THIN**GUIDE**

Business Technology Explained

Sponsored business guides

Introducing THIN**GUIDES**

Research shows that your prospects, contacts, clients or customers may be overwhelmed with incessant techno-babble and industry jargon. They're intelligent professionals, not dummies, who are used to having a firm grasp of everything that affects their business.

So why should information technology be any different? Well, now it doesn't have to be.

We know that people in every business sector strugge to keep up with the pace of technological change so we help them by explaining key technology, its implications and its benefits in plain business language. You shouldn't need to be an IT expert to appreciate and understand the benefits digital technology brings to the workplace.

THIN**GUIDE**s have been created to provide clear and concise explanations of the whys, wherefores and essentials of any 'technology in business' topic.

Join us

If you're a vendor or a service provider who's also fed up with the bluster and confusion, why not work in partnership with us to produce a THIN**GUIDE** that you can share with your prospects and customers? It will give them the confidence to engage with technology advisors and with you, more effectively and to greater mutual benefit.

You benefit even more by being seen as a helpful provider of an invaluable tool, strongly branded with your corporate identity.

You and your brand will be on the cover, in an advertisement and as the writer of a foreword and, optionally, an afterword. Even more, your credibility could be further boosted by the THIN**GUIDE**'s endorsements from influential industry bodies and promotion through selected business media partners.

Business benefits

Your customers, clients and prospects need no longer feel too embarrassed to admit they know little or nothing about the subject matter at the heart of your business.

Without needing to understand the technology minutiae or memorise the jargon, they will be able to have sensible and constructive discussions with those responsible for delivering successful business systems and to share this information among colleagues.

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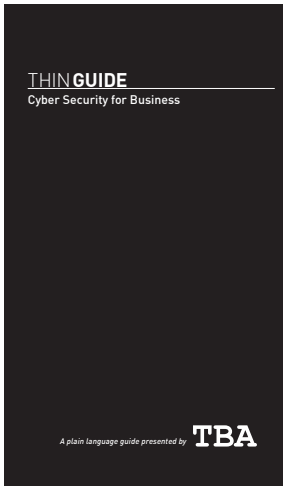
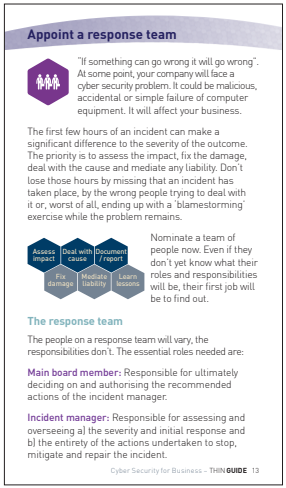
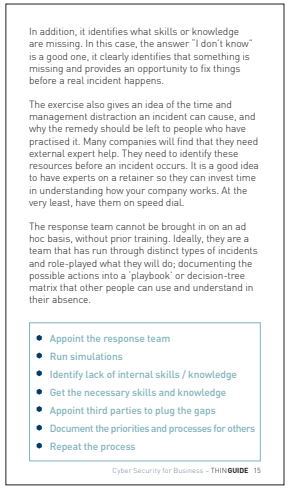
Your branding



Industry Endorsement

Clear, concise, memorable, no-nonsense content





A THIN**GUIDE** offers you the opportunity to promote your business and confirm your position. The cover reads 'A plain-language guide presented by' supported with your firm's logo. The inside front cover carries your advertisement, facing a foreword from your company. You can put a message to the readers or an advertisement on the inside back cover. And the back cover shows endorsements from relevant industry bodies.

THIN**GUIDE**s are attractive and pocket-sized. They generally contain 44 pages (plus covers). Each is well-structured, clear and objective, covering the subject area in business terms. Its writers and editors are experts in their respective fields. Every guide contains action lists and a glossary to the few technical terms used. By treating its audience as intelligent adults, a THIN**GUIDE** reflects well on the sponsoring partner.

Sponsorship:

- Exclusive rights negotiable
- Print and online
- 1, 2 or 3 year agreements and options available

THIN**GUIDE** TITLES

These are our planned topics for THIN**GUIDE**s. Each contains a brief description and a set of questions which are typical of those that might be asked by a reader. They're certainly questions that our writers will provide answers to, and many more besides.

More topics

You may have a topic that is not in this plan. It might not even be strictly IT. This is not a problem. Our writers are widely experienced across the business spectrum. The most important thing is to serve the readers with readable, objective and accurate copy that will help them understand the subject matter.

Your involvement

We would involve you at every key step, from initial outline to reviewing the finished THIN**GUIDE**. For your own credibility, it is important that we present the reader with a balanced business view of the subject. The benefit to you is that you are clearly seen as the sponsor of the guide, and are therefore a credible organisation to approach for help.

THIN**GUIDE**

Cyber Security for Business

Cyber Security is a critical topic for business, yet very little pragmatic advice is available for the non-technical executive.

- What are the most important activities?
- What are the threats I face?
- What laws affect my Cyber Security?
- How can I implement policy?

THIN**GUIDE**

Artificial Intelligence for Business

Unless you're fast asleep you probably hear artificial intelligence mentioned at least once a day. Is it for you?

- Is AI relevant to your business?
- Can it improve margins?
- Can it really be trusted?
- How can it benefit my customers?

THIN**GUIDE**

Internet of Things for Business

The IoT (Internet of Things) term is loved by technologists but a complete turn off for many business people.

- What on earth is the IoT anyway?
- How will it affect your business?
- What are the opportunities?
- What are the threats?

THIN**GUIDE**

Digital Transformation in Business

Many businesses are considering major digital transformation projects. Some would argue that this is an evolution not an event.

- What is digital transformation?
- How can you best achieve it?
- Is it always appropriate?
- How do you find the right technology?

THIN**GUIDE**

Online Collaboration for Business

Technology has enabled people to work where it suits them. Does the absence of an office stop them working together?

- Isn't this only a big business thing?
- What collaboration tools are available?
- Where are they appropriate?
- What investment is needed?

THIN**GUIDE**

Data for Business

Despite the use of IT for 70 years many business people don't understand Data or how to use it. This has to change.

- How does Data differ from Information?
- What Data is useful to me?
- How can I use Data to boost profitability?
- How do I look after Data?

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Blockchain for Business

Blockchain, the technology underpinning distributed ledger, is one of the hottest discussion topics in financial services.

- Just what is Blockchain?
- How can you use it in your business?
- Will it really disrupt the old order?
- Does it make transactions secure?

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Digital Identity for Business

Digital identity can authenticate a person, an organisation, an application, or a device and biometric IDs are increasingly popular.

- Is biometric ID foolproof?
- Will it suit your business?
- Can digital IDs be stolen and re-used?
- How do you protect your clients' data?

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Technology for the agriculture Business

Whether arable or livestock health, robotised harvesting or land management, technology is pushing hard into agriculture.

- Will it boost efficiency and profit?
- Will yields and quality rise?
- Will it revolutionise farming?
- Will it ease the skills shortages?

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The Cloud for Business

The use of 'The Cloud' is still one of the hottest business topics, yet it means so many different things to different people.

- What is the Cloud?
- Can any of it be trusted?
- Is there a Cloud on your horizon?
- How does it save money?

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3D printing for Business

The industrial revolution was about mass production. 3D Printing could do the same for micro production.

- How could this affect your business?
- What will happen to supply chains?
- How profitable is 3D Printing today?
- Which businesses will gain or lose?

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Any Topic for Your Business

Every business operates in a market where clients gravitate to trustworthy suppliers who are willing to 'tell it like it is'.

- Would you benefit from a THIN**GUIDE**?
- Want to boost your market position?
- Increase your visibility.
- Help prospects understand you.

Next steps - how to engage with us

THIN**GUIDE**s will benefit any business leader. They provide practical advice to those intelligent professionals who don't have great technology skills and who lack the time to understand what technology can do for them. The guides give business readers sufficient grasp of a subject to enable them to fully participate in the technology strategies that are becoming central to the functioning of all organisations.

If you think your organisation would benefit from sponsoring a THIN**GUIDE** (or more than one) then we'd be delighted to work with you. Although we'll maintain close contact during the project, we will minimise the time and effort that you'll need to put in. Ideally, we agree the scope, the approach and the structure of your THIN**GUIDE** and the next thing you know, we're asking you to review a draft.

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Thin Guides Limited

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Mechanical:

- Perfect bound
- Full colour
- Dimensions: 166mm x 96mm
- Your logo: mono or coloured
- Inside pages: 150gsm (minimum)
- Cover: 250gsm matt laminated (Gloss optional)
- Book size: 44 pages plus covers (64 upper limit)
- Electronic Delivery: PDF for partner's website (additional cost for Thin Guides to arrange hosting)
- Dedicated microsites and apps for sponsor/partner are also available

96mm

166mm

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