

Hello again,

The year has got off to a good start, as has chasing the targets we have set for the year. Now that last year's accounts are completed, it's nice to note that the year was a good one. In spite of our growth, we have achieved a good financial result. This is important, as it gives us new opportunities for product development and a variety of pricing structures. You will find interesting examples of these at www.oikeainstrumentti.fi. This is our joint campaign with SAP Finland, Intel and HP.

This year, we have relaunched our seminars, formerly known as Discussions of the Round Table. The first topic was stock optimization, of which you can read more in this newsletter. Next to follow is Business Intelligence, which seems to be a hot topic for many of our customers. In order to be able to offer cost-effective solutions in this area too, we are prepared to offer BI on a service basis. So why not just give us the specs of your reports, and leave server maintenance, monitoring of data loads and architecture for us to worry about? More about the subject at our next seminar, for which you may register via the link in the section on seminars or from our website.

My very subjective market research indicates that this year, IT budgets are still at a reasonable level. In the light of the current market outlook, the situation may not be as good next year. However, there is no need to worry, as our product development for the SME sector is available also to you. This newsletter contains more information on opportunities to reduce system maintenance costs: virtualization ensures that you are not paying for unnecessary capacity, and SUSE Linux takes care that there is no slack in your license fees. These are projects that must be planned and scheduled carefully. In other words, if you want to realize the benefits next year, the first steps must be taken now.

We have already received some feedback on our operation, thank you to all respondents. Your comments are valuable to us, as they help us to improve our own activities.

We wish you all enjoyable winter activities,

Jussi



Managing Director
Jussi Peltonen

**Strengthen
your team
with
Headstart
solutions**

Housewarming at Headstart

You are welcome to get to know the Headstart office, services and products on Wednesday 12 March 2008 at 3 p.m. (15.00) at Tekniikantie 12 (Innopoli 1), 02150 Espoo.

The more official programme will take place 15.00–18.00, and from 17.30 we will serve Oriental delicacies and western music to the beat of the Swinging Shoemakers! The evening will also contain free socializing and exchange of thoughts.

Please register for the event by 7 March 2008 12.00 a.m. to Johanna Lipponen, either by email or telephone: (johanna.lipponen@headstart.fi or 0400 914 325). Please notify us of any special dietary requirements at the same time, so we can take your needs into account when organizing the refreshments.

Below the agenda of the official programme!

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Housewarming agenda

Come and talk to us 15.00 – 18.00:

Headstart welcoming greeting 15.15

- Headstart virtualization and maintenance services
 - Game Room
- Headstart services and products
 - Stock Optimizer
 - IT Eco
 - Payment Message
- Headstart training
 - On-track Training
 - Seminars
 - Process Game
- Headstart Helpdesk

From 17.30 on we will enjoy supper, good music and getting together.

Welcome along!

Productization news – Headstart's own product packages move forward

Headstart Production - Headstart offers the system adapted for the production, installation and maintenance sectors, which is tailored precisely to the customer's needs. The Headstart Production marketing campaign began jointly with SAP, HP and Intel at the beginning of February. Read more at www.oikeainstrumentti.fi

Headstart Stock Optimizer will help you get your reserve stocks under control and remove your material shortages, as well as reducing the capital assets tied up in stocks. Stock Optimizer is out for general distribution in March.

Headstart Payment Message – SEPA is coming and PATU being withdrawn, what will this mean for you? The banks are opening web services for managing payment transactions, so in the future you will no longer need intervening software for transferring banking data. Headstart is one of the first to create a product to help you manage bank transactions in the future more cost-effectively.

Do you need a solution you see as benefiting the whole SAP community? Let us have your idea, and we will give you the solution!

Headstart Game Room capacity service

Are your resources being used efficiently? Are you spending all your time on equipment and software maintenance? Are you interested in service hire?

Headstart, Novell and HP together have constructed a method of rationalizing their IT infrastructure and the services around it for their customers. The solution is Headstart Game Room, a virtualized server environment permitting more efficient server usage ratios and an easy way of adopting new functions.

Get some Game Room

Move your business applications to Headstart Game Room or virtualize your own physical servers for peak performance. We will conduct a system mapping of your environment and present you with a proposal for a virtualization solution tailored precisely to your needs.

The Game Room service utilizes the XEN virtualization technology and the SUSE Linux Enterprise operating system. Novell's SUSE Linux Enterprise 10 is a reliable and user-friendly server solution suitable for critical business environments.

Make use of Game Room

Headstart Game Room ensures that you and your business can concentrate on business development with the support of IT. Are you interested in e.g. customer account or document management as an outsourced service? Or do you have an application in mind that you would like to utilize in your business, but not maintain? We have a solution for that, too.

Contact us and let's get the game under way. The ten fastest are promised a special offer on system mapping.

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Headstart Seminar Spring 2008 launched

Headstart Seminar Spring 2008 was launched with the seminar 'Improving availability and optimization of stock levels'.

The seminar provided a solid package of facts, focusing on the management of physical stocks, information, purchasing and production, in addition to basic information.

There was no slideshow this time, but the presentation was conducted with the help of writing and drawing on a whiteboard. The method made possible the sifting through of a wide range of issues and addressing them in a more concrete way than by browsing a ready-made slide presentation. The method required not only much writing of the participants, but also active involvement in the form of questions and discussion.

So, the seminar was packed full of information, made particularly interesting by the customers' different operational environments and working methods. Synergy benefits were obtained from tips and problems related to methods from companies in the same sector.

According to feedback from participants, the seminar provided additional help in management of their duties, as well as increasing their understanding of the importance of this area. In addition, the participants requested more practical examples and training in stock management.

Seminar spring continues

Next, we will investigate the acronyms BI, BO and ASPed BI

Take part in our survey at:
<http://www.headstart.fi/survey/index.php?sid=42159&lang=fi>

Programme of the seminar 'Sense into business through Business Intelligence (BI)'

12.30–12.45	Nibbles
12.45–13.00	Opening words, Jussi Peltonen, Headstart Oy
13.00–14.00	Sense into business through Business Intelligence (BI), Tuomas Tolvanen, Headstart Oy
14.00–14.15	Break
14.15–15.00	Pitfalls of BI projects: ASPed BI as an alternative to doing it yourself, Jussi Peltonen, Headstart Oy
15.00–15.45	What opportunities does Business Objects offer alongside SAP? Jaakko Kairamo, Business Objects Finland Oy
15.45–16.00	Summary and closing words
16.00–16.30	Wind-down

You may register for the Business Intelligence seminar at:
<http://www.headstart.fi/d/fi/node/38>

Additional information: Ami Ilomäki puh. 040 417 6107
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Headstart wishes you a jolly Seminar Spring!

Headstart expands into the provinces

As from 1 February 2008, Headstart Oy has expanded its operations to South Ostrobothnia.

Our office is in Seinäjoki in Technology Centre Frami at Kampusranta 9 C, 60320 Seinäjoki.

The main sector of the Seinäjoki unit is development and supply of the Headstart Game Room service and development of Headstart IT Ecosystem. We will also be working in close partnership with local organizations, such as Seinäjoki Technology Centre Oy and the Seinäjoki University of Applied Sciences.

The initial unit consists of:

Jukka-Pekka Kiilunen, Unit head
Jukka Korhonen, Linux specialist
Antti Hemminki, Sales



Unit head Jukka-Pekka Kiilunen