



e-Innovation Centre
Accommodating business...encouraging development

Case Study

Facilities and resources help company grow

Software testing specialists' nFocus began business developing innovative testing solutions for Microsoft and has since developed contracts in Central Government and leading technology companies such as Capgemini.

Now the company has a new service, called nSure, which assures against the adverse effects of change in IT software and systems. The service is aimed at small and medium sized companies, allowing them to benefit from the tools, processes and technology used by larger companies.

Set up in 2000 by Ross Lister and Danny Crone, nFocus looked to expand its operations and move into offices that offered convenience, excellent location and added support.

The e-Innovation Centre (e-IC), being built on the Telford campus of the University of Wolverhampton, seemed an ideal solution and Ross was quick to recognise the benefits, being the first tenant to move into the building early in 2006.

Since then nFocus has taken full advantage of the help and support on offer from the University. As a tenant of the e-IC nFocus was offered five days funded consultancy by the e-IC team. "This was put to good use developing a multi media presentation using animation and images which is currently being screened in the reception area of the e-Innovation Centre raising awareness of our services when visitors enter the building. We can also use it at other events or on our website," said Ross Lister.

The company also wanted to develop robust marketing and business development strategies and linked up with the University in a Knowledge Transfer Partnership for a two year project. A high quality graduate, with support from University staff, worked within nFocus and has subsequently been employed since 2006.



Scott Dodds, General Director of Microsoft Small Business Division presenting Ross Lister, nFocus with the 'highly commended' award at the West Midlands ICT Cluster Awards 2007

How we helped...

- Provided state of the art office facilities with meeting space, telephone answering service and reception services
- Developed a multi media presentation for display in reception, at events and on the website
- Linked nFocus to ICT cluster and networking groups to develop further business
- Developed a Knowledge Transfer Partnership employing a graduate to undertake marketing and business development strategies



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Project Part-Financed by the European Union
European Regional Development Fund



UNIVERSITY OF WOLVERHAMPTON



Wolverhampton Telford Technology Corridor

Outcomes...

Ross Lister, Managing Director nFocus, feels the company has benefited from its association with the University. "Being located in the e-Innovation Centre has certainly helped our business grow, it has fantastic facilities unrivalled in Telford and the support we have had from the University staff has been extremely useful."

The networking opportunities have also been extremely beneficial with nFocus being introduced to the West Midlands ICT Cluster organisation resulting in the company being Highly Commended in the recent ICT Excellence in Innovation award.

"We have also linked into the wider ICT community through UKita, the UK IT Association which has regular events and meetings in the Midlands and iCentrum" He continued.

However perhaps the most influential linkage was formed with one of the other tenants at the e-IC, Pebble Learning who make-learning portfolio software for the education market.

nFocus worked with Pebble to come up with a plan to improve their testing process; this sparked the idea to develop a free testing portal, offering information and advice on software quality processes and techniques. This relationship also inspired their new nSure regression testing service, which builds reliability through the life of a software product and spreads the often prohibitive cost for SMEs in investing in the technology and resources employed by larger companies.

The service will be launched during 2008 and Ross Lister has credited the e-IC with providing the platform for this new direction for nFocus.



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Ross Lister,
Managing Director nFocus

Accommodating business... encouraging development

The e-Innovation Centre (e-IC) provides an opportunity for start-up and small companies to be located in prestigious business accommodation and aims to support entrepreneurs with the creation and development of their businesses.

The state-of-the-art e-Innovation Centre, built as part of £7 million project is funded by the University of Wolverhampton, Advantage West Midlands and the European Regional Development Fund. The e-IC is a key project within the Wolverhampton Telford Technology Corridor.

Offering meeting rooms, shared day-hire suite, fully-furnished 'incubation' office units, and 'grow-on' space for expanding businesses. Companies also have access to additional University resources.

The e-IC also provides impartial advice on tailored IT solutions for businesses and offer eligible companies 5 days funded IT and business consultancy* from a team of specialists in IT Strategies, Web and Mobile Technologies.

*subject to being located within an eligible area.



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