

An opportunity to acquire a technology company that boasts some of the most innovative software solutions. Its team of experienced software engineer's have devised and developed a series of products and solutions based on their proven web-based workflow technology platform. Success to date has been into several market sectors especially retail both directly and through resellers to major blue chip organisations.

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 tools that take advantage of the emerging mobile, web based, managed service and executive reporting arena.
- ❖ As a result of implementing these systems in a number of sites, the importance of managing operations utilising mobile technology became apparent and a specific system was developed.
- ❖ In addition this web based workflow management technology allowed development of a compliant managed service software offering for the retail sector.
- ❖ 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 either their workforce or workflow processes with proper audit trails for compliance to environmental and legislative controls providing a real return on investment (ROI)
- ❖ The business opportunity for these products as stated from recognised marketing statistics is enormous.

Products and Services

❖ **Enabling Technology**

The development of this web based engine has evolved over many years and not only supports the development of the companies products but also provides a platform for other companies to develop effective mobile and web-based solutions

❖ **Government Legislation Compliance**

Today, there are more requirements to make the supply of goods and services easier and safer for consumers. It has become compliant in many areas of the retail sector under European Health and Safety regulations such as the General Product Safety Directive (GPSD) regarding product recall.

For both manufacturers and retailers, this has led to more attention being given to risk management in the supply chain and to increased demand for an audit trail of product recall actions.

In the UK, the general product safety regulations enacted in October 2005 state that supplying unsafe product can result in fines and and/or a term of imprisonment, therefore it is important that retailers can prove they have taken the necessary steps to remove these products from their shelves.

❖ **Mobile web based managed service Product Recall.**

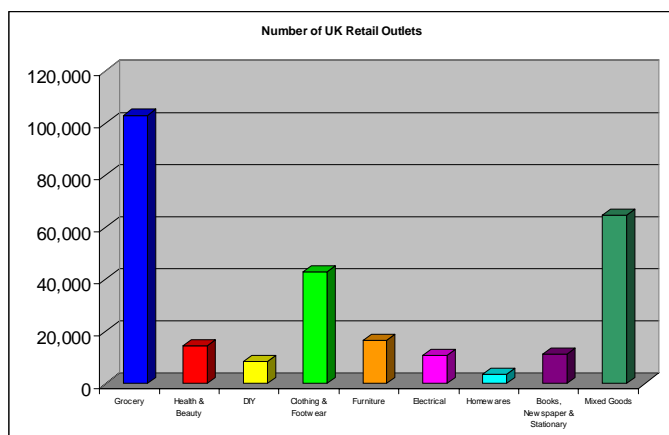
The product was designed to improve the process of product recall through increased efficiency and traceability to meet the latest Health and Safety legislative requirements.

It enables retailers to successfully manage time critical product recalls, and provides an accurate audit trail of the recall actions undertaken ensuring financial penalties are not enforceable for not carrying out these procedures on time.

This revolutionary system, powered by the company's workflow technology utilises mobile devices, web technology and mobile alerts for the effective management of a wide variety of retail and wholesale operations

This system can be accessed from a web browser running on a variety of handheld devices.

Market Potential



Source: Office National Statistics. Release Date 16.12.05

Category	No of outlets
Grocery	103,000
Health & Beauty	14,562
DIY	8,438
Clothing & Footwear	42,843
Furniture	16,549
Electrical	10,699
Home wares	3,512
Books, Newspaper & Stationary	11,300
Mixed Goods	64,693

These statistics represent the size of opportunity within the UK alone. These total 158000 outlets have a potential market opportunity for the recall product of £200M+.

This opportunity is replicated across Europe.

Initial orders have been taken from an identified pipeline in excess of £20M.

Retail In-Store

Compliance mandates continue to represent a critical technology investment catalyst in the retail environment. In an industry that is increasingly reliant on vendor collaboration and open loop supply chain dynamics, compliance mandates – whether vendor-driven (such as Wal-Mart) or industry association driven (such as UCC/EAN, UK Trade and Industry) – represent critical industry barometers. Some of the more significant initiatives include pending RFID mandates, GTIN compliance and data synchronization solutions.

Source: Enterprise Mobility Solutions: Mobile offering analysis second edition October 2005

Key staff

The business comprises of a team of experienced managers, sales and marketing professionals backed up by software and hardware pre and post sales technicians.

These experienced managers and sales professionals have developed and brought to market several innovative products in the past.

The marketing department plays a strategic role in establishing the market focus. Generating marketing campaigns, lead generation along with establishing and maintaining the company and product brands.

The technical team comprises of innovative and experienced software and hardware professionals. These technicians along with the Technical Architect have designed and developed the enabling technology and additional product offerings for the specific market sectors. This team has considerable experience and knowledge in consulting and implementing complex and challenging systems.

Experienced sales professionals have established and built the present customer base and pipeline.

Current Position

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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