



Media Profile:

WinWeb Online Business Software and Services - Chairman/CEO Stefan Töpfer

Stefan Töpfer profile.

From 1995 Stefan built Nacamar Group PLC (today part of Tiscali/The Carphone Warehouse), into one of the biggest ISPs in Europe, which he sold in August 1999 at the peak of the DotCom boom.

He is now Chairman and CEO of Winweb which he in fact started in 1994 but came back to transform from 2000 into the online Business Infrastructure Software and Service it is today. Stefan's small business blog (www.sme-blog.com) is a highly influential top 100 business blog and Stefan has become a regular contributor to CNBC's small business TV coverage and to a number of small business magazines. His Twitter feed is followed by more than 11,000.

Stefan is passionate about small business and in particular freeing entrepreneurs from constraints of time and bureaucracy to enable them to focus on the key objectives of their businesses. He speaks at a range of Business Start-Up, Small Business and Business IT events. Stefan is also an enterprise champion for Enterprise UK, the organisation behind Global Entrepreneurship Week.

Stefan is a truly international businessman with bases in the US, Australia and Europe but with a particular affection for the UK small business sector.

Stefan can provide articles and expert commentary in the following areas:

- Small Business Infrastructure
- Business Planning
- Small Business Failure and Survival
- Business Start-Up
- Business models including - Personal Business, Sole -Trader, Home Business and Mobile Business.
- Entrepreneurship
- Self-Employment
- Small Office management
- On-demand Software for Small Business
- On-demand Business Services
- Business Technology including - ISP/ Telco Infrastructure, VoIP - Voice over IP Services, Web Services and Software, Accounting Software, Blogging, Bookkeeping, Virtual Assistant Services.

WinWeb profile

WinWeb is the leading provider of on-demand online software (SaaS) and real business services to the SOHO and Micro Business Market (1 to 10 people). Based on WinWeb's OnlineOffice™, the Small Business Infrastructure provides hundreds of thousands of entrepreneurs with a micro business eco-system. This enables the micro business owner to access professional services on a time-shared basis for ad-hoc projects, short-term or long-term demand, enhancing the businesses competitiveness and productivity, while keeping cost down and variable. This greatly enhances long-term survival of micro businesses.

Winweb currently turns over £5m annually and is on an upward growth trend as a strategy of growth through alliances with strategic partners such as Office Depot, Viking and InfoUK bear fruit. Very often users are introduced to the core WinWeb service through a partner entirely free of charge, the company making its income through the sale of enhanced services, often on a pay as you go basis.

Services within the WinWeb Office Online package include:

- Email-Fax-Phone Messages
- Contact/Document Management
- Calendar & Meeting Planner
- Cash-Flow & Business Planning
- Sales Invoicing & Online Quotes
- Small Business Accounting
- File Share & Data Disk
- Web Hosting & Online Shop
- Serviced Virtual Office Suite
- Business Services Online

Case Study Subject

Winweb can be used as a case study for the following :

- Internet services for business
- Cloud Computing
- Software as a Service
- Red Tape and regulation
- Small office management
- Home Office working
- Specific services which are part of the Office Online package such as – online backup, web hosting, Virtual Assistants, online accounts packages

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