

# PORTfolio

Your monthly update on Living and Working in Docklands

Distributed direct to IFSC and Businesses in City Areas 1, 2, 3, & 4

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LOCAL

PORTfolio

## The Virtual Office pays off in difficult times

The virtual office is becoming more and more prevalent, a trend that is fuelled by the availability of new communication technology such as Skype, better broadband infrastructure and the recession. You may have heard some of the new buzz words such as Flexistentialism, Lifesplicing and VA (Virtual Assistant) that accompany this upsurge in Virtual working.

In doop - a web design and digital media company (Est. in 2000) - we always endeavour to stay ahead of trends, so we started operating on a part-virtual basis in 2005 when one of our Partners relocated to Spain. Around the same time our remaining Partners started a combination of working from our office in Docklands Innovation Park, East Wall and from our home offices.

We eventually took the plunge in May 2008 when we gave up our office to enter the virtual world full time. Being virtual allowed us to work from any location - Dublin, Spain and on the road. It lent itself well to our approach to business and creativity and ultimately, it allowed us to keep our costs low and pass on exceptional good value to our clients.

But what made us make that final leap into the virtual world, foregoing the safety blanket an office provides? Recent research by Microsoft shows that 78% of people believe that traditional office hours no longer exist so maybe it was this belief and the desire to redress work life balance and dispense with long commutes.

*"The human touch is just as important as technology in the Virtual Office"*

Or maybe the easy access to communication technology such as Skype and lower communication costs made that final move more possible. In fact the decision to quit our 9 to 5 base was enabled by Oceanic, an office support company based in the Docklands Innovation Park.

Our association with Oceanic began on a phased basis in 2007. At the time our Dublin based staff where working from both home and the office. We did not have the need for a full time resource to base in the office and manage reception, so we were using call forwarding with our telecoms provider to our mobiles which proved inefficient. It made sense to outsource our telephone answering to Oceanic which we found became a very effective solution. From the first

call answered we immediately knew we had made the right decision.

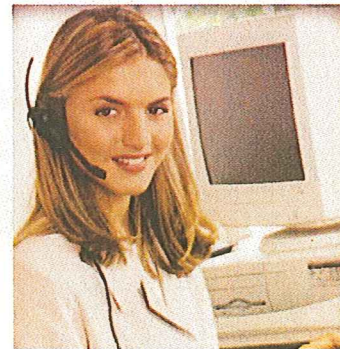
Each call was answered. Monday to Friday 9.00 to 5.30 - regardless of our whereabouts and transferred to our mobile or our home office as if we were still in our office. Messages were emailed and the daily activity reports proved invaluable which were emailed throughout the day to us all. Lorraine Byrne and the Oceanic Team provided an extremely efficient, friendly, cost-effective solution and they lent that professional edge that doop needed at the time. In addition, the team provide administrative assistance and back-up to us - Oceanic in effect became an extra pair of hands in doop.

We found that they integrated so seamlessly into our business operations that less than a year later we made the move to leave our office and operate fully on a virtual basis. Having a business address with admin and telephone answering provided a complete support solution.

Our post is delivered to the office and forwarded onto me or kept for collection if I am in the city. Being innovative and aware of the current market, the staff now also provide a banking service - lodging all cheques received on the same day - crucial to SME's now when cash flow is difficult to manage.

Although Oceanic always avail of new technology to keep evolving and streamlining the service they provide to their clients, it is their human touch that is key. Oceanic to all intents and purposes are part of the doop team, always happy to go out of their way to help us. They are a friendly voice to our clients who now consider them part of our business. They are our virtual office, they are our virtual support.

Sinead Murnane  
Managing Partner  
doop  
digital media consultants  
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## La Cuvee opens in the IFSC

The Eno winebar located in Mayor Square in the IFSC has recently launched a brand new restaurant upstairs - La Cuvee. The relaxed French cuisine of La Cuvee, prepared by their head chef provides a complement to the wide range of wines downstairs at Eno Wines.

La Cuvee & Eno Wine bar offers a completely new night out in Dublin, thanks to the Enomatic wine tasting system on offer at Eno Wines.

The system allows you to taste wine in a completely new way. The system is the latest in wine tasting technology and works on a 'credit card' system, providing an affordable option for wine tasting.

Customers then top up their Enomatic card in the shop and can then try any of over 46 wines on offer from around the world. It's wine tasting at the push of a button, all with the expert advice

of the wine buffs in Eno to guide you through your choices.

If you want to turn it into a full night out, you can then bring any bottle of our selected wine from the downstairs shop into La Cuvee, with just a 10 euro corkage charge. There you can sample the cooking of head chef Max, who draws heavily on his culinary roots, offering classic dishes such as Croque Monsieur alongside the more original cuisine such as duck leg confit with roast onion and thyme rosti, finished with a port jus.

La Cuvee & Eno Winebar is not only a night out with a difference, but for those who work in the IFSC, it is a great way to entertain clients with something that little bit different. When the new Luas lines arrives in the IFSC, La Cuvee & Eno Winebar will be an excellent option for those who are looking for a night out with a twist.

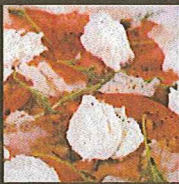
You can find out more about La Cuvee on their website [www.lacuvee.ie](http://www.lacuvee.ie) or by following them on [www.facebook.com/lacuvee](http://www.facebook.com/lacuvee)

See competition on page 5

**oceanic**  
total office support

## Il Vignardo

RESTAURANT



**Xmas Menus: €22.50 & €27.50**

Happy Hour: Pizza or Pasta €9.90

Lunch: 12pm - 3.00pm

Dinner: 5.30pm - 7.30pm

**Il Vignardo Restaurant**

Store Street, Dublin 1

Tel: 01-8553099

Email: [ilvignardo@isaacs.ie](mailto:ilvignardo@isaacs.ie)

Web: [ilvignardo.com](http://ilvignardo.com)

## Health is Your Wealth -

In December / January issue of **PORTfolio** we are featuring **Health is Your Wealth . . .**

An editorial driven feature delivering a guide to getting fit and healthy for the New Year and also aims to provide simple and cost effective ideas for getting healthy, looking and feeling good and ready for the exciting changes and challenges a New Year rings in.

**Advertising options from as little as €120.00**

Early booking is advisable.

Contact Frazer Waters on 01-6725831 or [frazer@portfolio.ie](mailto:frazer@portfolio.ie)

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We have been offering **Total Office Support** since 1998