



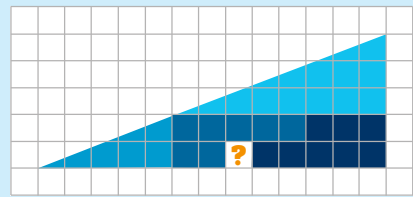
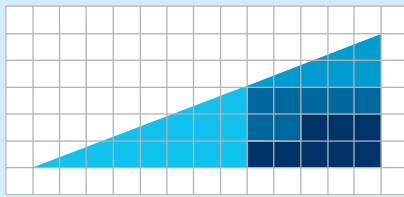
Rating

This issue:

Sue Norris looks at 10 hot new emerging providers



iQ: In the second triangle, where does the extra square come from?



1 ViaPost

Solution: Founded by entrepreneur Ben Way, this online postal service allows businesses to send out invoices and letters from their desktops, which in turn are printed, folded and delivered via Royal Mail.

Why it's hot: A green option that saves on paper, printers, envelopes, and stamps, as well as postage. In other words, could have a potentially huge financial impact. The software is free to download too.

Who says so: Microsoft and most UK national newspapers. BBC2's Chris Evans thinks it could even see off the franking machine.

www.viapost.com

2 free-hotspot.com

Solution: Dublin-based free-hotspot.com is on a mission to install free Wi-Fi access in hotels, cafés, restaurants, pubs, petrol stations, hair salons and other public places – even providing the necessary kit and expertise at no cost to venue owners. Currently has more than 2,000 free hotspots in 18 countries across Europe; claims to operate the world's largest and fastest growing independent free wireless hotspot network.

Why it's hot: Because wireless is hot, and offering free wireless access is as prudent and profitable a service as customer-facing businesses – especially in hospitality and retail – can adopt. (Studies show zero-cost hotspots can increase profits in cafés, restaurants, and pubs by up to 30%. For hotels, free Wi-Fi is now the No.1 decision driver for business travellers and more and more leisure travellers now carry Wi-Fi devices too.)

Who says so: Some very happy customers including the director of Starbucks Interactive.

www.free-hotspot.com

3 Jasper Wireless

Solution: Claims to be the world's first machine-to-machine mobile operator.

Why it's hot: Allows you to wirelessly connect, manage, and monitor widely dispersed electronic devices of virtually any kind. Eliminates international roaming charges for travelling workers. Gets devices "talking to each other".

Includes applications in the transport, security, utilities, manufacturing, healthcare, and retail sectors.

Who says so: Berg Insight says that Europe has a potential market of 600 million wireless machine-to-machine (M2M) connections, while ABI Research expects the M2M market to quadruple by 2012.

www.jasperwireless.com

4 AwayPhone

Solution: VoIP-based service that cuts international mobile call costs when abroad. Negotiates agreements with local telcos/carriers so that mobile calls can be routed via a combination of those local mobile networks and VoIP, minimising call costs.

Why it's hot: Potentially slashes the cost of mobile calls for business travellers by up to 90%.

Who says so: IT analyst Ovum, BBC World, 3G Insight & Mobile News.

www.awayphone.com

!QA: The extra square results from the assumption that the hypotenuses of the two smaller triangles are in an exact straight line. The discrepancy amounts to about three percent of the large triangle's area.

5 Smartbunker

Solution: Claims to be the first zero-carbon datacentre offering hosted storage and services; it does this by using the latest low-energy IT infrastructure powered with electricity sourced solely from UK wind farms.

Why it's hot: Plays cleverly to the growing environmental and green-sourcing lobbies.

Who says so: Analysts including Quocirca; publications including Management Today, Computer Weekly, Register, Silicon, and Pathfinder Business.

www.smartbunker.com

7 Yoggie Security Systems

Solution: Self-styled "smallest full-blown computer on a USB stick"; offloads 13 security applications.

Why it's hot: Claims to be the first ever external miniature computer to protect the host machine; can protect 5-500 devices.

Who says so: Covered by the Wall Street Journal, BBC Online, PC Magazine, Personal Computer World. Endorsed by the Butler Group. Awards from RSA, Red Herring Top 100 Europe. TechWorld and Computing award short listings.

www.yoggie.com

9 Mobyko

Solution: Website that backs up all the user's mobile numbers, texts, videos, and images free of charge.

Why it's hot: Makes mobile phone back-up a doddle (rather something to be avoided or ignored altogether); critical given the increasing mobility of business-critical content.

Who says so: Since launch, Mobyko has featured in The Telegraph's 'Top Websites for Disorganised People', The Times' Click column, The Guardian's Business Sense supplement, consumer website MoneySavingExpert.com and BBC Radio 2's website of the day.

www.mobyko.com

6 QlikTech

Solution: Business intelligence (data analysis and reporting) software, designed for the smaller business.

Why it's hot: Claims to hold an advantage over complex, high-end business intelligence (BI) solutions in that it doesn't require specialist IT staff to make sense of the data; that it can be implemented within days at half the price of traditional BI; and that this gives SMEs access to true BI for the first time.

Who says so: IDC named QlikTech the fastest growing BI software company in the world; won Gartner's Best Midmarket Software Award earlier this year.

www.qliktech.com

8 OB10

Solution: "A global electronic invoicing network" that allows invoices and (through a partnership with Abbey) payments, to be sent and received electronically.

Why it's hot: Another green solution; allows smaller firms to get paid faster; minimises invoicing and payment delays; particularly prescient given recent industrial action in the postal service.

Who says so: Came 9th in Deloitte's latest Tech Fast 50 having grown by almost 3,500% over the last five years. Also came in the top third the recent Sunday Times Tech Track listing.

www.OB10.com

10 Nivio

Solution: Claims to offer the world's first completely hosted Windows XP Desktop, accessible via any mainstream web browser. Could challenge the likes of Google docs and ZoHo, which Nivio says can't provide the full Microsoft Office or Open Office functionality that it can.

Why it's hot: Plays to the SaaS (Software as a Service) model that's currently so popular (See iQ1.Ed) with all the benefits, including familiar user interface, Opex-driven monthly cost model, and proper security and back-up without the need for on-site upgrades.

Who says so: Lots of media attention including coverage in the Daily Express, The Register, and CBR Online.

www.nivio.com