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Welcome



Hi and welcome to the 3rd edition of In the Loop, SNO's company newsletter. We're a bit late in publishing this edition but I can assure you this is for valid reasons! Launching our new brand, building our new website and refreshing our social strategy being three of the main contributing factors. Enough of excuses however and let's get into the content.

In this edition you'll find:

1. An update on our brand and what it means to us (and what we hope it means to our customers)
2. SNO's sponsorship of the British Paralympic Association (BPA) which we are incredibly proud, and excited, about!
3. An update on NOAH, our Critical Business Insights platform and some of the new functionality that we've built into the platform
4. An update on our accreditations, both ISO and Microsoft
5. And finally, we'll highlight the new starters who have joined us since the last edition

I hope you enjoy the content as much as we enjoyed creating it. As ever, if you have any suggestions for articles then please contact James Johnston (james.johnston@sno.cloud). I know he'd be pleased to hear from you.

Until the next edition,

A handwritten signature in black ink, reading "Tony Brook".

Tony Brook
Chief Executive Officer

tony.brook@sno.cloud





SNO rebrand

You may have noticed a new look and feel to this edition of In the Loop. This is because we've applied our new branding to the newsletter! Time, ladies and gentlemen, for a bit of a story on this...

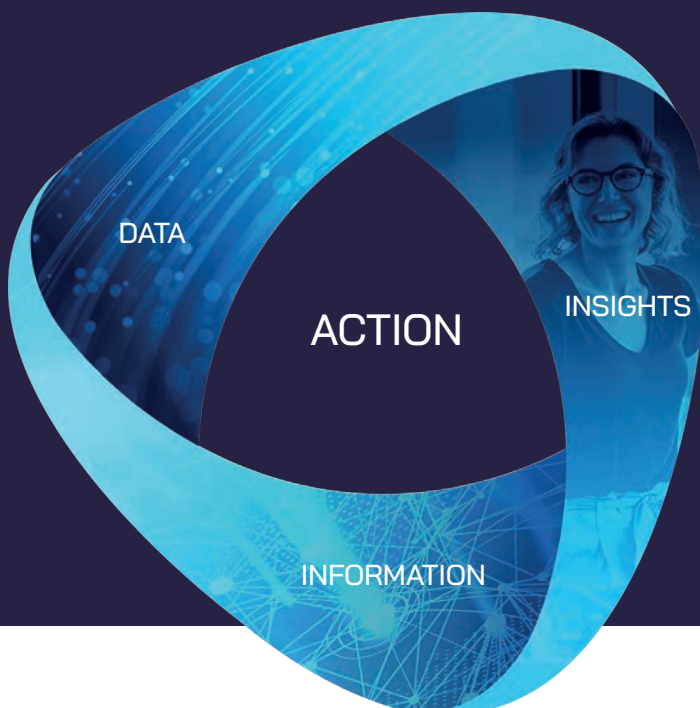
Earlier this year we decided it was time to give SNO a new look and feel. We wanted a brand that was more grown up, more professional and a brand that was reflective of our values as a business. We also wanted a brand that connected us to our customers and one that articulated clearly what SNO is all about. Not an easy task!

As ever when we need help and support on all things creative, we approached our good friends in **sevenseven** (www.sevenseven.co.uk). They're experts in brand design, website creation and all things digital marketing.



Rick Buckley, Co-Founder & Designer, took on the challenge. After a process of refinement we settled on a design that we are confident will see SNO through to the next decade.

As an industry veteran, Rick sums up the importance of brand succinctly:



"Branding is not just about creating a logo and placing it across your marketing. It's the process of giving meaning to a specific organization, company, product, or service by creating and shaping a brand in consumers' minds.

The SNO brand project was especially enjoyable for our team. After thorough research, design, and feedback, we settled on the use of a Möbius strip accompanied by the strapline "A smarter tomorrow." The Möbius strip symbolizes the continuous nature of customer engagement and the holistic approach to managing customer requirements from start to finish.

The three elements of the logomark, along with the inner shape, represent the core values of SNO: data, information, insights, and action.

For SNO, the journey of converting data into information, information into insights, and insights into actions is fundamental. As a Network Managed Services provider, these "actionable insights" empower customers to make informed business decisions. This approach positions SNO to pave the way for a smarter tomorrow for clients."

We're really pleased with the new brand and how it will support SNO's growth over the next few years and beyond. You can also see our refreshed brand applied to our new website. Check out www.sno.cloud and tell us what you think!



ParalympicsGB



SNO sponsor the British Paralympic Association for Paris 2024

We are both proud and privileged to announce that the British Paralympic Association (BPA) has selected SNO as an Official Partner for the Paris 2024 Paralympic Games. This is a huge honour, and an event we are very much looking forward to supporting!

The 2024 Games promises to be a fantastic event. SNO will be working closely with the BPA team to ensure that all things technology run smoothly and that the athletes, and their support teams, have a seamless technology experience during the Games.

Our responsibilities are many and varied... ranging from helping the BPA with deployment planning, leading the network design, building the physical IT network, operating and maintaining it throughout the whole of the games, and decommissioning all equipment once the Games are over.

The IT services we'll be managing cover the Paralympic Village, hospitality venues and the athlete training camps. As you would expect, work is already underway in the planning phase and we look forward to sharing further details on the Games, and our relationship with the BPA, as the summer of 2024 approaches!

About the British Paralympic Association (BPA):

The British Paralympic Association (BPA) is the National Governing Body for paralympic sport in the UK. It is a charitable organization whose main aim is to deliver the Paralympics GB team to both the summer and winter Paralympic Games.



For more information please visit:
<https://paralympics.org.uk>





We provided a detailed overview of NOAH in Edition 2 of In the Loop but as a quick refresher, NOAH is a SNO developed Critical Business Insights platform.

This platform has been developed to assist SiFi Networks in gaining a holistic picture of their business operations, from fiber planning to performance tracking, from quality reporting to take rate analysis. It covers a range of business insights relevant to all aspects of the business, including Construction, Finance, Sales & Marketing and Legal.

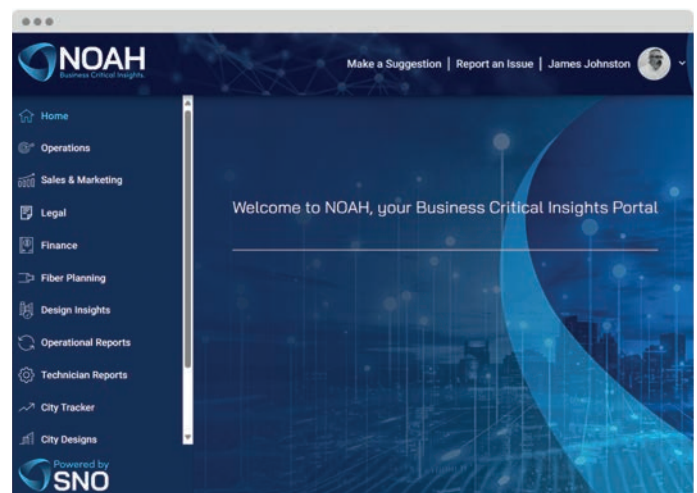
It is in this last area (Legal) that we wanted to provide an update... Working closely with the SiFi Networks Legal team, SNO has completed a project that now allows SiFi Legal to integrate Concord contract management software into NOAH.

Why is this important? Well.. the benefits are many and include:

- The ability for administrators, managers and users alike to see “at a glance” the progress of all, relevant legal tasks
- The ability for users to optimize and plan their workload based on task reminders. We know the Legal team are very busy so to be able to prioritize is extremely important
- The traceability of actions due to action log recording. No more confusion over who owns the next action...

The integration work is completed, tested, user accepted and is ready for SiFi Networks to use. We look forward to the feedback!

A big thanks to the SiFi Networks Legal team (Kendra Odom and Peter Neda in particular) and to Hayley Clare in the SNO team for delivering the project (on time and on budget I might add).



For further information on NOAH please contact:
hayley.clare@snonetops.com





Accreditations update

SNO attains ISO 20000:2018 IT Service Management (ITSM) certification

SNO is pleased to announce that we have attained ISO 20000:2018 IT Service Management (ITSM) certification.



This is an important milestone in our Managed Services journey and complements our existing ISO certifications that includes ISO9001:2015 Quality Management and ISO27001:2013 Information Security Management.

Why is ISO20000 important?

Stephen Goodman, our Director of Network Operations, sums it up succinctly:

“Quality is important in any business. However when running network operations on behalf of our customers it is imperative that structured processes and procedures are in place to help us manage service desk requests, issues and escalations in a predictable and repeatable way.

ISO20000 provides that framework. It helps us deliver an even better service experience for our customers, it improves the productivity of our support teams and also allows us to better benchmark our services”.



For further information on SNO's portfolio:
<https://sno.cloud/smart-services>

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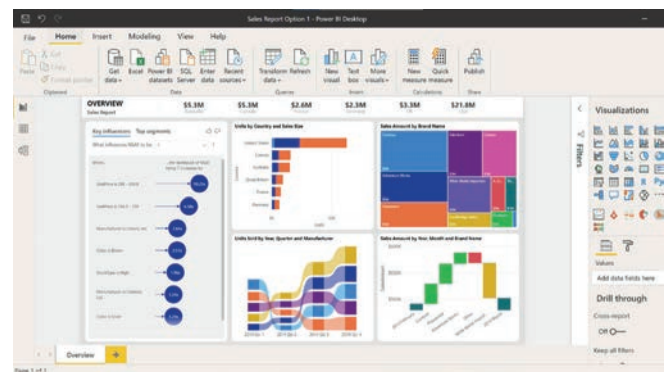


SNO attains Microsoft Certification in Power BI Data Analytics

SNO's mission is to deliver a smarter tomorrow for our customers. We do this by turning data into information, information into insights, and insights into actions that our customers can take to improve their business decision making and business performance.



Join us in
congratulating
Rohith and Nikhil
on their well-
earned success!



However, in a world that is awash with data it takes knowledge and experience to turn this data into the “actionable insights” that our customers demand of us more and more...

This is why we are pleased to announce that not one, but two, of our Business Analytics team have recently passed their Microsoft certification in Power BI Data Analytics!

Tony Brook, SNO's CEO sums this up perfectly:

“SNO's investment in our Business Analytics function is reaping huge rewards for our customers. Customers who understand that data driven decision making can hugely influence and affect successful business outcomes. Our Business Analysts work incredibly closely with our customers to ensure that the right insights are presented in the right way to help our customers make the right decision first time, every time”.

New Starters

This quarter hasn't quite seen the level of recruitment we updated you on in Issue 2 of In the Loop but here goes! Please join me in welcoming them to the SNO team.



Thomas Lambert

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Hi there. I'm Tom and I've recently joined the SNO team. I'm based in Cheshire, England and have spent that last 15 years working in the Managed Services industry for a national Managed Service Provider (MSP). That business was recently acquired by a much larger entity (Daisy Communications).

My background is heavily biased towards the Microsoft technology stack and I specialise in Windows Server, Microsoft 365, Microsoft Security and Cloud Infrastructure solutions.

Aside from the techy stuff, I'm into my cars, Formula 1, and generally trying my level best to be a good dad/husband!

I'm coming to SNO to help launch a new MSP portfolio of services and to help steer you on your path to becoming a trusted MSP partner. I'm working closely with the CTO team initially, but keen to work with everyone across the SNO business to help create the best service portfolio we can.



Julie Talbot

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Hi! I'm Julie Talbot and I've recently joined SNO from Cisco. I've worked in the IT industry for many years (I started very young!) and most recently have been involved in creating and executing Go To Market (GTM) strategies for new products and services.

This experience will be very useful as in SNO I'll be responsible for introducing new ISP related offers to help support our revenue growth in 2024 and beyond. SNO already does some great things for our customers and I'm really looking forward to

productizing our existing offers and making them scalable and repeatable.

Outside of work, I love being outdoors, spending time walking my rescue dog Ralf and travelling with my partner - which allows for new experiences, the opportunity to explore different cultures, and of course, indulge in delicious food!

I'm currently based in Birmingham but am planning on being a regular visitor to the office in Oswestry.



Divya Murala

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Hi there, I'm Divya and I joined SNO in April 2023 as a Business Intelligence Analyst. I come from a Computer Science background with a Master's degree in Business Analytics. Here at SNO my job is creating Business Intelligence dashboards and reports, and analysing current and historical data with the objective of improving strategic decision making.

I started my professional career as a Business Analyst at SNO and am very

grateful to Tony and David for giving me this opportunity. I am excited to see what the future holds for me at SNO. I absolutely love my job and I enjoy working with my colleagues. Lovely people and, a great work environment!!

In my spare time, I love walking and exploring nature. I also enjoy going to the gym, cooking and sketching as well (when I can find the time!).



Martin Codd

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Hello everyone, Martin here. I've worked in the Telecommunications industry since the mid-1970s (no prizes for guessing my age!). I joined what was then the General Post Office (GPO) which later became British Telecom (BT). I was originally a Telephone Exchange engineer working on Strowger, System X and Ericsson AXE 10 exchanges. This will give the younger members of SNO something to Google!

In my 20 years at BT I was involved in delivering nationwide UK voice network projects (Google "FeatureNet"). After BT I joined Total Network Solutions (TNS) where I continued to develop my technology skills, ultimately becoming a Cisco CCIE in 2009, specialising in VoIP technology. My last role was in EE (the UK's largest mobile network provider) in their Advanced Services

division where I worked on Mobile Device Management (MDM). In my Technical Director role in SNO I'll be working closely with Nokia as we look to expand our technical and service capabilities on the Nokia XGS-PON portfolio.

Outside of work I am married with two grown up children. My daughter lives in Dubai and my son works as a nurse at Shrewsbury Hospice.

In addition to being a technologies, I am also a keen Crown Green bowler and walk regularly with the ramblers in the beautiful Shropshire countryside.

It's great to be part of the SNO team and I look forward to meeting more of you.



Charles Quinnell

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Hi there, my name is Charles Quinnell and I joined SNO in August 2023 as QAQC Director. I have a construction background with more than 18 years experience in the field. I've been living in the UK for the past 21 years and have recently returned back to my beloved homeland, South Africa.

My role at SNO basically entails managing a Team of dedicated Quality Inspectors who ensure that quality is the main priority during the fiber network construction

process. We aim to maintain consistent, high standards out on the field on a daily basis. I am fortunate to have amazing coworkers who are very supportive and helpful. I am grateful for the opportunity to work at SNO and to be part of such an exciting industry.

My hobbies include motorcycling, woodwork, 4x4-ing and nature walks. I am passionate about preserving nature, especially wild life rehabilitation. I also enjoy a good action movie as well!