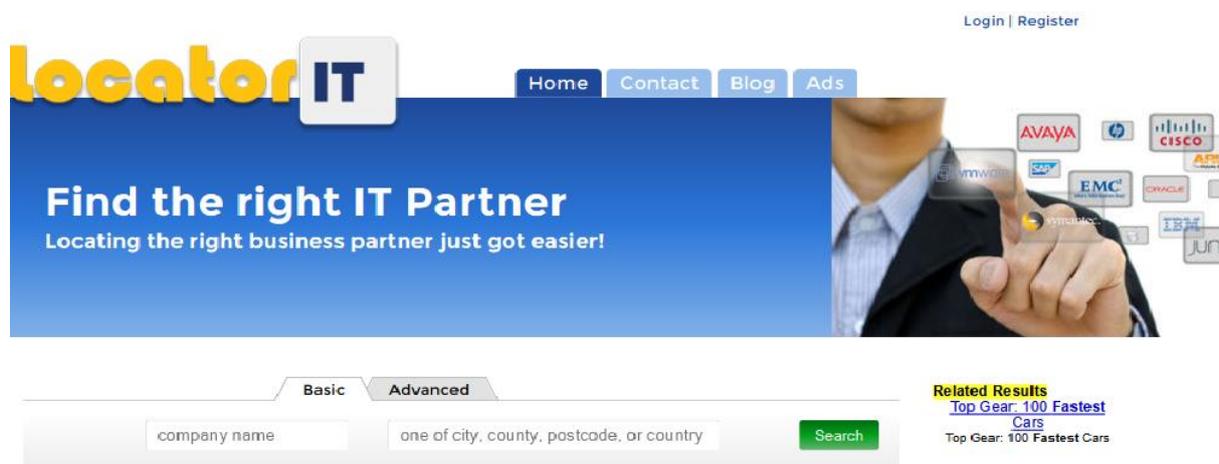


Today I just wanted to re-iterate what LocatorIT.com is about, and in what way any ICT partner could use it to generate sales leads.

LocatorIT.com is an initiative of Helios Marketing Solutions designed to create a meeting point between the offer of ICT products and services (ICT partners) and the demand constituted by any user who has an ICT related project to complete.

How we do that: LocatorIT.com has made available to the general users its databases of ICT partners operating in Italy and UK (for now, there is actually a team of agents working on the qualification of the French and Spanish data bases. Full of Europe completed by 2<sup>nd</sup> quarter 2014). Those databases have been enriched by information taken from the company's websites, reporting all the brands that a particular ICT partners offers. On the Home page of [LocatorIT.com](http://LocatorIT.com) there is a section offering searching facility as you can see from the screen shot below:



All the user needs to do is entering the information required to run a basic search. The result will look like the next screen shot:

(I have entered in the box with geographical information just UK):

The screenshot shows the Locator IT website interface. At the top, there is a navigation bar with 'Home', 'Contact', 'Blog', and 'Ads'. Below this is a blue banner with the text 'Find the right IT Partner' and 'Locating the right business partner just got easier!'. Underneath the banner, there are five 'Related Results' links, all of which are variations of 'Fastest Growing'. A 'Search' button is visible on the right side of the search results area.

The search results are displayed in a table with the following columns: Company, Address, and Categories. The results are filtered for 'uk' and show 10 out of 1401 results.

Company	Address	Categories
<a href="#">HELIOS MARKETING SOLUTIONS LTD</a>	. Windsor, uk	
<a href="#">I10TELECOMS</a>	Unit 16 Broadmead Business Park Broadmead Road, Stewartby Bedfordshire, uk	switching, routing, security, wireless, virtual, Telephony
<a href="#">I1ST.ADVANCE LTD</a>	21 London Road, Twyford, Berkshire, uk	switching, routing, security, wireless, virtual, telephony
<a href="#">I1ST.CLASS NETWORKS</a>	Unit 11 Pingewood Business Estate Pingewood, Reading Berkshire, uk	
<a href="#">I2 CIRCLES COMMUNICATIONS</a>	Ver House 25-25 High Street, Redbourn Herts, uk	switching, routing, security, wireless, virtual, telephony
<a href="#">I2I.CNETWORKS LTD</a>	62 Tamworth Drive, Swindon, Wiltshire, uk	switching, routing, security, wireless, virtual, telephony
<a href="#">I3C.TECHNOLOGY.LTD.</a>	Greene Field Road, Berkhamsted Hertfordshire, uk	
<a href="#">I3C.TECHNOLOGY.LTD.</a>	8 BIRCHWOOD ROAD, DARTFORD, uk	
<a href="#">I3D.COMPUTER SYSTEMS LTD</a>	11 New Road, Chippenham, Wiltshire, uk	
<a href="#">I3TEK SOLUTIONS LTD</a>	STRATEGIC PARK, Southampton, uk	

At the bottom of the table, it says '1 of 141' with a right arrow.

In case the user actually needs to refine the search in greater detail, the advanced search facilities can be used by clicking on the Advanced tab which is structured on two levels of detail. The first level has four search boxes available which can be used in any combination between them. The user who wished to take advantage of those facilities will achieve a result looking similar to the list in the picture above but, obviously, relevant for the conditions entered. This is how this section looks like:

The screenshot shows the 'Advanced' search tab selected. It features four search boxes: 'Company' (with 'company name' entered), 'Country' (with a dropdown menu showing '- Any -'), 'City' (empty), and 'Product' (empty). Below the search boxes is a link for 'More options'. At the bottom right, there are 'Reset' and 'Search' buttons.

If the user needs even more detail, by clicking on the More Options link will access to the second level of Advanced searches as it follows:

**Basic**   **Advanced**

Company    Country    City

Product

▼ **More options**

**Categories**

Server  
  Virtualisation  
  Security  
  Switching  
 Routing  
  Content Management  
  San Fabric  
  Storage  
 Backup  
  Wireless  
  Telephony

**Partner Type**

Direct Reseller  
  Distribution VAR  
  Distributor  
  IHV  
 ISV  
  OEM  
  Outsourcer  
  SaaS  
  Service Provider  
 Systems Integrator

So now that you have appreciated the level of details that we put into our databases, I would like to show you the opportunity that an ICT Partners who is listed has. Firstly I will show you what comes on the screen when a User clicks on one of the names reported into the search result list on the screen. Here is a screen shot:

Login | Register

Home   Contact   Blog   Ads

## IST ADVANCE LTD

21 London Road Twyford, Berkshire RG10 9EH UNITED KINGDOM

<http://www.lstadvance.com>

Phone: ☎ 0800 589 9145

Categories: switching, routing, security, wireless, virtual, telephony

Products: Cisco, Aruba, HP, Juniper, Fortinet, Brocade, Sonicwall

☆☆☆☆☆  
No votes yet

Map | Satellite

Do you own this company?  
Click [here](#) to claim it.

Register now to receive Free Offers from this company!

Log in or register to post comments

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Home   Contact

AS you can see there are all the details to contact that particular company, a map with all the navigation facility that you can expect, so that the User will now be in possession of all the details to decide whether to give you a call or not. In case he does, afterwards the User has the opportunity to leave comments (hopefully good!!) on your company and also have the chance to vote your company expressing his appreciation in a scale between 1 and 5 stars. The vote will then be displayed on your page. At the bottom of the page the blue box dedicated to your offer is a tool available to you to encourage the users to become your potential customers. All this is available for FREE to any company which is listed in our directory.

There are also additional feature on LocatorIT.com designed to better showcase your Company such as the Front Page Carousel and Bespoke Full Page. Both of them are normally paid for features, but for a limited window of time to mark our first quarter in operation I am proud to offer the full package for **FREE**....but I will come to that in more details ate the end of this post.

Here is a screen shot for the Front Page Carousel which you will find on the right end column under Our Sponsors heading:

The screenshot displays the LocatorIT.com website interface. At the top, there is a navigation bar with 'Home', 'Contact', 'Blog', and 'Ads' links, and a 'Login | Register' link. The main header features the 'locatorIT' logo and a search bar with the text 'Find the right IT Partner' and 'Locating the right business partner just got easier!'. Below the search bar, there are tabs for 'Basic' and 'Advanced' search, and input fields for 'company name' and 'one of city, county, postcode, or country'. The page is divided into several sections: a 'Blog' section with a 'Blog Post' link, a 'CNET News' section with several articles, and an 'Our Sponsors' carousel. The carousel includes logos and brief descriptions for ITWAY SPA, GENCOM SRL, HELIOS MARKETING SOLUTIONS LTD, ARCHIMEDIA SRL, and APS SRL. At the bottom, there is a section for 'locatorIT.com' describing the service, followed by 'For the End User' and 'For the IT Partner' sections, each with a small image and text. The footer contains copyright information and social media links for LinkedIn, Facebook, and Twitter.

Any ICT partner who wishes to showcase his company can take advantage from this opportunity of publishing to the first page a box with his high resolution logo and a short description (140 characters, probably the most lucrative tweet that you will ever write). The Carousel has a scrolling mechanism so all the companies listed get to go on the top position one in a while. The Users, whose attention is captured by your logo or by the accompanying text, will get to your Bespoke page by clicking anywhere in the box. Remember this is [FREE](#) for a limited amount of time...but as I said I'll come on to that at the end.

Follow a screen shot of the Bespoke Page: