

Internet solutions company Scotland Online in partnership with SunGard Availability Services, the pioneer and

have no business continuity plans in place which would enable them to cope in the event of a disaster.

Scotland's leading BCM practitioners, which explains the steps Scottish businesses need to take in order to

PowerUpMobile celebrates 1000th deal



Edinburgh-based entrepreneur **Jeff Shillitto**.

Edinburgh-based entrepreneur Jeff Shillitto is celebrating an order from The United Nations World Food Programme, for five high-tech HTC S710 smartphone devices, as the deal is the 1000th order to be received in twelve months for his web-based online retail business PowerUpMobile.com.

PowerUpMobile.com was created after Jeff spotted the growth in the use of mobile devices that connect to the Internet and send and receive email. The company specialises in sourcing a wide range of hard to find high end mobile devices such as PDAs (Personal Digital Assistants), smartphones, GPS SatNav systems, Ultra Mobile PCs and wireless devices for individual consumers and businesses, who require more from their phone such as email or high speed Internet access, while providing sound technical advice.

Powerupmobile.com, based in Haymarket area of Edinburgh, has generated a £200,000 turnover in its first year and developed a list of international customers including The United Nations World Food Programme, Google, AstraZeneca and the BBC, as well as sole traders and private consumers.

Shillitto told Hi-tech Scotland: "For a small local company, with just two members of staff we are extremely proud that we can meet the requirements of high profile international customers such as The United Nations World Food Programme. Reaching our 1000th order is a real milestone and reflects that we are at the forefront of technology within the mobile sector.

"Our website currently receives around 1500 visitors per day so we have built up a strong presence and awareness online, especially within the UK, but now my ambition is to 'power up' even more clients with the most sophisticated, unique devices the market has to offer, concentrating on the business-to-business market. We'll continue to focus on our carefully cut-out niche markets, offering all the ultimate new gadgets in the future from Virtual Laser Keyboard (VKB) to Apple iPhones. As technology advances, I aim to drive the business alongside it."

» www.powerupmobile.com

in advertising



François Bourdoncle, Exalead Co-founder and CEO.

Exalead, a Hamilton-based specialist in search software for business and the Web, has announced that its award-winning enterprise search software platform exalead one:search™ has been selected by The Advertising Research Foundation (ARF) the premier foundation for creating, aggregating, synthesising and sharing knowledge about and for the advertising industry.

The ARF plans to implement Exalead's enterprise and desktop search software products to improve delivery of the ARF knowledge database to marketing decision-makers whenever and wherever they need it. As a

result, ARF's nearly 400 members and employees will have a single access point to its many publications, whitepapers and research, and information stored in shared drives and across secondary websites.

"The ARF is a perfect example of how Exalead's unified search platform can easily adapt to any environment and index documents of all sizes and formats," said Exalead Co-founder and CEO, François Bourdoncle.

"With exalead one:search in place, we're enabling our members to find and discover the unique and valuable knowledge we possess, to evaluate it quickly and apply it to the important decisions they need to make," said Steve Rappaport, Director of Knowledge Solutions for The ARF.

Founded in 2000 by search-engine pioneers, Exalead is a global provider of software that is designed to simplify all aspects of information search and retrieval for organisations of all sizes. Exalead software is used by leading banking and financial services, media, consumer packaged goods, research, retailing sports entertainment and telecommunications companies around the world, including Air Liquid, BNP Paribas and Carlson Wagonlits.

» www.exalead.co.uk