

ARTILIUM

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GORDON POVEY, ARTILIUM



artilium

Describe your current business?

We are a mobile software company, producing mobile platforms which deliver services on top of core mobile networks. Traditionally these are known as service delivery platforms but the Artilium offering goes beyond that as it delivers mobile applications to subscribers.

What makes you innovative/unique?

Where the ARTA Mobile Applications platform is unique is it provides mobile presence. That means your mobile phone is aware of your status. We also have a location feed in the ARTA platform so we know at all times the location of subscribers. So if a subscriber allows an application to use that information we can deliver all sorts of services. It's low cost, low power and always on, which is entirely unique in the market at the moment.

Who are your key clients?

All our customers at the moment are mobile phone operators. These include KPM the Dutch operator for whom we provide a system covering the Netherlands, Belgium and Germany. We are also in partnership with Tata Consulting Services who are working with us to install our technology to India.

www.artilium.com

ARTILIUM CASE STUDY

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Where do you feel Wireless Innovation have added value to your business?

They have added value in a lot of ways because our company has grown accessing the full range of support from Wireless Innovation over the years (initially Trisent and now Artilium). From the days of writing a business plan, to getting investment, to gaining traction in the market place we have been using Wireless Innovation services. We have used them to identify investors, to help us streamline the innovation and scope of the market when applying for SMART awards, for market research, and use of the test lab. In networking they introduced us to Nokia, Google and Orange. We were able to demonstrate our system in the UK on Orange because of the introduction from Wireless Innovation which was invaluable to our business.

Which service/advice has been the most valuable to your business?

Market intelligence ranks very highly as does provision of market specific information and introductions.

What impact has it had? (did it change your business model and if so, how?)

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Were there limitations in the support you were offered from Wireless Innovation?

There are always limitations in terms of the data you can access and the amount of days the Wireless Innovation team can commit to working with you is limited. That's not by way of complaint – these services are rationed and the people who can deliver them are thin on the ground.

Where do you see the future growth potential of your business?

What we are doing with our technology at the moment is focusing on the location presence solution which allows us to carry out behavioural processing of subscriber data. The value in our solution is providing data for the mobile advertising/marketing sector. We have the intelligence to allow mobile operators to understand their customers in a way that they have not been used to through the vast amount of data that's available. Mobile Operators need to consider how they make their future revenues and we believe this will be via mobile marketing/advertising as people are not going to pay any more for their mobile phones therefore additional revenue for the mobile phone operators is going to be through added value services for mobile advertising and we believe Artilium has some of the crown jewels in that particular area.

Will you continue using the services of Wireless Innovation in the future?

Yes. Wireless Innovation has some excellent services and their knowledge of the industry enables them to apply them to companies, where they are relevant. Alisdair Gunn who heads up the initiative is well known in the industry in Scotland and is connected to key industry people in major UK-wide partners such as Nokia. I believe the value is in building these connections and using the actual market intelligence from these partners to grow Scotland's wireless and mobile sector, all of which adds further weight to the service that is being offered from Wireless Innovation. I also feel the team would benefit from making further connections, globally, particularly in the US, building on the sterling job they have done in the UK.