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GDPR - May 2018

GDPR, just four small characters, but very topical and important characters they are right now. This is a topic of obvious interest to both Catalyst and our clients alike. The following is my personal "take" on things and where Catalyst can help. This is not intended to provide any kind of guarantee, it's only my personal opinion and should not be regarded as fact. It is however an opinion based on the research of myself and others here at Catalyst. Yes it's important but maybe not important enough to warrant the incredible number of assorted consultants plying for business. It's up to each of us as business proprietors to read up on the subject. It's all out there on the internet and a good place to start is the Platinum Knowledge Base which has links to government web sites on the subject.

Visit: www.catalyst-uk.com/gdpr

The two principle areas are information stored and it's security and marketing to private individuals. Personally I think that for most of us this represents an incremental change to legislation already in place rather than a revolution. We at Catalyst have always considered it to be dangerous to hold unsecured personal information about clients. The habit of storing credit card information or any other else client sensitive information in notes has never been a good one. It is very worthwhile checking that your staff do not do this and that you are not inadvertently storing more than you absolutely have to about individual clients.

The GDPR legislation does add some pretty strong financial teeth beyond what has previously existed. It's becoming much more financially dangerous to step beyond the limits so I would recommend caution. The biggest effect of GDPR is on direct marketing to individuals and is such, that in order to do it you must have the consent of those individuals concerned. As to what is direct marketing? This too is a point for debate. I'm personally assured that providing relevant and useful information like the fact that a client's vehicle service or MOT is due does not constitute marketing and in fact constitutes providing a useful and relevant service to clients.

We are writing a specific "GDPR" option for our software, it's purpose is simply to make it easy to store and change client information about their individual marketing status. Essentially if they have opted into receiving marketing information and the storage of supporting images if the client has physically "Signed up" for receiving this information.

Jeff Kingsbury-Smith (Managing Director)

Latest Platinum Updates

Email Unsubscribe Text

It is now possible to enter standard text that appears on all emails sent from Platinum. This is especially useful to inform the recipient how they can unsubscribe from receiving further messages.

See our Knowledge Base article "Can Customers Unsubscribe from Platinum Marketing?" for more details.

Payroll 2018-2019

Changes have been made to Platinum's "Payroll" for year 2018/19.

See the latest updates on our website in Platinum Updates news.

Visit:

www.catalyst-uk.com/ccs/catalyst-computer-systems/news/platinum-updates

A word from Jeff....

The power in your pocket? Tablet computers and their small cousins the smart phones are everywhere. We all carry at least one almost all of the time. If we are always carrying them, then it makes sense to use it for more than social networking or to order your "take away". Your Platinum software contains all manner of useful information, everything from how the business is going to what we have in stock and much, much more... It's at your finger tips so go on, give it a go...



Catalyst are making ever greater use of these pocket wonders. Platinum Online is compatible with most web browsers (Windows Explorer, Chrome, Firefox etc.) Platinum extension is already incredibly capable and designed specifically to get the best from these "Small screen" devices. It's great for reporing, stock taking and an ever growing number of other areas of the business. Watch out for signature capture very soon, it's in current development and on it's way!

Meanwhile, we have a proven route to mainstream Platinum running in this web browser environment too. Yes, screen size constraints and the lack of a physical keyboard does make data entry a tad fiddly but it does work very nicely. Platinum on a notebook via a browser is now possible and incredibly similar to running it directly from Windows. Personally, i've been running it this way for a couple of months when out of the office. The obvious and immense advantage is the ability to use Platinum Online and Mobile from anywhere you have access to the internet. Your office can be anywhere from the beach to a mountain top!

In short, these little "pocket wonders" can do all you can do on a full size desktop PC and they even perform things that PC's don't like take photos and capture signatures. Embrace them for business, they are incredibly useful.



"Your Success is our Priority"

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COMPUTERS, HARDWARE AND SUPPORT SERVICES

Catalyst's PCs are custom built to meet the requirements of the organisation or individual. Before selling you a new PC we will discuss your needs at length before recommending the right specification. As your PCs are built to order, everything is fully customisable, so we can cater for your needs. Whether you need your PC to be a particular size or shape or you need to run a specialist piece of software, Catalyst can accommodate your needs. We understand that you need your PCs to work day in, day out with little to no fuss, that's why we only stock the top branded and most reliable components.



VEHICLE ADVERTISING

Dealers get ahead with free advertising on Catalyst Findit.

Whether you're after a car, caravan, motorcycle, tractor or boat, to name a few, Catalyst will help you Findit! Findit is a platform that allows suppliers to advertise their vehicles for free through Catalyst Platinum. Items are updated minute-by-minute direct from a huge number of established dealers. Findit unites those who want, with those who have.



Visit: www.catalyst-findit.com

SOCIAL MEDIA

Facebook or Twitter?

Whichever you prefer, we are on there!



Please like our Facebook page and follow us on Twitter to see our latest enhancements and news. Also, take a look at our Youtube channel for tutorial videos on various areas of the system which have recently been updated!

www.twitter.com/CatalystDMS
www.youtube.com/CatalystDMS
www.facebook.com/DealerManagement



CATALYST WEB SHOP

We supply consumables such as labels, ribbons & till rolls for your label & receipt printers. Spend £100 on labels and be entitled to free carriage on your order. Next day delivery is available subject to stock availability.

We also supply high quality remanufactured ink jet cartridges and toners for your printers!

You can find many other items on the online shop such as office furniture, retail equipment, PC accessories and much more!



Visit the Catalyst webshop or give our sales team a call now!

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Call 0116 230 1500 or email sales@catalyst-uk.com

TRAINING COURSES

Here at Catalyst we recognise that with such a comprehensive system it can be challenging to absorb all of the system's potential. The solution? Catalyst Training Courses! With excellent staff and onsite facilities it's the easy way to digest all that you need to know with a particular module. The courses have been tailor-made to ensure that every individual leaves as an expert. Got a new staff member joining? Get them booked in today!

APRIL

- *Stock Control in a Day*
Tuesday 10th April
- *The Joy of Accounts*
Tuesday 24th April

MAY

- *Report Generator*
Tuesday 8th May
- *The Customer Retention Centre*
Tuesday 15th May
- *A Guide to Workshop Control*
Tuesday 22nd May

JUNE

- *Vehicle Sales in a Day*
Tuesday 5th June
- *Stock Control in a Day*
Tuesday 12th June
- *The Joy of Accounts*
Tuesday 26th May



....Full day courses are £140 per person
Book a Private Training room for £300 for up to 6 people!

COURSES GO FAST SO MAKE SURE YOU BOOK YOURS TODAY!

STAY IN THE KNOW

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- Catalyst News • Platinum News • Parts & Prices News • Developer News

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