-compliance reaching as high as €20m or 4% of global turnover, whichever is higher.

And I bet you're glad to finally be ready it. What a rollercoaster ride it has been setting up project teams, conducting information audits, mapping out data flows, assessing processing conditions, deleting old data, preparing GDPR Policies and Procedures, updating Data Sharing and Data Processing Agreements, putting a Privacy Notice in place and appointing a Data Protection Officer to oversee all compliance going forward.

Now we can enjoy the next 4 months, safe in the knowledge that we're more than ready for the new rules. We may even manage a wry smile when we hear of some poor sap that hasn't even started yet. Can you imagine? I mean, who'd want to be in their shoes?

I'm joking, of course!

Don't ask me to prove this statistic, I recently heard someone say around 61% of Data Controllers haven't started their GDPR compliance exercise yet. I think even that sounds optimistic! And while I doubt the Information Commissioner will fine you 20M Euros right away, it'll only be a matter of time

before she finds someone who should know better and gives them a good kick.

Anderson Strathern's GDPR Team has been working flat out over the past 8 months advising clients on getting their act together in time for the GDPR coming into force. We have found that it is the public and education sectors together with heavily regulated businesses that have been leading the charge. They already have data protection or regulatory compliance teams and usually have sufficient governance drive and resources to dedicate a team to the issue.

Everyone else, particularly SMEs, lag far behind.

Nevertheless, we're seeing that changing. My advice for how organisations can best prepare for the GDPR changes in May this year is seek advice as soon as possible. The trickle of GDPR instructions from larger entities is now rapidly becoming a stream of SME enquiries. You should call a GDPR lawyer before that stream becomes a flood and that flood becomes a tsunami. They're going to be difficult to get hold of come 25 May 2018.

Britannia celebrates best year ever since opening 20 years ago!

As The Royal Yacht Britannia, in Edinburgh, prepares to mark 20 years since opening its doors to the public in 1998, the team is also celebrating a remarkable achievement, ending 2017 with a phenomenal 390,482 visitors, the highest number of visitors ever recorded. This also represents a 12% year-on-year increase on 2016.

Commenting on this success, Chief Executive of The Royal Yacht Britannia, Bob Downie said, "2017 was a phenomenally busy year and it's a great tribute to the professionalism of our staff that we also retained our position as Scotland's Best Visitor Attraction for a record 12th year in a row."

2018 is due to be another landmark year for the famous ship, marking 20 years since opening its doors as a visitor attraction in Edinburgh, together with the opening of Fingal in summer, a major £3.5million luxury floating hotel and events venue by Britannia's trading company, Royal Yacht Enterprises.

Bob continued, "This success could not have come at a better time, as we look forward to



the launch of our new 23-bedroom luxury hotel accommodation and unique events venue, on the former Northern Lighthouse Board tender, Fingal, opening in the summer of 2018."

Bob and his team at Britannia are wholly committed to providing an exceptional

customer experience for visitors and delivering great value for time and money, as demonstrated by the very high percentage of Excellent Reviews on TripAdvisor. To date, over 5.6 million people from across the world have had the opportunity to experience the five star visitor attraction.

More than 90% of cyber attacks are 'preventable', says security specialist

Cyber Security and intelligence specialist Intelligencia Training has warned that too many organisations are still failing to take the threat from hackers seriously and that 2018 will have to see a big change.

Recently published statistics have shown that more than 90% of cyber-attacks are directly linked to user error or lack of awareness and are, therefore, preventable.

Nick Atkinson, Intelligencia Training's Commercial Director, said: "Our work has shown that awareness of cyber security is lacking in far too many organisations, despite all the publicity about security breaches.

"To have research showing that more than 90% of security breaches are preventable is truly shocking and the situation is unlikely to change in 2018 unless companies start taking cyber security more seriously."

Nick predicts that the Cyber Stars initiative will become increasingly popular in 2018 as a cost-effective solution to tackle the threat and develop a cultural change towards how organisations perceive the cyber threat.

Intelligencia deliver sessions utilising the Cyber Stars initiative, which has been designed and

developed by cyber security experts and is an on-site one-day course which gives people an improved understanding of cyber security.

It is the only programme of its kind backed by a nationally-recognised qualification and access to ongoing learning materials via the Cyber Stars e-learning platform.

Nick also predicts that 2018 will see businesses making better use of data and analytics, something in which Intelligencia Training specialises, including offering the Level 4 Diploma in Intelligence Operations training to organisations across a range of sectors.

He said: "Many organisations within public and private sectors have now identified how the effective use of intelligence-led data and analysis can add significant value in relation to the decision-making processes.

"Government agencies, local authorities, banks, insurance providers, utilities providers and large retailers are now utilising the innovative Level

4 Diploma in Intelligence Operations, which was developed in conjunction with military intelligence operations as a method to raise the intelligence and analytical skills of key personnel across a range of departments.

"Being able to standardise training and professionalise the way in which intelligence is used, offers significant benefits to many sectors and organisations. Many more are planning to make effective use of this cutting-edge qualification and training programme in 2018."

You can read more about Intelligencia Training and their specialist training programmes at www.intelligenciatraining.com



"Many organisations within public and private sectors have now identified how the effective use of intelligence-led data and analysis can add significant value in relation to the decision-making processes."

OPEN FOR BUSINESS: Fintech comes of age

Did you feel the earth move on 13 January? This was the day when what's been described as one of the greatest shake-ups of personal finances came into force.

Open Banking in case it has passed under your radar - along with 92% of the people questioned in a recent Which? survey - forces the UK's biggest banks to share customers' financial data with other companies, providing customers give their permission.

Why this assault on banks' precious data vaults? Because the Competition and Markets Authority (CMA), among others, believes it will encourage healthy competition in the personal financial marketplace. No bad thing when a mere 3% of people switch accounts in any year, according to CMA.

Perhaps more importantly for the fledgling fintech sector, Open Banking paves the way for the development of a gamut of innovative products and services set to revolutionise everything from money management and lending to payments. So, while the introduction of Open Banking may not have been greeted with a fanfare, it's sure to have been celebrated with plenty of fist bumps among the nation's fintechies.

Plot those fist bumps on a map and you'd find the greatest concentration outside London in Scotland's capital. Home to one of Europe's largest financial centres and an international technology cluster, not to mention a seemingly fathomless talent pool, technology incubators like CodeBase and initiatives including the Data Lab and CodeClan, Edinburgh has all the components of a thriving fintech ecosystem.

Crucially, it also has the success stories to match. Multi award-winning investment wrap platform Nucleus, AIM-listed accountancy software firm FreeAgent and personal financial performance app Money

Dashboard were all founded and continue to thrive here. Other fintech companies that helped Edinburgh secure its 2017 listing as a fintech hub by the Global FinTech Hub Federation include The ID Co., Zonefox, Symphonic Software, Wallet Services, Payfont, Float and LendingCrowd.

"With the Open Banking directive forcing banks to share their data with other companies, these are exciting times for the fintech community," says Mark Westwood, Technical Analyst at Jumpstart, the UK's leading R&D tax credits specialist, who is actively engaged with the sector. "Jumpstart's on hand to help fintech companies capitalise on the emerging opportunities. By enabling them to make the most of the Government's R&D tax credits scheme, we're securing companies thousands of pounds to finance further development.

"The key point for fintech companies to realise is that 'fin' isn't a science or technology. So no matter how innovative the financial product or service may be, it won't on its own qualify for R&D tax credits, as one of the companies we've helped found out to their cost," says Mark.

Leading peer-to-peer online lending platform LendingCrowd had submitted a claim themselves, which HMRC then challenged. "Jumpstart helped rescue us from a bad situation," says Mike Allan, Director of Operations, LendingCrowd. "They proved they had the experience in dealing with HMRC's R&D tax relief scheme, coupled with an impressive technical knowledge to back it up."

"Where we're finding eligibility instead," continues Jumpstart's Westwood "is in

the 'tech'. So, if you're integrating existing security software into your other systems, developing APIs that power these new products or software to speed up the analysis of data, designing solutions to store that data or perhaps refactoring an app you've previously 'lashed together' to make it more robust and scalable now that it's proved to be the overnight sensation you hoped it would, come and talk to us.

"Just like Open Banking, the R&D tax credits scheme may have had limited awareness to begin with. But if fintech shows the same ongoing growth as R&D tax credits, it has a very bright future ahead."



Mark Westwood has 30 years' experience in software development. He has spent a decade working on high-performance scientific programs running on supercomputers for the oil industry. Mark was present during the original City big bang in the late '80s, working in the IT departments of blue-chip financial and insurance firms. He regularly works with clients in scientific and engineering software, fintech, mobile application development and big data.

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Nic is the founder of Edinburgh-based OnlyExcel and Quotespace – both dedicated to solving problems and saving time. He improves operational efficiency through the

design and implementation of management processes and bespoke software applications.

“A typical problem we solve is excessive time spent creating professional sales quotes or proposals. Automation of the time-consuming elements has saved our clients anywhere from 30 minutes to 2.5 days per proposal. Additional benefits tend to include improved consistency of process, sales conversion rates and ability to scale.”

“In addition to custom builds,” continues Nic, “there’s a growing market of niche ‘off-the-shelf’ solutions for business processes, which are further driving down costs for clients. **Quotespace** is our own product – a quotation system developed specifically for small businesses to generate complex sales quotations quickly.”

Nic Clark, 0131 513 9668

nic@onlyexcel.com

OnlyExcel Case Study, Brightwater

Brightwater is a Scottish commercial water utility company which offers discounted water rates to businesses. They commissioned the design and build of a bespoke estimation system to support them in taking advantage of the de-regulation of the business water market and gaining rapid market share.

Working in partnership with Brightwater we created a web-based application that:

- Operates as a portal for employees, affiliates and senior management
- Interrogates a national database of over 1.9m meter readings and over 225k supply points
- Generates instant, branded PDF estimates to any of the 195k Scottish business water consumers
- Performs user activity tracking and KPI reporting



“We have seen a marked improvement in efficiency and productivity since we launched the system. The team have excelled in all aspects of the project, took the time to fully understand our business and what we were looking to achieve. We’re already working on the next phase of this platform.”

Rich Rankin, Managing Director - Brightwater

2018 – a year of opportunity but even greater security challenges lie ahead

Scottish business AST Risk Consultancy & Training Services Ltd is predicting that 2018 will present businesses with a greater range and complexity of security challenges as technological development gathers pace.

Company founder Alan Stenhouse, who has spent his career advising businesses of all sizes on security, believes the pace of change must be accompanied by an increased understanding of how to tackle the potential risks that new and emerging technology brings.

Alan said: “The pace of innovation and technological capability will undoubtedly continue, if not increase, in 2018.

“Businesses will continue to transform the way they work, adopting greater digital focus and becoming more agile to exploit back office optimisation through automation.

“Organisations will also continue to explore usage of the Internet of Things to gain competitive advantage.

“Clearly, there is a strategic threat from disruptive technology. However, this also brings significant opportunities in which to develop services or consumer products that really stand out from the pack.

“With increasing dependency on customer information, intellectual property or HR records being held in digital format, businesses will also look to greater use of Cloud Services or outsourcing for data processing, storage or back-up facilities.

“However, they must be confident that suppliers have established strong security protocols to stave off the cyber threat.

“Businesses will require assurance that their data is safe and secure from attack so their focus on Supply Chain or Vendor Risk Management has to increase.

“This is essential as we approach the GDPR live date on May 25th where more punitive fines will be levied for data breaches where organisations are found to be negligent in approach.

“Let’s also be clear, the cyber threat is not going to go away anytime soon and will continue to become more sophisticated and disruptive in 2018.

“As technology advances, it is critical that the risks associated with these new capabilities are fully understood and managed. If not, we are merely opening new avenues in which attacks can be perpetrated.

“All in all, we should not be fearful as we head into 2018, albeit I fully expect that manifesting a cyber awareness culture through staff behaviour must be a key focus for organisational training and awareness programmes if we are serious about effectively managing the threats that lie ahead.”

Alan advises businesses of all sizes on information and cyber security. AST Risk Consultancy & Training Services can be contacted at

Web: www.astriskconsultancy.com
 E mail: as@astriskconsultancy.com
 Tel: **07969 050393**

IT Governance opens Edinburgh-based office to support Scottish businesses with GDPR compliance

The General Data Protection Regulation (GDPR) comes into force on 25 May 2018, placing greater accountability on businesses processing the data of EU residents

It supersedes the UK Data Protection Act 1998 and marks a wide-reaching and significant shift in the way that organisations must protect personal data. It grants data subjects several new rights, including the right to judicial remedy against businesses that have infringed their rights. The new Regulation requires organisations to adopt appropriate measures to the risk and implement “technical and organisational measures” to protect personal data.

Compliance is not a choice and time is short

GDPR compliance is not just a matter of ticking a few boxes: the Regulation demands that you demonstrate compliance with the data protection principles. This involves taking a risk-based approach to data protection; having appropriate policies and procedures in place to deal with requirements for transparency, accountability and individuals’ rights; and building a workplace culture of data privacy and security. With the appropriate compliance framework in place, not only will you be able to avoid significant fines and reputational damage, you will also be able to show customers that you are trustworthy and responsible.

Train your in-house resources with Edinburgh-based certified GDPR classroom training

To prepare for the GDPR, it is essential that staff tasked with the compliance project are trained on the Regulation. IT Governance’s ISO 17024-accredited GDPR Foundation and Practitioner training courses offer a structured learning path to equip practitioners, managers and those involved in the compliance project with the specialist knowledge and skills needed to deliver GDPR compliance.

Delegates who attend the one-day EU GDPR Foundation course will gain a comprehensive introduction to the GDPR, and a practical understanding of the implications and legal requirements for organisations.

The four-day Certified EU GDPR Practitioner course builds on the GDPR Foundation qualification to equip participants with the knowledge and operational skills to build, implement and manage a compliance programme under the GDPR. The courseware includes a data protection impact assessment (DPIA) tool to help assess and address privacy risks, and a GDPR compliance gap assessment tool to help prepare a compliance plan.

To date, IT Governance has trained more than 2,500 professionals on the GDPR, and offers GDPR training dates and locations across UK and Europe, as well as in-house.

2018 Scotland training schedule All courses are in Edinburgh

EU GDPR Foundation	January 22
EU GDPR Practitioner	January 23-26
EU GDPR Foundation	March 19
EU GDPR Practitioner	March 20-23
EU GDPR Foundation	April 23
EU GDPR Practitioner	April 24-26
EU GDPR Foundation	May 21
EU GDPR Practitioner	May 22-25
EU GDPR Foundation	June 18
EU GDPR Practitioner	June 19-22

IT Governance is a leading global provider of IT governance, risk management and compliance solutions, with a special focus on cyber resilience, data protection, the PCI DSS, ISO 27001 and cyber security. Following the announcement of Scotland’s Cyber Resilience Strategy for the public sector, IT Governance will open an office in Scotland in early 2018. This will be our third office, with offices in Drogheda, Ireland, and the head office in Ely, Cambridgeshire. As we have a strong background in cyber security, we are well positioned to aid the Scottish public sector with the changes required to comply with upcoming cyber security measures and to address the challenges of GDPR compliance

The GDPR will increase privacy for individuals and give regulatory authorities greater powers to take action against businesses that breach the new laws.

What does it mean for your business:

Tough penalties:
fines of up to
4% of annual global revenue or
€20 million whichever is greater.



Obtaining consent for processing personal data must be clear, and must seek an affirmative response.



The appointment of a **data protection officer** will be mandatory for companies processing high volumes of personal data.




www.itgovernance.co.uk

Seamless experience pays for retailers and customers

Harvey Nichols in St Andrew Square demonstrates yet again – if more proof were needed – that our retail habits are increasingly changing to reflect the digital way we now live much of our busy lives.

The move to personalising the convenience of the online experience continues to drive much of what retailers are doing, covering all aspects of retail from researching items to buy or payment.

And those retailers who are best tackling the new opportunities, such as Harvey Nichols, are also seeing a less obvious benefit than a rise in the sales line – with online activity actually helping drive in-store footfall as well.

Louise Masson, General Manager at the St Andrew Square store, was happy to report a positive festive trading period.

She said: “We’ve seen a second year of good, positive growth in our business over November and December. As well as the city performing well, we are also seeing a post-Brexit effect with overseas visitors coming to the city, a rise in customers from Asia and in particular, China.

“That growth has been across the board, with higher levels of sales in all product areas.

“Our online business continues to grow, and I suspect this is reflected across all luxury markets. Not only are we seeing an increase in online purchasing, but also a big increase in people researching their potential purchase online before coming into the store to buy.

“There is no doubt that the second half of November is now a very important trading period with Black Friday being a main driver

in the UK retail sector. However, we are now seeing this trend spread over the whole month rather than being solely focused on one day.

“We understand how important both our instore and online service is to ensure our customers received a seamless and personal experience.

“At Harvey Nichols we are devoted to offering a personalised service to all our customers both instore or online; whether that is through email, or via social media, we are committed to ensuring our communications are relevant, valid and useful for the customer.”

Smart technologies that can even allow fitting room mirrors to communicate with customers are also available, and retailers are increasingly conscious of the need to use the digital options that technology-savvy customers will come to expect.

However, the new technologies don’t just afford new potential routes to market – they can also open up new business by making it easier and more convenient for customers to pay.

Harvey Nichols is, itself, something of a destination for fashion-conscious visitors to the city. Making payment as convenient as possible can pay major dividends.

Louise explained: “Seamless payment methods are essential and this is particularly important for our international visitors. Harvey Nichols



Edinburgh now offer our Chinese customers the option to purchase via Alipay, the most widely used digital payment method in China. We’ve seen a positive impact from this, with customers spreading the word to their friends and contacts who are either already in the city or who are planning future trips.”



“At Harvey Nichols we are devoted to offering a personalised service to all our customers both instore or online; whether that is through email, or via social media, we are committed to ensuring our communications are relevant, valid and useful for the customer.”

Edinburgh leads uk's largest researching robotics appli

Scotland could be about to ride a wave of offshore innovation not seen since the early days of the North Sea oil and gas boom...

At the heart of the new potential lies an exciting combination of robotics and Artificial Intelligence that may completely change the way our companies working offshore go about their business.

The Edinburgh Centre for Robotics, a partnership between Heriot-Watt University and the University of Edinburgh, is leading a consortium that also includes Imperial College London, the University of Oxford and the University of Liverpool.

The collaborative work on "Offshore Robotics for Certification of Assets", or ORCA, will see more than £30million invested in developing new systems for use in extreme environments and conditions, such as those encountered in the North Sea.

Professor Yvan Petillot of Heriot-Watt specialises in robotics and computer vision, and in particular in the marine environment, and he is one of the key figures in the work.

He said: "There has already been significant investment in the Edinburgh Centre for

Robotics, both in terms of attracting the right brains and skills and in terms of equipment. Bringing those two aspects together has created innovation.

"The ORCA hub programme has attracted investment both from the Engineering and Physical Sciences Research Council and from the industry, and we are working to develop shore-based autonomous and semi-autonomous systems for the inspection, maintenance and decommissioning off offshore energy infrastructure." The Oil & Gas Technology Centre has put its weight behind the initiative and will lead the translation of our research into innovation for the benefit of our industrial partners.

Robotic-based systems will be developed that will operate on, flying above, and subsea under installations. These robots will harness AI to ensure they can operate in an autonomous and semi-autonomous way, although always reporting in regularly to a shore-based human operator in a supervisory capacity.

Professor Petillot added: "Deploying robotic systems to manage offshore asset integrity could revolutionise the way we do business offshore.

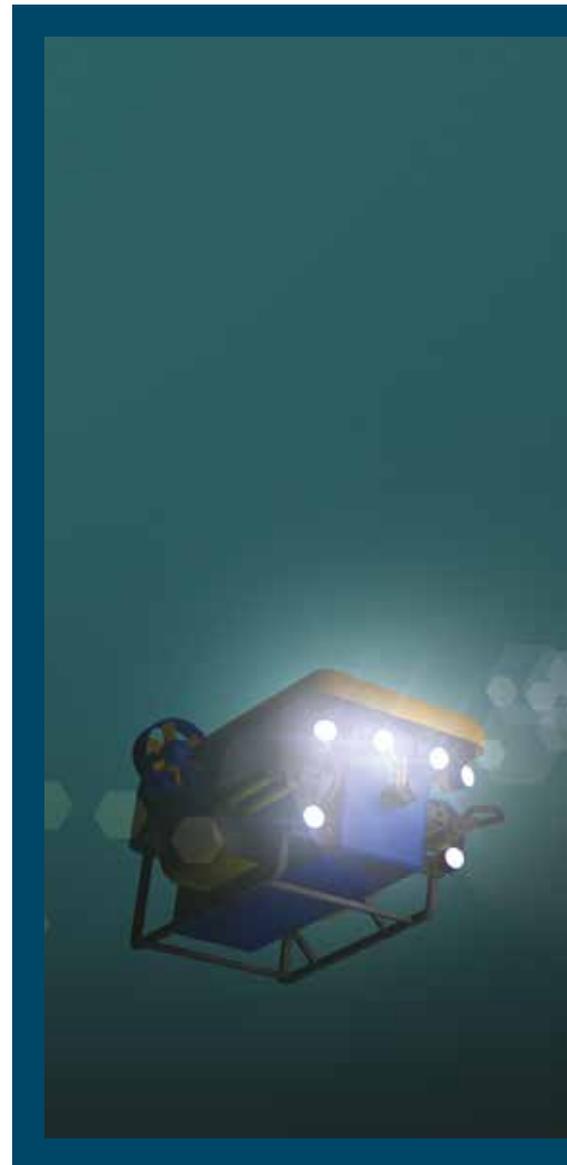
"For example, in situations where businesses currently need to employ lots of people offshore, or where they may need to send down a diver to check on an issue or send for a boat and an operated submersible, in future they will be able to have these issues flagged up and dealt with by an onsite robotic system which basically becomes part of their workforce."

The UK's offshore energy sector – both oil and gas and renewables – is currently worth £40 billion and supports 440,000 jobs as well supporting an associated multi-billion pound goods and services supply chain.

The new collaboration creates the world's biggest academic centre researching offshore asset robotics technology.

Professor Petillot, who has a successful history of commercialising research and spinning out businesses from it, believes the opportunities are enormous.

"The opportunity is certainly comparable to the



ANYbotics

1970s, when opening up the North Sea for oil and gas exploration saw a massive research and innovation effort to overcome the great challenges posed by extracting energy from such a hostile environment. In turn, that led to the development of systems and technologies that have enabled UK and Scottish companies in this sector to thrive around the world.

Best academic centre Application to offshore energy



“There has already been significant investment in the Edinburgh Centre for Robotics, both in terms of attracting the right brains and skills and in terms of equipment. Bringing those two aspects together has created innovation.”

“This new work can offer that same kind of potential, particularly given that the technologies will be equally applicable to the new marine renewable technologies as they will be to oil and gas.

“I would expect that from the research we will see many opportunities to commercialise, and

ultimately to spin-out companies that can go on to create high-quality opportunities.”

The work being undertaken and led by Edinburgh Centre for Robotics is entirely in keeping with the City Deal for the Edinburgh Region, which is focused on creating, supporting and nurturing innovation.

Professor Petillot said: “We are leading this collaboration because we brought the ingredients together to create a recipe for innovation. The work will create further innovation, allowing us to explore environments which are currently very difficult or too dangerous for humans to enter, opening up still more opportunities.”

Where data meets society



Professor Paolo Quattrone is leading one of the University of Edinburgh's most ambitious projects to date, the Edinburgh Futures Institute. Here he shares its bold vision and explains how the University will work with partners in the capital and beyond to tackle major issues within the economy, education and societies.

Professor Paolo Quattrone Dean of Special Projects at the University of Edinburgh

The world is experiencing significant changes: climate volatility, political discontent, advances in artificial intelligence, economic upheaval. This presents big challenges. We need different ways of thinking about these issues and of devising new solutions.

So too with inequality, which is not just an economic problem. It spans financial issues, public policies and political ideologies, historical trends, ways of thinking and education. Addressing these challenges requires an interdisciplinary approach.

With the Edinburgh Futures Institute, the University has created a space to foster interdisciplinary thinking, teaching and action.

Meaningful partnerships

Searching for meaningful partnerships with industry, governments, the third sector and the wider community is crucial in addressing the challenges we face today.

Involving external partners in the Edinburgh Futures Institute's activities – such as teaching, research and public events – will enable researchers and practitioners to work together in order to formulate the right questions and so avoid rushing into easy solutions.

The opportunities are enormous. Partners from all sectors will engage with our leading academics and outstanding students to build upon our world-class expertise in data science,

incubate major projects and co-create new tools for the common good.

Partners may commission research to address a particular challenge – or even locate within the Institute – to pursue objectives of mutual benefit.

Through fresh programmes of study, the Edinburgh Futures Institute will be a home for tomorrow's influencers, equipped to shape the changing world and to develop a wide base of expertise.

Wealth of experience

The Institute draws on the distinctive and acknowledged strengths – both of the city and the University – that can create successful partnerships. While many cities with world-leading universities can claim to be centres of excellence across diverse fields and sectors, only Edinburgh can offer the combination of expertise, history and reputation we are seeking to bring together in this new Institute.

We will harness these strengths and make a difference in three key areas:

Government and public policy: Edinburgh is the seat of national Government with a track record of piloting successful public policy interventions based on solutions-focused research on diverse issues. These have included public health, youth crime, and sustainable energy.

Culture: We enjoy one of the most international and culturally diverse student populations in the world and, each year, the city hosts the biggest arts festival in the world.

Finance: Edinburgh is the second largest financial centre in the UK and home to global players in the investment and insurance sectors.

This will all be underpinned by our expertise in data-driven innovation. The University is the UK's foremost centre for informatics, big data and artificial intelligence. It is also home to the most powerful supercomputer in the UK.

Multi-million pound boost

We were delighted to announce that an anonymous donor pledged £10 million to the Edinburgh Futures Institute – the biggest ever capital donation to the University – in November 2017.

The visionary gift will help to create a home for the Institute in the city's former Royal Infirmary. It will sensitively transform a wing of the Category A-listed building, which is part of the Quatermile development.

The restored building, which will be open to the public, is due to be complete in 2021.

The donation will create a flexible space that encourages collaboration between students, staff and partners.

Our commitment to partnerships and inclusivity will ensure the Edinburgh Futures Institute lives up to the motto of its soon-to-be home, written in stone on the exterior of the Old Royal Infirmary 'Patet Omnibus', or 'Open to All'.

For more information about the Edinburgh Futures Institute, please visit www.efi.ed.ac.uk



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Whether you're interested in developing new business opportunities, or you want to know more about the life of an entrepreneur, this free event will inspire you to take your ideas to the next level and will introduce you to the key concepts underpinning entrepreneurship, idea innovation and new ventures.

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Deals, people and knowing what toys you have!

We live in a world where direct personal communication seems to be declining. Email, Facebook and Donald Trump's favourite, Twitter, frequently replace actually talking to someone. While this can speed up the rate of information exchange, it can also make simple interactions much more complicated, especially when it comes to agreeing a joint deal.

For over 20 years, Anthony Drew has been advising international and domestic businesses. From Fortune 500 companies to family owned enterprises, Anthony has become recognised as one of the world's leading thinkers on negotiation and personal communication strategies. His new book, *Two Red Lines and a Toy Box*, sets out to demystify the art of negotiation and provide readers with simple, proven techniques and strategies that can help get the very best deal out of any commercial agreement.

Anthony has found that most business people have very low expectations when it comes to creating the right environment for their business discussions. In a recent interview, Anthony noted that "people generally focus on the lowest price they think they will need to charge to secure the contract, or they don't know what the best price is when buying. Most of this comes down to poor planning and a lack of defined reference points to benchmark current market expectations."

This is where Anthony introduced his idea of Red Lines (think line drawn in the sand). "The principle of two red lines," he said, "is to fully understand all the possible aspects that make up your walk away point as well as the aspects that are likely to make the other side reconsider. In most cases, people underestimate what the client will work with and have only a vague idea of what they can work with themselves. Frequently everything comes down to one key figure which ignores much of the value in the transaction."

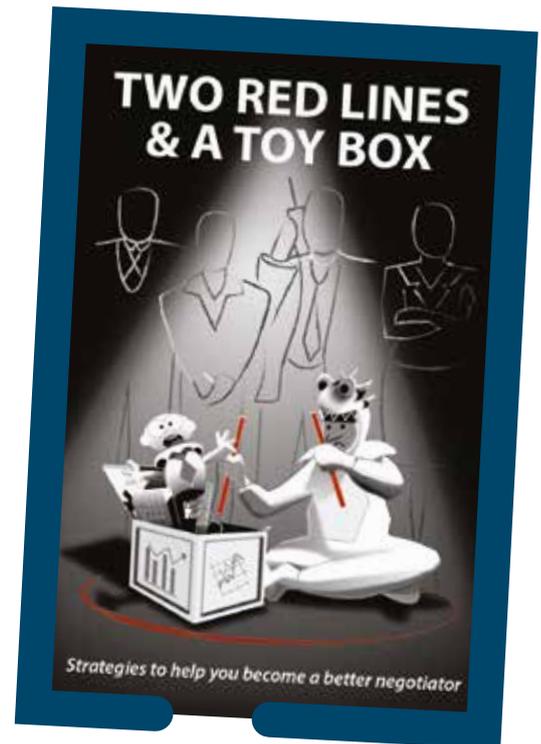
Red Lines are not purely financial according to Anthony. "You must take account of all parts of the deal, not just the final price. Human resources, workplace environment, inter-departmental reporting, even the type of coffee served from a vending machine can have an impact on how well people work and their overall performance. While these red lines might not mean people actually walk away, it can mean that they contribute less as they feel under-valued and resentful of the employer. These things and countless others can impact the business, and they need to be thought through at the appropriate level."

This brought Anthony to talk about the curious second half of his book title, "a Toy box." He explained that understanding the key components of the red lines starts to define your toy box. "This is the array of key skills, strategies and discussion points you need to have prepared before the conversations start. This can include who will be involved, what roles they play, all the various parameters for your offer, what you expect the other side to want and say as well as your plan for how you want to proceed. You need to know how and where you can be flexible just as much as you know when to hold firm and justify your position."

"Once you know how to structure your discussions, the impact can be significant."

While a significant part of Anthony's time is spent overseas, he has worked with a number of Scottish businesses and public-sector bodies. One of these was a family owned food & drinks company where he was able to help them plan for the renegotiation of one of their supply contracts. Their initial position was to hold the pricing with no inflationary increases, but Anthony was able to show them the real underlying value of their relationship to the supplier. They were able to agree a £5,000,000 saving over the planned contract period and build on the working relationship. Anthony also helped a local authority identify many planning tools which were then used to get a £85,000 rebate from a supplier at the end of a tendered contract. Another authority underestimated the importance of their contract to a supplier and, using the principles of two red lines and a toybox, was able to secure a discount on gate fees for waste services which resulted in a £280,000 saving.

It's not just businesses that benefit from understanding how to negotiate. A delegate from one of Anthony's seminars used the principles when he had an issue with his mobile phone provider. Rather than accept the apology for poor service, he had a structured plan to ask for



compensation which resulted in a £600 credit to his account.

"Modern technology is definitely speeding up the rate we do business," said Anthony, "but understanding how to get the best deal is at the core when it comes to how well your business is performing."

Two Red Lines and a Toy Box, is available from ogilvieross.co.uk.



Anthony Drew is an internationally renowned advisor on negotiations and communications and is the Learning & Development Partner with Ogilvie Ross LLP

Ogilvie Ross LLP

Tel: **01577 863040**

www.ogilvieross.co.uk

Email: info@ogilvieross.co.uk

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Qualifications for Hospitality — SQA and Apex Hotels



SQA's Theresa McGowan and Angela Newton of Apex Hotels (both seated) with the rest of the Apex team.

The Scottish Qualifications Authority (SQA) is committed to improving the prospects for learners and employers in Scotland. Working together with industry leaders and businesses, we can help meet the country's skills needs.



Scotland's hospitality sector is thriving and companies like Apex Hotels, working together with SQA, have put learning and development at the heart of their business.

Apex became an SQA Approved Centre in 2016, delivering their own training programmes and a broad range of Scottish Vocational Qualifications (SVQs) in:

- Food and Beverage Service
- Front of House Reception
- Hospitality Supervision and Leadership
- Housekeeping
- Professional Cookery

The hotel chain has always had strong links with education, through its work with training providers to deliver modern apprenticeships or through promoting hospitality as a career choice to learners in schools, colleges and universities across the UK.

In 2015, Apex also began working in partnership with Craigroyston Community High School in Edinburgh to develop their 'Pre-Apprenticeship programme'. This programme gave the school's senior pupils a year-long structured work experience programme at the Edinburgh hotels, which continues to form a crucial part of the school's curriculum.

The working relationship between Apex and SQA has been very positive. Angela Newton, Head of Learning, Development & Quality at Apex said:

'Our SQA Approved Centre status aligns with our recruitment strategy - giving new and existing staff the useful development opportunities they need. It also ties nicely into the work we are doing with schools as modern apprenticeships can be the progression route after successfully completing our Pre-Apprenticeship programme with Craigroyston and future initiatives.'

'SVQs allow our staff to gain a qualification whilst doing their day jobs, and for some to stretch their development working towards the next step in their career path. This investment in our people creates a positive environment and helps with staff retention.'

'The support we received from Theresa McGowan, our account manager, to help us become an Approved Centre was excellent. She supported us every step of the way and helped us identify the qualifications that were right for our business.'

Working with SQA has allowed Apex to bring their training and development in-house and this, aligned with their existing relationships with the education sector, will see them grow in the future. Angela continued:

'We have recently appointed a new position within Apex - Executive Head Chef for Education and Training. This new role will support the development of our Chefs with the delivery of SVQs and practical skills training as part of our Chef's School.'

The recruitment of skilled chefs remains an ongoing challenge for the hospitality industry. However through collaboration with schools and colleges we hope that this will be a worthwhile investment for the future. We are in the process of adding 'Pro Cookery level 1' to our existing qualifications.'

This qualification is ideally suited to the young people and aspiring young chefs we are visiting in schools and colleges.

We are grateful to SQA for their support and look forward to working together in the future.'

Theresa McGowan, SQA Regional Manager for Edinburgh, East Lothian and Midlothian, said:

'We are delighted to be supporting Apex Hotels. The approach they have taken to give back to their staff through delivering SVQs, and to their community through the Pre-Apprenticeship programme with Craigroyston, has been hugely beneficial for Apex Hotels and Edinburgh.'

'This approach can be replicated anywhere. Our dedicated team of Regional Managers and Business Development consultants are ready to support businesses across Scotland. We can provide the best possible advice and guidance for qualifications and skills development at a local level.'

Apex Hotels

Apex Hotels is among the UK's leading independent operators of contemporary city centre hotels. The family-owned chain have ten hotels in London, Bath, Edinburgh, Glasgow, and Dundee.

A founding-member of the Apprenticeship in Hospitality Scotland (AHS) programme, they are actively involved in encouraging young people into careers in hospitality whether through Modern Apprenticeships or their Pre-Apprenticeship programme.

To find out more about SQA's regional team, visit www.sqa.org.uk/businessdevelopment or call **0303 333 0330**



Why Apprenticeships and good training makes sense

For employers, apprenticeships present the perfect opportunity to find the next generation of young workers.

With more than 80 different types of apprenticeship available, covering everything from Providing Financial Services to Creative and Digital Media, Modern Apprenticeships now go far beyond traditional trades and offer a great career start for both men and women.

For employers of all sizes looking to attract new young talent, fill vacancies or simply plan for the future, Modern Apprenticeships offer a great way of ensuring their business has the skills it needs to grow.

Three quarters of Modern Apprentice employers report improved productivity as a result of employing apprentices, while 71 per cent said Modern Apprentices improved service or product quality – so the benefits to businesses are clear.



In addition, investment in training can be the difference between a company surviving and a business that takes advantage of the opportunities as they open up. Train your staff to spot those opportunities and anything is possible

So investing in training is important because:

- It allows improved recruiting and holding onto staff. When people know that a company believes in their personal development, they are more likely to join and stay with that company for a longer period of time

- It allows improved output A well trained team that wants to stay with company produces stability and results in a more productive, enthusiastic and motivated workforce

- It can fit in with the company's aims. Training should fit in with the company's strategic plan. Training should help employees develop both technical mastery and interpersonal skills such as effective communication, dispute resolution, quality management and team building, and it should be wrapped up within the company's strategy for growth.

Invest in your company's future - for free!



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Paul Garnham,
 Campus Ambassador, Shell



DYW and Viarama bring construction sites to the classroom



Developing the Young Workforce Edinburgh, Midlothian & East Lothian (DYW) are working with Viarama to make a live construction site visit more accessible to students in 2018.

In the new initiative, a Morrison Construction site was visited where various day-to-day operations of construction workers at the sites were captured with the OZO, a 360-degree 3D camera. Using the expertise of social enterprise Viarama, these recordings have been brought to life through the use of virtual reality (VR).

Participants can now take part in five fully immersive experiences, seeing from a first-person perspective a number of tasks regularly carried out on a construction site, including scaffolding, plastering, (a few more need adding) These experiences aim to profile the tasks undertaken in varying construction roles,

including health and safety, working at heights and other on the job tasks intended to stimulate young people's awareness and interest in the sector.

The new VR experience was first trialled at the Developing the Young Workforce Regional Conference, held at BT Murrayfield Stadium in November 2017. There, an eager few were able to step out of the Conference for a moment and in to a live construction site.

Michelle Fenwick, Programme Manager for Developing the Young Workforce Edinburgh, Midlothian & East Lothian, said: "The aim of the new initiative is to make on-site experience more accessible to students. Visiting a site can be a richly rewarding experience for young minds, but comes with challenges such as managing health and safety, costs, transportation, and taking time out of the curriculum. Viarama have put together an excellent product that will emulate the full on-site experience, but delivered from the comfort of a classroom."

Eddie Robertson, Regional Managing Director, at Morrison Construction said: "We were delighted to be approached by DYW and

Viarama to help with this initiative. It was a no-brainer for us to allow the recordings to take place on our sites - we understand the constraints students and teachers face and we think this will be an excellent way to overcome those. We see the construction sector as an exciting and rewarding career option for young people today, and virtual reality is an excellent way to showcase the variety of roles and responsibilities available."

The new virtual reality experiences will be delivered to classrooms throughout Edinburgh, Midlothian & East Lothian through a pilot funded by the CITB in 2018.

For more information or to express interest, please contact the Developing the Young Workforce team at dyw@edinburghchamber.co.uk or **0131 221 2999 ext 9**.



Leveraging the Ecosystem to educate, inspire and connect women in business

The Royal Bank of Scotland launched the Women in Business program in 2003 to support women business owners across its commercial, private and corporate banking clients.

Focusing on building internal capabilities first, the Royal Bank of Scotland launched its Women in Business (WiB) program with the goal of becoming the bank of choice for women-owned and led businesses in the UK. Working with a broad ecosystem of partners allowed the bank to expand the initiative into the only holistic banking program in the UK specifically designed to meet the needs of women's businesses, empowering clients to succeed by educating, connecting and inspiring them. Today the program serves more than 100,000 customers across the UK.

During its long history, the Royal Bank has been at the forefront of SME banking in the UK, serving almost a quarter of all businesses in the country. They first focused its WiB efforts internally, developing a Women in Business Specialist program to help employees better understand the needs and challenges of women business owners while promoting the Women's Market as a market with upside potential. Launched in 2007 and completed on a voluntary basis by employees across the Royal Bank Group, the initiative currently has more than 400 Specialists.

Yvonne Greeves, National Women in Business Manager at the Royal Bank of Scotland said: "The Women in Business Specialists program was a natural response when leading frontline business bankers realized they didn't have equal representation of males and females

in their portfolios. Since we developed the program, we have been able to offer women the support they need to start and grow their businesses, and accounts for women business owners have increased dramatically.

The program is intended to help bank staff provide women with tailored support and advice for their businesses, boost women's confidence in their skills and business knowledge, and build their trust with the bank. This course was developed in partnership with everywoman – a global expert in the advancement of women business owners – and comprises a one-day workshop covering topics such as: The Global Landscape for Women in Business, Harnessing Gender Intelligence, Navigating International Growth and Networking.

In 2012, the bank formalized the program and partnered with Chartered Banker, a highly regarded financial services institute in the UK, to accredit all graduates of the WiB Specialists program. Following accreditation, WiB Specialists are able to provide not only specialized business expertise, but support clients and connect them to relevant local organizations, professionals and strategic partners that can help them start and grow their businesses. In 2017 Women in Business Specialists hosted more than 300 events across the UK, reaching more than 12000 people.

The Royal Bank developed a compound approach to achieve this ambition: implementing targets for women's representation at the most senior levels of management, and developing processes, tools and practices that support gender diversity in the workplace and encourage female leadership.

At the end of 2014, the CEO and Executive Committee of the Royal Bank committed to having at least 30 percent women in the bank's top three leadership layers across all business lines – comprising about 800 roles

– by 2020 and a gender equal workforce at every level by 2030. Realizing that every part of the organization needed to change and the adjustment would be more difficult across some business areas than others, the bank set individual targets for each area, with some aiming for well in excess of the minimum 30 percent. The targets are included as KPIs for the Executive Committee, formally linking gender balance in the workforce to the pay of senior leaders.

To achieve these goals, the Royal Bank has implemented a "positive action" approach for each business area that is tailored to its specific business challenges. A key component of this approach is providing development, networking and performance support for talented women at all levels of the organization and facilitating the development of female talent.

The Royal Bank is also reviewing the structure of roles predominately held by men, helping to increase both flexibility and female attraction; proactively identifying talent mobility scenarios and moving women around the organization; proactively addressing any gender pay gap; and participating in research to explore the "Lean out" phenomenon and clearing bottlenecks to create space for new talent.

These efforts are having a strong impact. Women in the top three layers of the Royal Bank leadership have increased by 6 percent since 2014 and now stand at 35 percent in aggregate, and they are on track to have 50 percent women throughout each level of the company before 2030. With the work of the WiB programme and the progress on female leadership, the Royal Bank of Scotland is committed to being the proactive bank for females both internally and externally.



"Since we developed the program, we have been able to offer women the support they need to start and grow their businesses, and accounts for women business owners have increased dramatically."

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 **Royal Bank
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New lab will strengthen university's reputation for User Experience (UX) research

Technological innovation is happening ever more quickly, with new devices and services ranging from personal health monitors to intelligent digital assistants flooding on to the market.

By Emilia Sobolewska and Laura Muir
School of Computing, Edinburgh Napier University

This means that the experience people have interacting with technologies has never been more important. From new retail spaces to interactive gardens, therapy spaces to entertainment, User Experience (UX) is becoming increasingly central to people's lives.

The Centre for Interaction Design within Edinburgh Napier University's School of Computing specialises in UX, user-centred design and people-technology interactions of the future.

By engaging with technologies at the forefront of development, we explore the emerging issues in UX. This is not merely concerned with pressing buttons, but rather with different contexts of technology use, social media and the social context that information society brings.

Artificial Intelligence is now central to many interactions, creating new UX, and raising new issues. Our Centre for Social Informatics focuses on the social impact of new technologies and on people finding and using appropriate information. Future interactions and UX draw us together.

Our latest development is to bring UX technologies into a laboratory setting at our Merchiston campus – the Sensorium.

The room is built with a suite of innovative equipment that allows researchers and designers to measure the reactions of people to various stimuli with the aim of helping shape future improvements to the overall user experience of systems and services.

Integrated technologies available in the Sensorium include eye tracking, facial expressions, electroencephalography, galvanic skin response, electrocardiogram, and electromyogram.

Our state of the art equipment measures physical, psychological and neurological



reactions and behaviour of people as they interact with technology in real time.

Biometric data streams are synchronised with screen capture/environmental video to produce data visualisations to inform user-centred design.

User Experience (UX) is now absolutely central to people's interactions with technology, and the Sensorium will help us to improve the user experience of many apps, websites and other products.

UX has become the differentiator between service providers and the most important quality of technology. Great experiences enabled through smooth, effective and engaging interactions keep customers coming back. We can remove unnecessary and annoying aspects of tasks eg using face recognition rather than passwords, or good AI solutions such as spoken commands rather than tapping screens or clicking buttons.

UX is designing future interactions.



ENSORORIUM



We thank our Partners in Enterprise for their continued support of the Chamber.



FORTHCOMING EVENTS

February

Thursday 8th 18:00 - 23:00

Edinburgh Chamber of Commerce 7th Annual Business Awards
Edinburgh International Conference Centre

Thursday 13th 12:30 - 14:30

Inspiring Woman in Business with Professor Andrea Nolan OBE
Waldorf Astoria Hotel

Thursday 13th 09:00 - 11:30

International Trade Club: Brexit – Explore the various scenarios and get your business ready
Crowne Plaza Hotel

Thursday 22nd 08:30 - 10:00

Business Update with Highland Spring Tigerlilly, George Street

Friday 23rd 08:30 - 11:00

Speed Networking
Apex Hotel, Grassmarket

Wednesday 28th 12:30 - 14:30

Lunch at Brewhemia
Brewhemia, 1A Market Street



March

Thursday 1st 08:30 - 10:00

Whats New & Upcoming in Employment Law
Anderson Strathern Office, 1 Rutland Court

Monday 12th 18:00 - 21:00

Premier Series Dinner with British Airways
Principal Hayley Hotel, 19 – 21 George Street

Tuesday 13th 12:30 - 14:30

An Audience with Lucinda Bruce – Gardyne, Genius Gluten Free
Le Monde Hotel, 16 George Street

Thursday 22nd 14:00 - 16:00

Leadership Session with Dame Sue Bruce
Turcan Connell Office, 1 Earl Grey Street

Friday 23rd 08:30 - 10:00

Early Start at the National Library
George IV Bridge

Tuesday 27th 08:30 - 10:00

Developing Edinburgh with Scotrail
Principal Hayley Hotel, 19 – 21 George Street

Wednesday 28th 12:30 - 14:30

Lunch at Boteco do Brasil
45 – 47 Lothian Street

CHAMBER TRAINING

February

Tuesday 6th 09:30 - 16:30

Business Risk and Resilience

Friday 16th 09:30 - 12:30

The Social Media Series

Wednesday 21st 09:30 - 16:00

Export Documentation

Thursday 22nd 09:30 - 12:30

Process Mapping: How to Create Process Maps and Improve Your Business Processes

Friday 23rd 09:30 - 12:30

The Social Media Series

Tuesday 27th 09:30 - 16:30

Marketing Stats for Business People

Wednesday 28th 09:30 - 12:30

How To: Put Innovation At The Heart Of Your Business (And Make It Fun!)

March

Thursday 1st 09:30 - 16:30

LinkedIn Masterclass

Friday 2nd 09:30 - 12:30

The Social Media Series

Thursday 8th 13:30 - 16:30

Increasing Customer Retention

Friday 9th 09:30 - 12:30

The Social Media Series

Tuesday 13th 09:30 - 16:00

Letters of Credit

Wednesday 14th 09:30 - 12:30

The Art of Negotiation

Friday 16th 09:30 - 12:30

The Social Media Series

Wednesday 21st 09:30 - 16:30

Mathematics + Magic of Internet Marketing

Thursday 22nd 09:30 - 12:30

Email Marketing for Business

Tuesday 27th 13:30 - 16:30

Digital Marketing Trends: GDPR for Marketing

Wednesday 28th 09:30 - 12:30

Focus on Feedback

Thursday 29th 09:30 - 16:30

Using Facebook Ads To Reach 40,000 People for £1

To book please visit www.edinburghchamber.co.uk or call the events team on 0131 221 2999 option 2 or e-mail events@edinburghchamber.co.uk

Company Name: EY
Who? Neil Maclean
Role: Partner and Head of EY's Advisory practice in Scotland

What are your main responsibilities in your role with EY?

I lead EY's Advisory practice in Scotland where our teams work with organisations on their most pressing strategic, management and operational challenges. In recent years I have supported many organisations to take advantage of the opportunities digital offers to deliver new streamlined operating models, gain competitive advantage through market engagement, drive more efficient services and improve customer engagement.

What might be Edinburgh's role in driving Scotland's digital economy?

Edinburgh has a thriving business community. Many companies based in the city are already at the forefront of digital and have embraced the opportunities available. Continued success will require educating more businesses to understand what digital has to offer and bring it into their overall strategy, while the development of a strong pipeline of skilled individuals in this space will also be vital.

How is EY embracing new technology?

At EY we aim to disrupt ourselves before we are disrupted. Innovation, is driving change across our business and we have made strategic investments in technology. For example, we have developed EY Absolute, a cloud based tool, which delivers book-keeping, accounting and tax services to clients. EY has continued to innovate in other areas too, building out Intelligent Automation (IA), data and analytics, FinTech, cyber, Artificial Intelligence, audit technologies and blockchain solutions for its clients, which have been well received in the market.

Can you provide an example of your work?

I am currently leading the delivery of one of the largest IA programmes in Scotland, transforming the entire operations process of the organisation. This IA programme exploits the latest technologies in Robotic Process Automation (RPA), Analytics and Artificial Intelligence (AI). The programme will deliver efficiencies, improve data quality, introduce predictive analytics, automated controls and a new operating model - but more importantly -improve the customer experience.

How are clients benefiting from this?

Taking IA as an example, this technology offers huge benefits including: enhanced productivity, freeing up human resources from mundane repetitive tasks as well as improved accuracy of data collation, input and usage through IA overlaid in operational processes and systems.

How can organisations best prepare and adapt to a more digital environment?

Today's hyper-connected, fast-changing world is nothing to be scared of. While there are challenges there are also a wide variety of opportunities available for the taking. The private sector needs to expand into growth markets and become more diverse and



more global in order to remain competitive. The public sector has the opportunity to improve efficiencies and improve service users' experience within tight budgets while maintaining high quality service provision by embracing new technologies and digital approaches.

If you were to pick one; what trait, in your experience, is valued as the most important for clients nowadays?

The application of intelligent and relevant insight is always hugely valuable to clients. Specifically, clients are keen to learn from a broad mix of organisations, experiences across a wide range of different sectors. Matching this knowledge with our detailed understanding of a client, their market and the challenges they face means we can help them to stay ahead of the curve. This is of particular importance in relation to digital where organisations and businesses cannot afford to fall behind.

What has been your biggest business triumph?

I am particularly excited by and proud of the innovative work we are delivering for clients via new technologies (as outlined above). Through these projects we are supporting our clients to improve operations, products and/or service delivery ensuring they remain at the cutting edge of technological change.

Other than your current position, what would be your dream job?

At EY I am able to work with the largest organisations and businesses in Scotland on transformative projects – that's pretty hard to beat.

Outside of business, what is most important in your life?

In any busy role it is important to spend as much time as possible with family. I have been married for 29 years and have three children at university.

Name: Laura Dewar
Company: Bluefin Insurance Services Ltd
Website: www.bluefingroup.co.uk



Laura Dewar

In five words or less, what do you do?
Negotiate bespoke insurance solutions

How long have you been a Chamber member?
6 months

Why did you join?
To meet like minded professionals and build a local business network

What services do you use?
Networking events

What's the best business/benefit you have won through the Chamber?
I have met a number of valuable contacts to date with whom I am confident we will do business in the future

Are there any additional services or

information you'd be particularly interested in?
Looking forward we would like to submit more press releases onto the Chamber website to make our fellow members aware of our services and developments in our industry.

If you were telling another business person about the Chamber, what's the first thing you would say?
Fantastic and relaxed opportunity to expand your business network

Where do you read your copy of Business Comment?
In the office or on a regular plane journey to London!

GET WITH IT

By Bill Magee
Scottish Business Technology
Writer of the Year

Dynamic Earth served as the backdrop to a timely digital transformation keynote on the General Data Protection Regulation staged by Dell EMC. Not another GDPR seminar I hear you saying...

The new regulation comes into force on May 25. It is aimed at strengthening and unifying data protection for all individuals within the European Union and addresses the export of personal information outside the EU whilst simplifying the regulatory environment for international business.

For well over a year Dell has been flagging up how organisations have lacked an awareness of the legislation and how far too many remain unprepared. Yet some measures can be quickly and easily implemented.

Significant reductions in risk and impact of a data breach can be matched by real business benefits in the GDPR process that carries with it

heavy fines amounting to four per cent of total annual revenues for non-compliance.

Dell has produced a best practice guide to help businesses protectorate at endpoints where 95 per cent of breaches originate as the end user represents the most vulnerable part of the security chain i.e. human error

Protect data at rest: often considered by online attackers as the most valuable i.e. data at a desktop, laptop and file servers should be encrypted.

Protect data in motion: enabling collaboration between co-workers, users, vendors and partners demands data sharing and its transfer

outside of a protected business applications applications and systems. By deploying solutions like data loss protection (DLP) and digital rights management (DRM) this allows staff to share sensitive data safely outside a company's walls with intended recipients.

Prevent data breaches: implementing next generation anti-malware solutions that can detect and stop advance persistent threats at the endpoint, this reduces the chances of data breach whilst simultaneously mitigating risk.

Three simple, effective and efficient steps to achieve mandatory GDPR technical data security compliance. Before the Information Commissioner comes a calling..

Need some easy GDPR wins?

The preparation for GDPR is going to be time consuming and potentially costly for many businesses, but are there some easy wins for you and your company?

GDPR is the General Data Protection Regulation, a collection of stringent new data protection laws that are going to fundamentally change the way companies do business.

Helping companies prepare their data and their data processing procedures is a big money maker at the minute as there are just so many things that businesses need to consider.

It's a fact that all businesses are going to need to carry out an initial risk assessment, but for now I don't want to suggest that preparing for GDPR is easy, but there are some simple things that you can do as a business to give you a few easy wins:

Merging Duplicates

One of the key parts of GDPR is making sure you are holding the correct data on a given person. If you have two or more instances relating to a single person there is a much higher chance that one or more of these will be out of date.

So do what you can to combine all these duplicates into a single record for that person. It will be easier to keep everything up to date and you'll be able to fulfil your other GDPR obligations much more easily.

Checking for Outdated Data

Speaking of keeping data tidy and up-to-date, one of the other big ticket items in GDPR is not holding onto data you don't need any more.

Go through your old spreadsheets and systems, look for data that you a) don't need and b) aren't even sure it is correct anymore (that's a really big one). Provided you really really really REALLY don't need this information for your financial and/or legal requirements, get rid of it.

Once GDPR comes into effect, you really don't want to be holding onto old personal data.

Standardising your Data

This is a bit of an odd one, but is equally useful in reporting on the data you hold and making sure you are GDPR compliant.



If you use a particular field or column to categorise your data, saying whether someone is a customer or not for example, take the time to go through and make sure you are using the same wording for this information.

So using the example of a list of your customers, if you refer to them as "customers", "customees" (because typos happen to everyone), "clients", "current customer", and "current clients", finding the information you need is quite a challenge.

I always advise people to standardise their data, not just because of GDPR, but just because it makes your life easier in the end.

Get Consent

Here's one that's been making the news whenever people talk about the changes GDPR is going to be bringing in. Going forward, you must have explicit consent for data processing, including sending out any marketing emails or other communications.

This could take a while for a lot of businesses. So my advice: get started. Now!

Contact your customers and ask them if they would like to receive marketing emails. Take notes and make a record of their agreement, disagreement, and the date.

But get started on it now because it will take time, maybe start on a short list or the simplest type of consent you require.

And then there's the big stuff...

Once you've sorted out the smaller tasks and made a start on the medium tasks, you can get into the bigger work you're going to need to do to prepare for GDPR.

You'll be able to start documenting your data processes (if you haven't already) and sort out your data retention tools. If you're holding sensitive information you can get the access and protection of this data ironed out to meet your requirements.

There are a lot of moving parts, as they say, when it comes to GDPR compliance. But there are some smaller things you can do right now to get a jump start on the whole process, it's certainly worth getting started.

To talk to a member of OpenCRM team about how CRM software can benefit your brand, just call **01748 473000** or visit the website: www.opencrm.co.uk



Graham Anderson, is the CEO and founder of OpenCRM, one of the UK's leading customer relationship management systems





Many SME's are considering trading internationally and selling their products or services overseas. To support and drive the growth of Scottish businesses internationally, we have launched our international trade club for the Lothian region in partnership with West Lothian and Midlothian and East Lothian Chamber of Commerce. This project is part of five pilot Local Export Partnerships (LEPs).

The number of global opportunities is endless and the Chamber can support Scottish businesses' international journey through the following areas of support and advice:

- Networking events to help businesses enter new markets
- Roundtable sessions with key stakeholders and partners
- Regular updates on international news/policy/markets via a bi-monthly newsletter
- 1½ hours free consultancy time with an experienced export adviser
- Opportunities for participation in Overseas Trade Missions
- Invitations to meetings with Inward Trade Delegations

- International Documentation and support services for exporters
- Opportunity to join Edinburgh Chamber's exclusive international group on LinkedIn
- International Directory of Chambers globally (via British Chambers of Commerce)
- Promotion of your international news via our newsletter, website and social media channels

We work in partnership with British Chambers of Commerce, our local Scottish Chambers Network as well as Scottish Development International and Scottish Enterprise to provide an expert service. We have also collaborated with a number of other partners including Business Gateway Edinburgh and Universities in Edinburgh to increase connections and export knowledge on offer.

Upcoming events



International Trade Club: Brexit: explore the various scenarios and get your business ready

Tuesday 13th February 2018, 9.00am - 11.30am

Double Tree Hilton – Edinburgh Airport, Members **£10**, Non Members **£20 & VAT**

On Tuesday 13th of February, join us for a breakfast event at the Double Tree Hilton – Edinburgh Airport led by Mr Mike Josypenko, Senior Director of Special Projects at the Institute of Export & International Trade. Mike will give an overview of how Brexit will impact various business sectors by exploring the possible scenarios and give you some tips on how to get prepared to face each of them. This event will also give you the opportunity to ask more specific questions related to the consequences of Brexit on your business.

International Trade Club: How E-Commerce Can Help You Grow Internationally

Tuesday 27th February 2018, 8:30am - 10:00am

Royal Bank of Scotland, St Andrews Square, Members **£10**, Non Members **£20 & VAT**

Hear how to start and manage a successful e-commerce platform and how e-commerce can help you grow your business internationally. Speakers include Peter Mowforth, CEO at Indez, and a representative from Royal Bank of Scotland, who'll highlight the support available to help you launch your e-commerce platform.

If you are interested in meeting with the team or finding out further information / book to attend an event please contact the **Alexia.Haramis@edinburghchamber.co.uk** or **Sophie-Lou.ArceseLeNir@edinburghchamber.co.uk** or **Mayan.grace@edinburghchamber.co.uk** call **0131 221 2999 option (5)**



Why Slovenia is attracting British investors

British companies are showing a greater interest in Slovenia than ever before. This forward-thinking country in Central Eastern Europe (CEE) has always been investing in R&D and is now pursuing a Smart Specialisation Strategy. This combined with many other advantages have made Slovenia a very attractive place to invest and do business.

Slovenia occupies a strategic location in the North Adriatic, where the Mediterranean and Baltic corridors intersect. It has been a democracy since 1991 and is politically stable, with comparatively low business costs and a highly productive, educated workforce.

It's easy to set up a company in Slovenia and it was in the Forbes top 20 countries to do business 2016. There's a strong culture of innovation here, and the country is home to many R&D hubs.

Aleš Cantarutti, State Secretary for Economic Development and Technology, is coming to Edinburgh in March to outline the country's potential and opportunities. Speaking at a recent conference in London, he said: "With recent successful FDIs in Slovenia and GDP growth at its highest since 2008 and still growing, we believe that our country is an excellent starting point for doing business in the CEE region, especially due to its excellent geostrategic position, great infrastructure, ICT knowledge and language skills, and highly educated workforce."

Slovenia's Smart Specialisation Strategy

The Government of the Republic of Slovenia is making Slovenia an exemplary model of green values in Europe and proving that collaboration between the business sector, science and the government can improve people's lives through the introduction of digital solutions.

The Slovenian Smart Specialisations Strategy (S4) is structured on several layers. Three priority pillars have been identified with nine areas of application:

- **Digital** – 1) Smart cities and communities, 2) Smart buildings and homes, including wood chain;
- **Circular** – 3) Networks for transition into the circular economy, 4) Sustainable food production, 5) Sustainable tourism;
- **(S) Industry 4.0** – 6) Factories of the future, 7) Health/medicine, 8) Mobility, 9) Development of materials as products.

Smart cities

The smart city concept has been gaining global recognition in recent years. In fact, the Scottish Government recently announced that £10 million had been allocated to support innovative technologies for smart cities.

Basically, a smart city is an urban area or community where technology is used to ensure that resources and assets, such as power

supply, transport, law enforcement, healthcare and schools are used as efficiently as possible. In recent years, the 'smart city 3.0' concept has been adopted which looks beyond technology to include social inclusion, democracy, enterprise creation and building social capital.

The main objectives for Slovenia's smart city strategy cover the areas of health, energy, mobility, transport and logistics, security, quality of urban living and smart city ecosystems linking data services and products. In terms of ICT, it is focusing on digital transformation, the Internet of Things, the Internet of Services and cyber security.

Success depends on the interconnection of different fields and is reliant on partnerships known as strategic research and innovation partnerships (SRIPs). In Slovenia, SRIPs are bottom-up initiatives facilitating cooperation and integration with a wide range of stakeholders, including SMEs, which are built on the coordination of R&D activities, sharing capacity, the development of human resources, and the exchange of knowledge and experience.

To find out more

For more information on investment in Slovenia, please come to our conference in Edinburgh on 6 March 2018, or contact the British-Slovenian Chamber of Commerce www.bscc.si or SPIRIT Slovenia www.spiritslovenia.si/en



Firstly, on behalf of the events team, we hope all of our members had a great Christmas break and rang in 2018 in style!

Looking back, we were delighted to see out last year with some excellent events - including an informal Festive Start with The East India, our sell-out Christmas Mixer at Bar Soba, and - our final event of 2017 - an audience with Kezia Dugdale, where a great group of members heard Kezia's unique take on Scottish politics, Brexit, independence, and of course life in the jungle.

While Christmas and Hogmanay provided a great opportunity to recharge the batteries (and let the hair down), it was all go on our 2018 return with preparations being well underway for our Business Awards, as well as a month of excellent events to start the year strong.

One of our first events, a staple in our calendar, was a Lunch at Rabble, we enjoyed an Early Start on the stage at Edinburgh Playhouse, hosted a panel to discuss Edinburgh's

infrastructure, and held our fourth Developing Edinburgh event, this time hearing from Andrew Kerr of City of Edinburgh Council.

But even with a busy January our focus has been largely centred on our seventh annual Business Awards, with submissions coming in thick and fast, table plans being drafted, shortlists being made by our panel, menus designed, goody bags being filled... and much, much more. We are extremely excited for what will be our biggest Awards evening ever - we hope our attendees have a brilliant night and we wish all our entrants the very best of luck.

Looking beyond the 8th of February, we have a stellar line up of speakers for our members to enjoy throughout February and March, whether over lunch, as a Leadership Session, or as part of our first Premier Series Dinner of the new year. We'll be hearing from Andrea Nolan OBE



(Principal and Vice-Chancellor of Edinburgh Napier University), Les Montgomery (CEO of Highland Spring), Alex Cruz (CEO of British Airways), Lucinda Bruce-Gardyne (Product Director at Genius Gluten Free), and Dame Sue Bruce (former CEO at City of Edinburgh Council).

It's bound to be a busy couple of months and we look forward to welcoming you at one or more of our events!







**Dr Tim
Byrne**

Transition has been seamless

AbacusBio now have an office in Edinburgh with Dr Tim Byrne as the Managing Director. The innovative company, out of New Zealand, are international leaders in the application of science and technology in agriculture, horticulture and aquaculture.

The companies' consultants work globally on industry-leading initiatives across the primary food supply chain, with specific skillsets in biological and data science, production system development and economics, strategy and investment, and technology. Tim has a wealth of experience built over 15 years, and has combined science and business expertise to grow clients' revenue and profit.

Tim moved from the companies' office in Dunedin, New Zealand (Dùn Èideann, the Scottish Gaelic name for Edinburgh), so the transition has been seamless. Tim is interested in hearing from you about your science and business challenges, and can be contacted at tbyrne@abacusbio.co.uk.



**Sophie
Strang**

Space Solutions appoint new Business Development Manager

Space Solutions is delighted to welcome Sophie Strang to the team who brings with her an infectious enthusiasm and wealth of experience in business development and marketing. She will lead the company's engagement with the SME community in the Edinburgh and Central regions.

Celebrating its 21st birthday in 2018, Space are Scotland's leading experts in creating intelligent workplace design. Please just get in touch with Sophie directly for a chat and find out more sophie.strang@spacesolutions.co.uk



**Jaime
Robertson**

Manager returns to Scotland for opening

Jamie Robertson, an Operations Manager for Gaucho and CAU, has returned to Scotland for his first restaurant opening for the company, which is situated in St Andrew Square in Edinburgh.

He has been with Gaucho Group for six years, and now has responsibility for operations in Scotland, with a planned extension of his role elsewhere in the UK.

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