TECHNOLOGY IS GREAT

BRITAIN

UK Trade & Investment

UK Trade & Investment (UKTI) is the Government Department responsible for supporting overseas companies looking to do business in the UK.

Our top 10 support services
UK Trade & Investment:

01 Can help international companies quantify and assess market opportunities in the UK and Europe

02 Works with every UK Government Department to support business and has access to a vast network of industry experts and local partners

03 Provides guidance on set up procedures, including registering a company, corporate structure and opening a bank account

04 Compiles in-depth factual reports tailored to your needs, including market entry support, research and development collaborations and cost analysis

05 Gives practical help with site selection through visits to locations and premises and has regional experts on hand to offer advice

06 Provides information about the UK tax system, incentives and administrative processes

07 Continues to support you even after your business is established in the UK, providing assistance on expansion and representing your interests in government

08 Provides practical support and advises on the UK immigration system, how it works and the different visa categories

09 Gives guidance on staff recruitment and locating the required skills base

10 Offers assistance to entrepreneurs through a network of mentors with the insight and experience to help make a commercial success of early stage companies

www.gov.uk/ukti

UK Trade
& Investment

UK Trade & Investment

UK Trade & Investment (UKTI) works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice. UKTI has professional advisers both within the UK and across more than 100 international markets.

UKTI has a customer commitment to helping its UK and international customers by providing a range of services, to a high standard and improve customer service by listening to customer feedback.

We also have a co-ordination role across government to establish a more systematic approach to relationships with companies which are the most economically significant investors and exporters.

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A&O IT Group Ltd

A privately owned company with its headquarters in the UK and 3 subsidiaries in Europe . Subject to an MBI in 2012 the senior management are all proven industry professionals looking to expand revenue rapidly from the current level.

The company provides IT managed services only to IT Manufacturers and IT Outsourcers across 56 countries primarily in EMEA. Working exclusively with the channel A&O seeks to deliver the latest in best practice at a price which permits its customers to make a margin on non core activity.

Product Details

- Principally focussed on L2 engineering A&O offers :
- Residential and mobile hardware maintenance and break fix across 56 territories globally.
- Onsite support for IMACD
- Project management and Deployment
- Recycling under WEEE
- Managed Print
- Mobile Device management and solutioning
- Cloud based services to include :
  - Hosted desktop
  - IP Telephony
- Multi lingual call and operational centre
- Parts management and warehousing.
- Logistics
- Configuration and system building

All MI, asset management ,and work order management controlled in real time by an in-house software management system 'Fieldview'.

Key Projects / Case Studies

1. NBD desktop and laptop warranty management and break fix across Scandinavia for a Global IT Manufacturer
2. NBD printer warranty management and break fix across the UK for Global printer manufacturer
3. Win 7 roll out across 35,000 desks EMEA wide for Global electronics manufacturer.
4. Desk side and mobile break fix and maintenance EMEA wide for Global Pharma company.
5. Desk side and mobile break fix and maintenance internationally for Global telecoms company .
6. Desk side support and break fix EMEA wide for Global retail brand.
7. Military grade secured personnel for network support and desk side support to UK Government Ministry.
8. Global project management and deployment to International investment bank.

Key Objectives from Indian Market

The A&O IT Group already supports 3 significant Indian Outsourcers (HCL, Genpact and WIPRO) and wishes to further develop its relationship with them to supply services in EMEA.

As executive sponsor for all international business development Rod Moore (Chairman) is keen to better understand the procurement and operational methodology practiced in India and the challenges these key and potential new customers believe they are facing as they expand in EMEA.

He believes that the skills offered by A&O and the knowledge they possess of the European market in particular make entry into it far less difficult than it might be for such organisations.

basestone™

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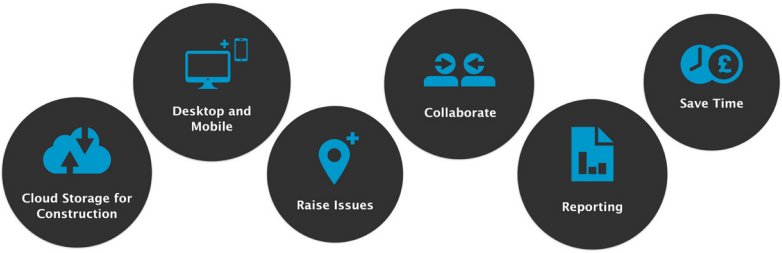
Basestone.iod

BaseStone is the first product of Blue Ronin, an award winning software & technology company that is building innovative software for the Construction and Engineering sectors. This London based startup is funded, post-revenue and has been part of two accelerator programs; Wayra UK and IDEA London.

PRODUCT DETAILS

BaseStone is a tablet and web-based collaboration tool for professionals in the construction industry. It transforms the way you issue, review and manage your drawings and data. Change is inevitable in any construction project. BaseStone ensures you are kept up-to-date and always have the relevant information at your fingertips.

BaseStone adds value to your drawings across their whole lifecycle.



Key Projects / Case Studies

BaseStone is used on Crossrail, Europe's biggest railway project. Like most engineering projects, Crossrail are heavily reliant on paper-based drawing review. BaseStone was brought in to innovate through our digitised and mobile-based review solution. Costain and Skanska, two of the main contractors on the project, use BaseStone to create Redline drawings and snag from the field. The results have been outstanding - BaseStone achieved significant time and cost savings. This is just the start for BaseStone - our dynamic system has great potential as a collaboration tool to improve efficiencies with offshore CAD teams located in India.

Key Objectives from Indian Market/

What we would like to do is connect the CAD centres that are operated in India back to the offices in the UK. We can use BaseStone as a far more efficient and effective way of communicating over the changes that occur on architecture/engineering drawings than current methods using scanned drawings and email. On top of this, we can track the progress of the CAD team remotely and flag any problems early to the design team anywhere in the world.

COMMONPLACE

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Commonplace

Really smart cities know that technology has its greatest impact when encouraging residents to participate in making better places to live and work.

If you're a city, state, developer, or transport operator, we can help you create better places for people to live and work.

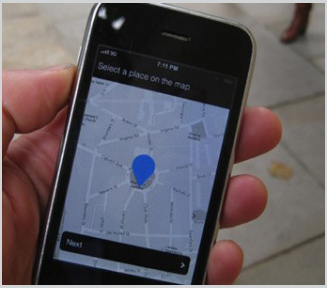
Commonplace is a digital engagement tool that will help you gather ideas and evidence from local residents, simply and cheaply. Commonplace collates comments and therefore demonstrates the extent and depth of local engagement.

PRODUCT DETAILS

Whether developing housing, transport systems, business districts or neighbourhoods, Commonplace helps reduce risks and costs - by listening to the people that use them.

Super-easy for local people to use

The starting point for Commonplace was a tool that anyone can use, whatever type of device, experience or amount of patience they have. Commonplace works on mobile phones, computers and tablets, without downloading anything. So it's super simple for any member of the community to add a comment in seconds.



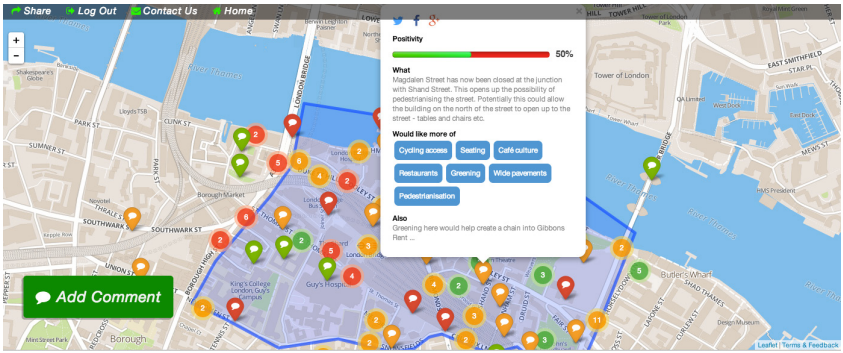
Pick a spot that you want to say something about

Say how you feel

View your comment on a shared map

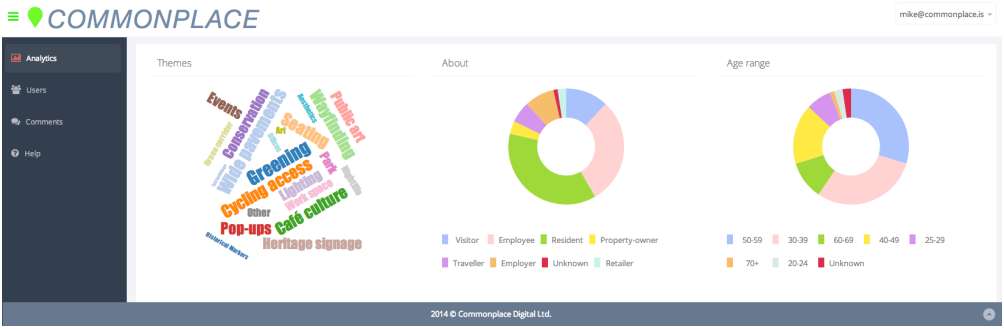
Transparent & trusted

Commonplace's shared map is becomes a trusted place for constructive collaboration. People engage constructively, even on controversial issues. Working with London Bridge's BID, Commonplace has engaged residents, local businesses and even visitors to the area.



Live dashboard tells you who, what and why

Our live dashboard is available to an unlimited number of administrative accounts (who are set up with special rights).



Key Projects / Case Studies

Commonplace is used by city authorities (e.g. London Borough of Tower Hamlets), transport organisations (e.g. Transport Systems Catapult) and property developers (e.g. Carilion igloo), and has been featured in the UK press, including on the BBC, CNN and the Urban Design Journal.

In London Bridge, Commonplace was chosen as a tool to understand and respond to the needs of local businesses. The majority of respondents are under the age of 50, and over 40% are under the age of 40.

Key Objectives from Indian Market/

Commonplace is an important tool for smart city development. It brings the needs of residents and local business into an effective collaboration.

With India's new smart city strategies, Commonplace can be an important strategic and operational tool in ensuring transparency, collaboration and user-centered needs are at the forefront of the design and operation of these new cities.

ii.do

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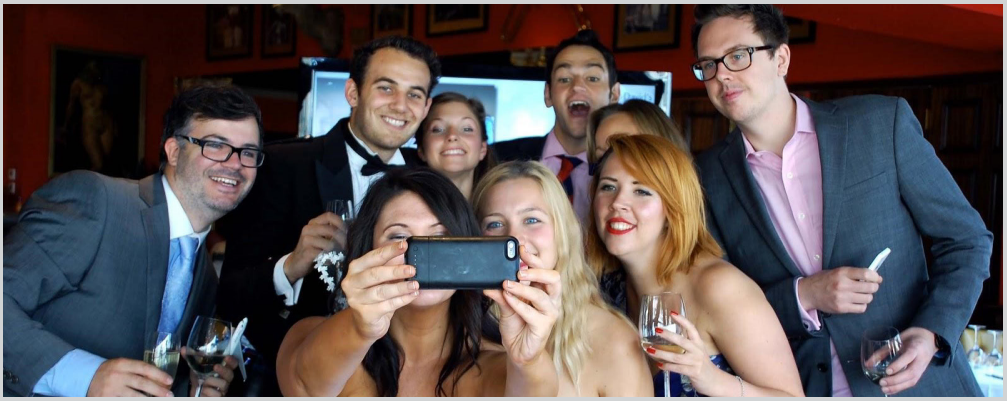
ii.do

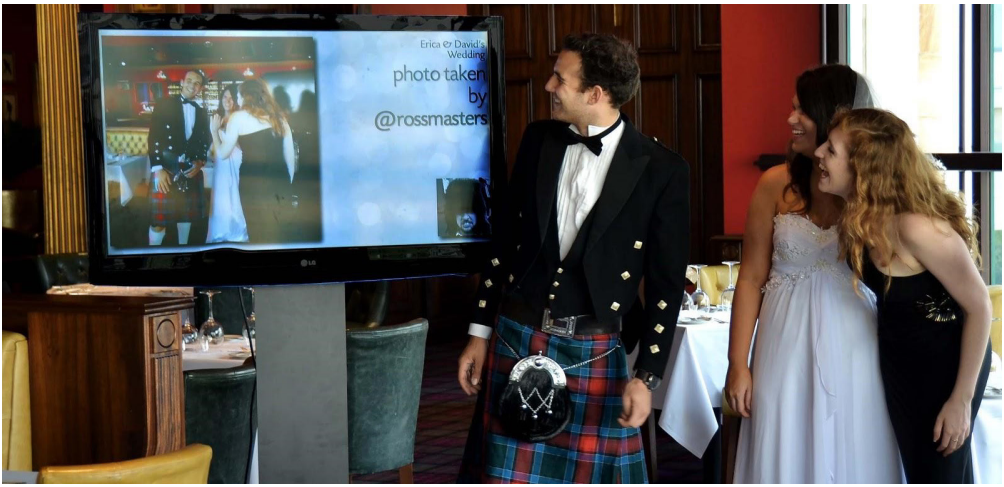
ii.do is the latest trend of the wedding world. It captures, displays and keeps all your guests' wedding photos directly from Instagram and Twitter. We are looking for distributors, brides, grooms and wedding planners in India.

PRODUCT DETAILS

ii.do is a plug-and-play solution that collates and displays wedding pictures uploaded under your own specific hashtag, such as #benandjanewedding. The guests will be able to take pictures and upload them to Twitter and Instagram using that same hashtag. ii.do then rounds up all the guests' pictures and plays them automatically on a screen or projector at the venue, for all to enjoy. All you need is Wi-Fi connection, a computer, a screen, and all the guests ready to capture the most magical moments with their phones!

The couple can choose between a variety of wedding-inspired slideshow designs to find the theme that works the best with their wedding style. We also have various moderation options, allowing them to ban or approve certain pictures before they make it to the screen. And once the wedding is over, a beautiful wedding album will be available, complete with all the guests' pictures and the couples' hashtag printed on the side.





Key Projects / Case Studies
We proudly think of ourselves as a truly global and approachable company, striving to give our customers the best possible service on their big day. Be it a bride, an event planner, or businesses like the Hyatt or Marriott hotels, we always deliver exactly what the client had in mind.

We are currently working on new wedding slideshow designs, as well as social integrations other than Twitter and Instagram, such as Vimeo or YouTube. Our next big step is having an app to easily control the display.

Key Objectives from Indian Market/
ii.do wants to bring something excitingly new into the vibrant Indian wedding market. It will bring together brides and grooms with family and friends to make their union even more special.

We are looking to work with event planners or wedding-specialized venues that like to be on trend, and use one of the newest event technologies in a traditional setting such as the Indian wedding.

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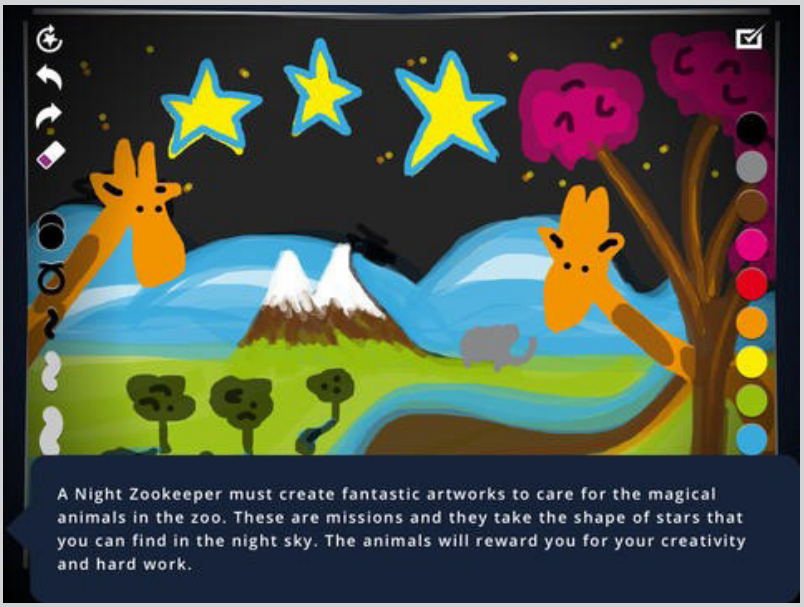
Night Zookeeper

Looking for a creativity and literacy product to get children excited about writing? Night Zookeeper is a web and tablet app that increases student attainment and engagement through the use of technology, storytelling and compelling learning resources.

PRODUCT DETAILS

Night Zookeeper is based on a story. The reader journeys through a magical zoo with our hero the Night Zookeeper, and are accompanied by animals such as the Penguin Professor, Sam the Spying Giraffe and The Time Travelling Elephant. Once the children have experienced the story, they are then encouraged to create their own characters and write stories based in this fantastical world. So far, over 50,000 unique animals have been invented by children around the world to live in the Night Zoo.



Access Night Zookeeper via tablets, laptops and desktop computers on: http://www.nightzookeeper.com

Key Projects / Case Studies
We have worked with over 16,000 teachers around the world to date, with thousands of children using their creativity to invent characters and stories for our cross platform website. We have also had over 25,000 mobile apps downloaded, which teach children valuable creative thinking skills.

We have partnered with RM Education, who have around 90% of the UK market. We also have a deal with Telefonica and our app will be included in their new Infantium tablet once it is has been launched across South America.

Key Objectives from Indian Market/
We are excited to distribute Night Zookeeper products to the Indian market, in order to offer our brand of creative education that has been so successful in the UK and USA. Our objective is to increase sales of the product and afford children in India the opportunity to set their creativity free, by creating characters and stories for the Night Zoo.

buddybounce

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Buddybounce

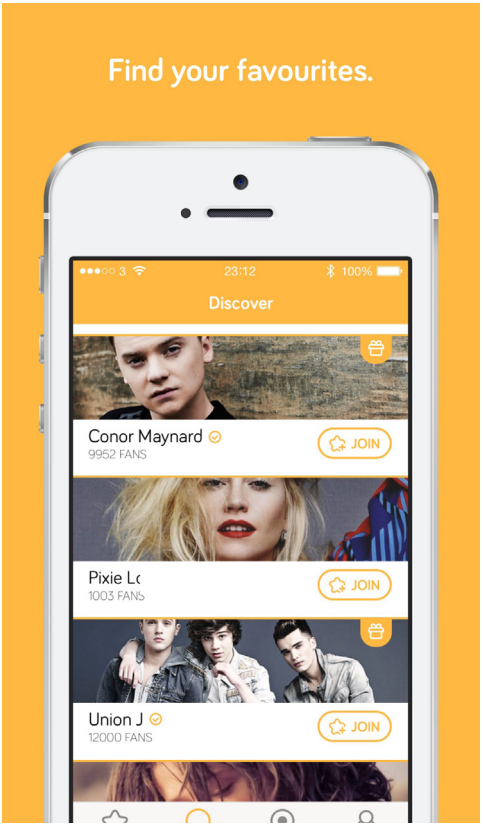
Buddybounce is a multi-channel loyalty and marketing analytics platform for celebrities and brands.

By gamifing the fan experience, Buddybouce allows celebrities and brands to gather data about their fans across social channels and use it to tailor their marketing effort to things their fans really care about, thus driving retention, advocacy and increasing sales. By providing celebrities and brands with a way to establish more personal relationships with their fans, Buddybounce also allows them to establish a long lasting relationship with their fans and increase their engagement.

PRODUCT DETAILS

Buddybounce is a platform that on one side gamifies the fan experience allowing fans to be rewarded for celebrating and supporting their favorite celebrities and brands across social media platforms.

On the other side it's a powerful social CRM dashboard that allows celebrities brands and their teams to know who their fans are as individuals, manage their communications with them all in one place and reward the core ones to enhance advocacy, retention and drive sales. It's Salesforce for the entertainment industry.



Key Projects / Case Studies

- 38,800 registered users in over 96 countries - mainly 13-20 years old girls
- 21 artists on board (including Cheryl Cole, Conor Maynard and Pixie Lott)
- 5 brands on board (O2 music, Transmitter, MTV Nando's and HP Connected Music)
- Previous raises: October 2012: £40,000 from Wayra (Convertible Loan Note) February 2014: £270,000 SEIS round (post money valuation of £1.87mill).

Key Objectives from Indian Market/

Entertainment is one of the major forces in India. We would like to establish India as a key base for Buddybounce and look to open an Indian office in the future with key staff in digital marketing and Sales.

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Ensygnia

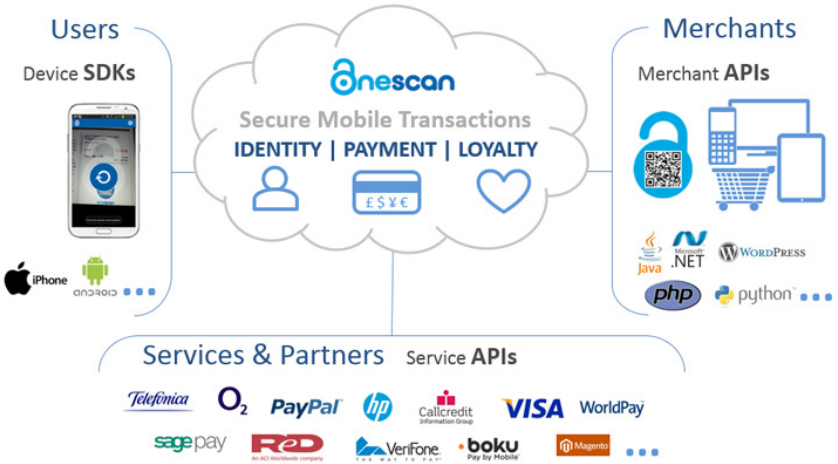
Ensygnia's patented Onescan solution enables simple fast secure mobile transactions online, in-store, or on-the-go. The UK startup, which positions itself as the "visual equivalent of NFC", has raised a $3.3m funding round and is expanding rapidly.

PRODUCT DETAILS

Ensygnia developed and patented the Onescan solution to create a simple, fast and secure way to use your mobile phone to manage and control access to your personal data and financial information.

Users simply download the Onescan app and enter their personal and financial data. All the information is securely stored and encrypted so that it is completely safe and access to it is protected.

Onescan works by enabling your smartphone to interact with any digital screen. Users simply use the Onescan App to scan our special Onescan padlock on the pc or tablet screen to trigger the transaction. The entire process takes less than 10 seconds.



Key Projects / Case Studies

In a breakthrough agreement, global IT company Hewlett Packard signed a teaming agreement with Ensygnia and committed to developing a joint sales approach to a number of its existing retail customers. HP are the world's largest technology company, with more than 40 years of experience. Their brand confers instant recognition and trust. HP is investing in where the market is going: converged, cloud-ready, software-defined services.

Key Objectives from Indian Market/

We see an enormous opportunity to work with India's emerging e-commerce players as smartphone concentration and e-payments adoption rapidly increase.

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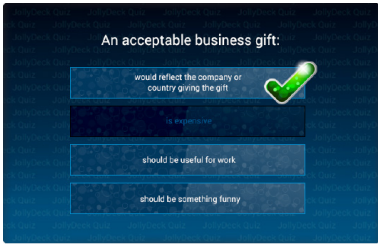
JollyDeck | Learn hard. Play Hard.
JollyDeck is a young UK tech start-up, created to help train employees on key facts and propositions. In less than 18 months since inception we've gained trust of world's leading brands such as Sony Mobile, Thomson Reuters, Telefónica, British Gas, Capita and many others.

We provide a different approach to learning, using mechanics proven in social gaming. Our data shows that 36% of usage comes outside of working hours, saving company time and cost spent in training.

PRODUCT DETAILS

JollyDeck is an online training solution proven to increase employee learning ROI. We build training content into a fun trivia quiz format, producing simple and interesting learning content. Learners are awarded not only for correct answers, but also for their speed and consistency. All this makes for an engaging learning experience, impacting employee welfare and adoption rates – which are always several time higher than what clients experience in other CBT approaches.

The solution is available as an authoring and publishing platform, JollyDeck is accessible through a web browser on any desktop, notebook and tablet computer. The native mobile versions are being published in December 2014 (Android/Google Play) and January 2015 (iOS) respectively.



Key Projects / Case Studies

- Product launch training at Telefónica (6th largest telco globally) launch of 4G in the UK. Deployed across 500+ locations and 3 layers of analytics with real-time analytics.
- 80% cost saving to training 80 gas stations in Central-Eastern Europe while boosting all performance KPIs and scoring historical highs in 3 independent mystery shopper reviews.
- Rolled-out bespoke training for Capita on location S Africa within 6 business days. Objective to identify knowledge gaps reached in 10 days.

Key Objectives from Indian Market/

Focus on contact centres and customer service industry.
Key industries: utilities, retail, telecommunications.

Proversity

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Proversity.org

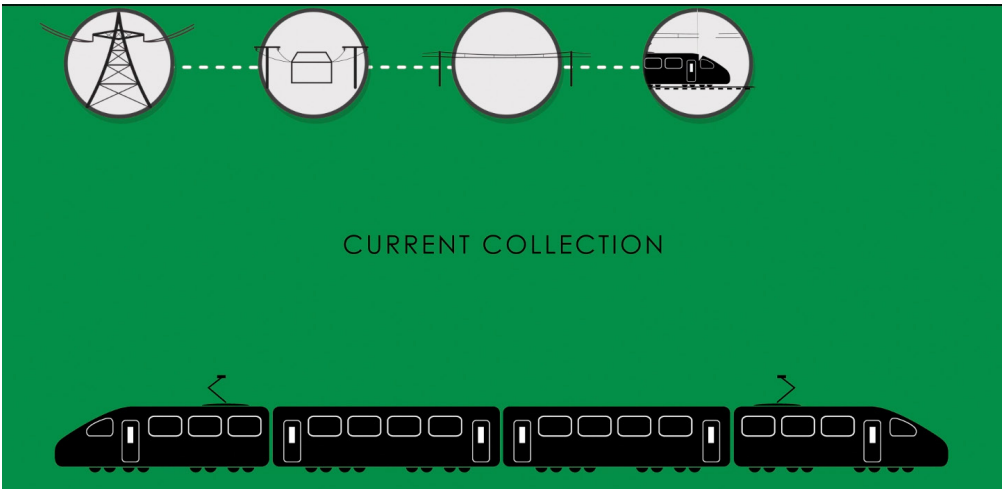
Proversity is an innovative Edtech start up located in London.
We target two challenges:
1) Education is not designed for the challenges employers face today
2) Access to company specific education so far has been for the privileged only.
Our platform bridges the gap between employers and education through free open online courses delivered 24/7 on any device, linked to career opportunities for people from all stages of life: including school leavers, graduates and experienced professionals.

PRODUCT DETAILS
A world-class platform based on MIT's edX and reengineered for the corporate environment.

Proversity collects the data of learners, their results and background to facilitate this information to the employers with the final target to diversify their recruitment structures.

Our features include:
- An advanced Learning Management System (LMS)
- A Course-Authoring tool
- Machine learning-based grading APIs for computation and written responses
- Discussion platforms offering voting systems and endorsement by instructors

We support our clients with:
- Design and configuration
- Implementation
- Secure hosting services
- Software updates
- Advanced reporting
- Disaster recovery services
- Course consultancy services



Our service includes building the digital course production. Our creative team translates the employers' content into an interactive and beautiful course, including a pedagogical approach.

Key Projects / Case Studies
Case Study Network Rail
Network Rail is the responsible authority for the UK's railway network and employs around 34,000 people in the UK.

Pain: With the new High Speed 2 Railway being planned, connecting the North of England with London, Network Rail wanted a new way of attracting experienced talent.

Solution: Working with Network Rail subject matter experts we identified and digitised an existing peer reviewed course, opening it up to the entire industry and professional bodies.

Benefits: For the first time any professional in the rail industry has access to support materials from their mobile phones and Network Rail effectively has the opportunity to attract, assess and recruit new talent.

Key Objectives from Indian Market/
Our key objective in India is the creation of pilot courses as proof of concept for the international market, building on our incredible track record in the UK.

We help BPO companies to attract more talent globally to avoid the existing skills shortage. Our courses educate suitable candidates specifically for a job with your company – no matter the outsourcing service it requires. We give access to a global learner's database which is growing day by day. We can give global visibility to already existing

Ubika Technologies
Your Partner in Growth

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Ubika Technologies Ltd

Ubika Technologies, headquartered in UK has been formed to assist Information Technology companies in their international expansion plans. Leveraging on a wide ranging experience of its founder and partner consulting companies across Europe and India, Ubika specializes in setting up new operations and market expansion into new geographies. Given its technology orientation as well rich experience of the European and Indian markets, Ubika can be the ideal partner for companies looking at establishing their presence in India or Europe.

PRODUCT DETAILS

Ubika Technologies offers Indian companies looking at expanding into the UK markets a range of services which include business representation, market research and entry, local recruitment and staffing. In addition the company can help Indian and UK companies identify potential partners and help establish a foundation for a long term relationship.

Key Projects / Case Studies

1. A leading India based VAS solution provider looking to expand into the European market retained Ubika to establish its strategy for market entry into UK. Ubika helped conduct an initial research which became the basis for its Market entry into UK. Ubika carried out the research, recommended the appropriate strategy and executed the same. Today the company has an established presence in the UK with local staff.
2. A small but rapidly growing IT services organization was keen to market its services in the European market, and looking for a strong local partner to rely on to grow their business. Ubika helped identify two partners with whom the IT services organization has now inked partnership agreements in specific areas and has already seen the benefits in terms of new orders being generated for the company.
3. A leading VAS solution provider was looking at participating in a local event in UK. Ubika managed the entire event logistics, attendance, mailing and lead management at the exhibition saving significant costs for the Indian solution provider.

Key Objectives from Indian Market/

Help Indian companies expand into the United Kingdom market.

StimuliDevelopment.Ltd

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Stimuli Development

Stimuli Development is a UK startup committed to fully realising young engineering talent. We do this by connecting students with high quality remote working placements within UK startups and SMEs. We have piloted our services in the UK and have developed deep links with the UK startup and education sectors.

PRODUCT DETAILS

Problem: In India a 2014 National Employability report found that at least 47% of recent graduates were unfit to work in any sector. A now famous NASSCOM/McKinsey report states that only 10% of fresh graduates are fit to work for an MNC.

IITs have started incubators and entrepreneurial training, but many struggle to find high quality startup placements for their students.

Solution: We connect engineering talent with high quality remote working placements within UK tech startups and SMEs. We guarantee a basic salary for the student as well as mentoring and professional development opportunities with the startup.

Impact: The student gains hands-on business experience with an internationally competitive startup company. The College is able to offer high quality placements. This will enhance its reputation among employers and students.

Key Projects / Case Studies

We piloted our services at one of largest colleges in London. Three teams of students worked on a critical business project for a successful UK Startup (hubbub.net). They were trained, mentored and supervised while working on the project (to create a custom crowd funding platform). After the project was completed the winning team took the opportunity to intern for Hubbub and the remaining teams are pursuing their own startup businesses!

Key Objectives from Indian Market/

Every year millions of students graduate from Indian colleges but only a minority of them are employable, only a minority have relevant work experience, and only a small minority have exposure to technology entrepreneurship.

We seek to connect this pool of talent with innovative global companies for the benefit of all stakeholders.

We're looking for IITs to partner with in Bangalore and further afield.

applyed

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Applyed

Applyed is a digital admissions platform and data analytics tool, saving time, money and stress for both schools and parents. For Schools, Applyed digitises admissions and provides data analytics on potential students. For Parents, Applyed is a platform to find the best education for their child.

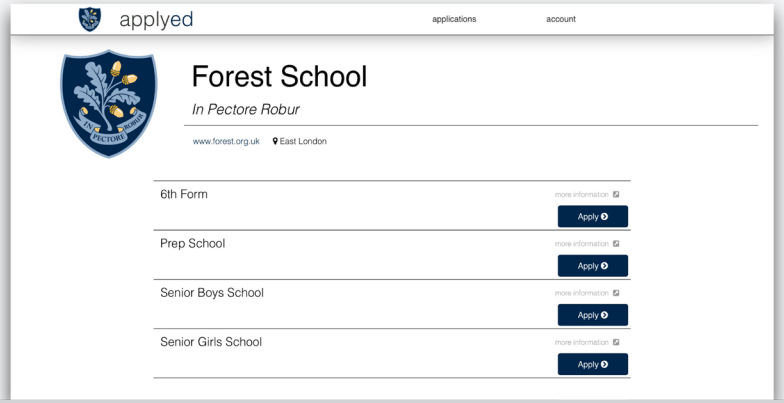
Applied is backed by Telefonica's accelerator programme, Wayra, and has raised a seed round which will be followed by a larger round in Q1 2015.

applyed

Backed by Telefonica Wayra

Applyed manages your school's application and enrolment process **ONLINE.**

Easy setup | Customisable Applications | Secure and Reliable



PRODUCT DETAILS

The admissions process is archaically paper-based, making it costly, laborious, time consuming and stressful for both schools and parents. Currently, parents find it difficult to find the best school for their child. This is due to a lack of transparency around what is available.

Applyed helps schools manage their application and enrolment process simply and securely, including application fees. Schools can customise applications forms and create stages in their current admissions process. Schools can also communicate with parents online. The data provided to schools will help them market more accurately.

For parents, Applyed provides a platform for entering school preferences and identifying the schools that best suit the requirements of their child. Parents can apply, pay for and check the status of their application online, and review important information. Parents create a single account to submit and manage their application(s), saving them time and making applying to schools a less stressful process.

Key Projects / Case Studies

Currently closing a top boarding school, Felsted School, and we have 40+ schools in the pipeline.

Will we be raising £250k in Q1 2015 to expand our sales and development team.

Key Objectives from Indian Market/

Applyed hopes to bring value to the admissions process for both schools and parents in India as it will the UK. Applyed can be the centralised admissions platform for all schools in India, saving parents a lot of time.

testhouse

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Testhouse

Testhouse is a global company specializing in Quality Assurance Consulting, Testing Solutions and Training. Headquartered in London, United Kingdom, Testhouse maintains regional operations in North America, Central and Southern Europe, the Middle East and the Asia-Pacific territories. Testhouse delivers its Software QA services in India through its offshore delivery centre located in Technopark, Trivandrum.

Testhouse Core services include

- Test Process Optimization - including Strategic Guidance, Test Tool Selection and Test Process Reviews
- Functional Testing – Both Manual and Automated
- Non Functional Testing – Performance Testing, Security Testing, Accessibility Testing and more.
- Managed Testing Services – Include Agile testing, Remote Testing, Test Tool Installation and Migration Training – Knowledge transfer and
- Training Services in the above areas including test processes and test tools.

Key Projects / Case Studies

Key Clients - National Bank of Kuwait, Emirates NBD, Sharjah Islamic Bank, Abu Dhabi Commercial Bank, Beck Technology, Ostrato, e- Solutions Group, Premier Farnell, Reuters, Easyjest, TAG Learning, Transport for London, Vodafone, Bank of England, AOL, Emirates Airlines, BMI

Tools Partners

- Microsoft- Gold ALM Partner
- HP - Gold Partner
- IBM

Business Partners

- UBG Group- Kuwait
- Tezza Business Solutions- Kenya

Key Objectives from Indian Market/

The India presence is significant and of high importance to Testhouse as we see the Domestic Market in India as one that offers high opportunities. Further, it is also currently serves well as a hub for catering to markets such as Middle East, Asia Pacific and Africa besides the offshore testing support for UK and USA. The key benefits we see operating in India include the availability of skilled resources, good infrastructure at reasonable costs, English language proficiency and time zone advantage.

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Stream Technologies Ltd & LLC

Stream was set up to provide resilient wireless connectivity for the worldwide Machine to Machine (M2M) & Internet of Things (IoT) markets. The company has specialised in resilient, secure and innovative GSM & Satellite based services since the year 2000. It has offices in Glasgow and Canary Wharf, London, providing services globally. The company was recently chosen as a partner of Inmarsat to help bring satellite mainstream into M2M, providing connectivity in remote areas.

Product Service Description
Low power radio (private) local network services back hauled over 3G and satellite. GPRS, 3g & 4g network services. Satellite services. Wireless connectivity for devices worldwide, specialising in data routing over wireless networks. Resilient N+1 backhaul infrastructure. Single network enablement platform for all services. Proprietary billing systems. Full technical support and customisation options to network services. GPRS, 3g & 4g routers/modems also available. Range of complete end to end M2M solutions can also be provided on a customised basis through Stream's partnerships with technical innovators in the M2M sector.

Key benefits for customers
Multiple carrier and bearer (GSM & Satellite) options, all managed within a single web based enablement platform & billing system. International wireless connectivity with best value in-country and roaming tariffs.

TECHNOLOGY IS GREAT BRITAIN

UK Trade & Investment

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

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