

ICT event is a must for firms

Two hi-tech Wolverhampton firms are encouraging other companies to follow in their footsteps and demonstrate the strength of the city's technology businesses.

They are urging firms to take part in this year's West Midlands Information and Communications Technology (ICT) Cluster regional awards.

Wolverhampton Science Park-based Impact Applications was last year's regional champion, and neighbouring firm W3 Insights won the best value public sector project award.

Impact Applications develops mobile products for companies with a travelling workforce.

Since the award, the company has doubled employees and turnover.

Its rapid growth is due to investment from Oxford Technology and the ICT Cluster award was key to securing this funding, said managing director, Martin Taylor.

"Oxford Technology has traditionally funded only Oxford University spin-outs, based on high levels of innovation and the potential for commercial success," said Mr Taylor.

"While we could demonstrate the quality and commercial potential of our products, it was the ICT cluster regional champion award which reassured them



Impact Applications and W3 Insights collect their awards from Sir Peter Rigby

tion in our products. Let's face it, given the high quality of ICT companies in the region, we really must be something special to have been picked out as the best."

W3 Insights, another Wolverhampton success, provides schools with tools to assess a pupil's attitude to learning.

Identify

By completing the company's assessments teachers can identify a range of students' attitudes, such as motivation, perseverance and self-worth. Schools and teachers then use this information to assist pupils to reach their full potential.

Within the West Midlands, the technology is already

schools in Sandwell, 75 per cent of schools in Wolverhampton and schools in Dudley, Telford and Birmingham.

Dr Glen Williams, company chairman, and Bob Whittome, managing director, believe the award has provided great benefit to the company: "The time and resource invested in entering for the award has paid enormous dividends and ultimately improved our profits," they said.

"When we pitch for business, we always reference the award and it gives us added credibility in front of our customers and partners."

The free-to-enter awards recognise top technology companies for outstanding

try, and the overall regional champion will be awarded £2,000.

The winners will be announced during the West Midlands ICT cluster annual conference on November 21, which is being held at the National Motor Cycle Museum.

Entries are invited for the following six categories:

Most Innovative Product, Best Value Public Sector Project, Best Public Sector Procurer, Most Value Added Private Sector Project, Best Use of Skills Training, Best International Trader

Nominations must be submitted by September 29

The award entry form can be accessed online from the West Midlands ICT Cluster website: www.wmictclus