



# News Release

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**21 November 2008**

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## **WOLVERHAMPTON COMPANY CELEBRATES DOUBLE REGIONAL BUSINESS AWARD RECOGNITION**

Wolverhampton company, W3 Insights, left stiff regional competition standing with its success at the coveted ICT Excellence Awards 2008.

The growing and successful local company won the Best Private Sector Project Award and was highly commended in the Best Innovative Service Award category for its 'Cassandra' service to education.

W3 Insights' 'Cassandra' service allows schools to predict educational outcomes and develop solutions for any problems they may have by processing the often complex data that schools generate. It is a successful approach which has been used in industry. The methods used enable schools to raise standards and improve opportunities for young people by increasing insight into problems within the school. Schools which have used 'Cassandra' to inform their work have recorded significant improvements.

Dr Glen Williams, CEO of W3 Insights, said, "we're delighted to be honoured with this success and the external recognition it brings us. We're excited that the last four years of incredibly hard work and collaboration with the University of Birmingham, headteachers, statistics specialists and the government has been vindicated. Finally, it's been fantastic taking part as the feedback from the judges has been invaluable to us."

Mike Musson, ICT Cluster Manager, added: "This year we've seen the highest standard of award entries yet and competition has been incredibly tough. The judging process has been rigorous and the panel faced a major challenge in deciding the final winners due to the sheer quality, innovation

and excellent service provided by all the finalists. The awards are testament to the quality and diversity among technology companies in the West Midlands region.”

The ICT Excellence Awards were presented at the evening Awards event following the Annual ICT Cluster Conference held at Birmingham Motorcycle Museum on 20 November 2008.

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### **About ICT Cluster**

The ICT Cluster is one of thirteen clusters established by Advantage West Midlands as part of its economic development strategy. These clusters have been chosen on the basis of their current strength in the region and their potential to create jobs and economic growth.

Advantage West Midlands is one of nine Regional Development Agencies in England whose role is to provide leadership and action to create more, better jobs and in improve the standard of living for all in the West Midlands.

The ICT Cluster will host the next Annual ICT Conference and ICT Excellence Awards in November 2009.

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# ICT Excellence Award

FOR BEST

## Private Sector Project

WINNER



Awarded for the best added value project  
undertaken in the last year

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# ICT Excellence Award

FOR BEST

## Innovative Service

HIGHLY COMMENDED

**W3-INSIGHTS**

Awarded for the best innovative service  
introduced by an ICT business in the last year

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