

**An opportunity to acquire an established UK provider of tried and tested workforce management solutions with a good track record and a number of good reference sites.**

## **Executive Summary**

- ❖ The original company was founded in 1981 to produce automated manufacturing processes for industry.
- ❖ In recent years they have devised and developed a series of software and hardware products for the management and control of manufacturing operations, tanker movements, environmental monitoring, and waste water.
- ❖ As a result of implementing these systems in a large number of sites, the importance of managing a mobile workforce emerged and specific systems were developed to cover this opportunity.
- ❖ From these practical implementations the company was able to gather the knowledge and expertise to develop products that have been tried and tested in the field over a number of years and now been launched as a stand alone version to the market place to provide a solution on a broader market.
- ❖ Managing the workforce in addition to the normal operations now has environmental, political and economical issues for most companies. Solutions must provide the potential to increase revenue stream and decrease costs whilst at the same time offer improvements to the services.
- ❖ The products offer companies cost effective control and monitoring of the workforce and audit for compliance to environmental and legislative controls, as well as providing a means of turning the activity into improved profits.
- ❖ The business income potential for work flow management products in the mobile workforce market place was in excess of \$16billion in 2004 and predicted to grow to \$23billion in 2008.
- ❖ The business has gross margins currently in excess of 90%.
- ❖ The company has secured a major order with a Blue-Chip organisation that is planning a substantial roll-out over the coming months.

- ❖ As yet this market is largely untapped and represents the next big opportunity for growth in products.

## **Products and Services**

### **❖ Mobile Workflow**

Many businesses have field operatives to manage. They may be involved in inspecting & reporting, tracking and testing, installations, maintenance services, emergency repairs, or general logistics. Keeping a close eye on what is going on in the field can be challenging, costly and yet critical.

Armed with complete real-time visibility over all of your field operations, this software will alleviate this pain and deliver a new level of control.

### **❖ Job Costing**

Effective job management and job costing is an inherent requirement for many businesses. For companies managing major contracts, complex projects and unique one-off jobs, often with both local and remote functions, the need to optimise the control of key operational and financial information is magnified to the extent that it becomes business critical.

The Job management and Job costing system enables the effective management of the operational process, from tendering and planning, through to completion of the contract.

It functions from any location via desktop and mobile devices delivering these capabilities without the need for major implementation or large IT expenditure.

### **❖ Asset Management**

Virtually every business has physical assets to manage. This can involve inspecting, tracking and testing, remote data capture, installations, performing planned maintenance, emergency repairs, or general logistics.

Keeping a close eye on physical assets can be challenging, expensive and yet critical to your business.

Armed with complete real-time visibility over all your critical assets, the product alleviates this pain and delivers new levels of control.

## Key staff

### Managing Director

A very experienced leader of the business who has been with the company for many years and provided the inspiration needed to get these products and services into the market.

He has been the prime mover in getting the core business focussed on this market and provides valuable leadership to ensuring the success of this strategy.

### Sales Director

Is a well respected industry executive who has recently joined from a background of market leading major corporation, selling software to UK businesses.

He brings years of expertise to the business and is co-ordinating the team approach to tackling this opportunity.

### Sales Managers

Responsible for the relationships between customers and the companies various product offerings.

### Marketing Manager

Recently joined to be the strategic focal point for all marketing activities both internally and externally and to manage the marketing budget.

Responsible for maintaining the company marketing database and for assisting the sales force in generating new sales opportunities.

### Technical Director

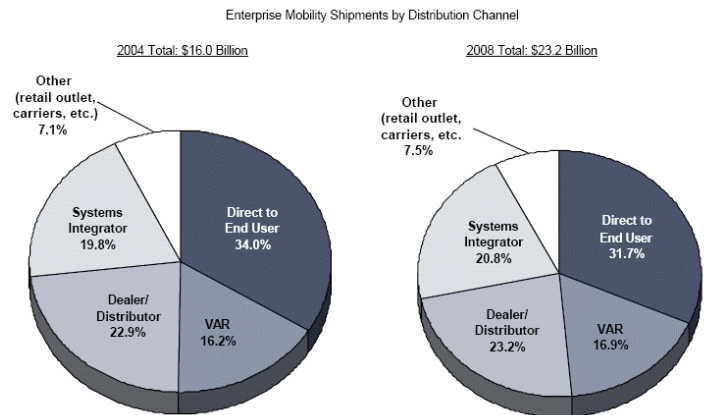
Invented the technology being deployed and built the team into leading experts in the field of workflow management systems and the integration of hardware and software processes,

He has a proven track record in research and development and has a degree in computer systems engineering.

### Software Engineers

Many have been with the company for many years working with database and web technologies.

## Market Opportunity



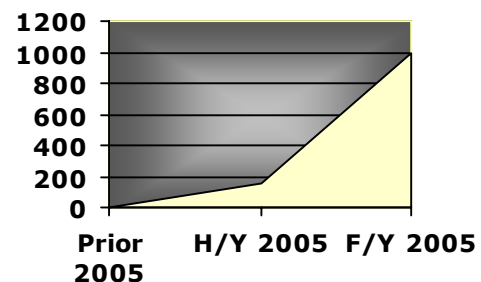
Mobile data is now on the agenda of 85% of European corporates. (QNB Intelligence, 2003) 60% of organisations acknowledge the need for solutions that allow off-line working so business critical applications can still run when the network is unavailable. (QNB Intelligence, 2003)

Mobile data access will account for a higher proportion of spend on mobile services. 1/3 of companies estimate the data component will represent between 10% and 30% of their budget whilst 1 in 5 plan to spend more.

While in 2001 the mobile workforce in Western Europe was 8 million, by 2006 around 20 million will spend the bulk of their time away from any fixed location (Infoconomy report October 2003)

## Current Position

Sales prospects in £ 000,s



The owners are looking to conduct the profitable sale of the business to a suitable organisation, in order to profit from the design and development, leaving full exploitation of the market to those better placed to carry it out therefore:

**Purchaser sought to acquire the existing business, comprising the reference and customer base, maintenance contracts, hardware and software products, the intellectual property rights, staff, physical assets and inventory.**

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