

CIQUAL

“The networking and contact opportunities provided by Wireless Innovation have been key to Ciqual’s success. Introductions from O2, Nokia and Gartner, helped Ciqual secure a firm foothold in the sector.”

DAVID BONNER, CIQUAL



Describe your current business

Ciqual are a business that sells customer experience software to mobile telecom operators. We grabbed the opportunity of redundancy from Agilent to set up Ciqual as we identified that there was an opportunity to create a really niche product utilising our combined knowledge working together in the test and measurement business at Agilent.

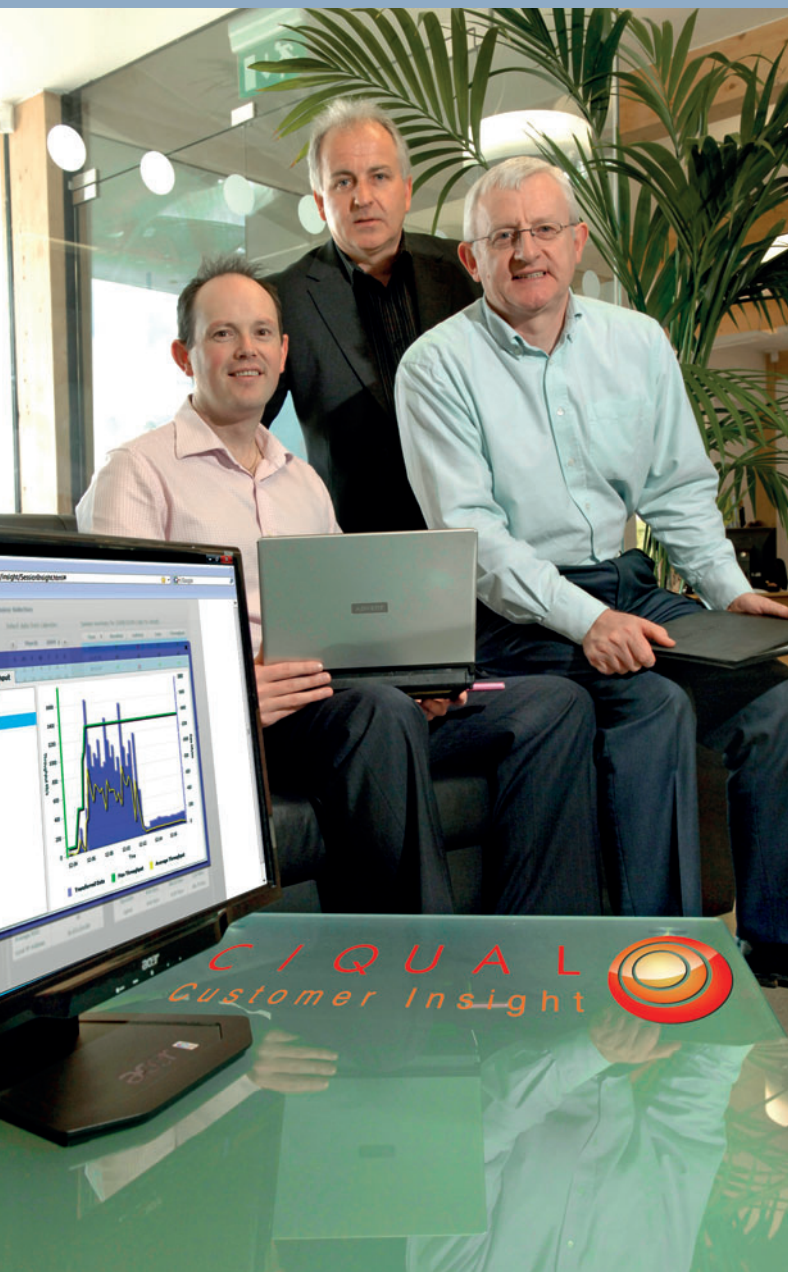
What makes you innovative/unique?

We identified a unique gap in the market when we worked in Agilent where there was an opportunity to measure customer experience on a users own device to get the service performance they need. Current vendors in the market make service performance measurements from inside the network. Ciqual identified the unique value of measuring service performance from inside the users device to give real measure of the user experience. Between the 3 Directors of the business, we have a wealth of experience so we have been able to use our knowledge and expertise to make significant progress in this new marketplace.

Who are your key clients?

Our target clients are the mobile operators around the world. These include one of the UK’s leading mobile operators and one of New Zealand’s leading mobile operators. We are also working with Sierra Wireless, one of the biggest mobile wireless modem vendors.

www.ciqual.com



CIQUAL CASE STUDY

“ We have had fantastic assistance from Scotland – from Scottish Enterprise High Growth start-up unit, Wireless Innovation, Alba Innovation Centre advisory team, Scottish Enterprise Seed Fund and SDI to get CiquaL ready for a **high growth phase.**”

Why did you choose the Alba Innovation Centre to locate your business?

Alba made perfect sense for us as a business. We had a strong relationship with Alisdair Gunn who heads up the Wireless Innovation initiative (also managed by Innovation Centres Scotland Ltd) and as most of our operations team were based in the east coast of Scotland, it made sense for us to locate our business in Livingston. We really like the fact that the building is innovative and very modern and the services are very professional, but most importantly we have a number of like-minded business people facing exactly the same problems as ourselves in very close proximity.

How did the Wireless Innovation team support your business?

There have been a number of key contacts that we have made through Wireless Innovation that have really made a difference to our business. We have been able to leverage knowledge from a number of different sources which has been instrumental in our business planning and company growth. The knowledge of the team and the research facility has given us excellent insight into the key markets that we wanted to focus on.

Also, the brokerage events that have been organised by the Wireless Innovation team have been excellent and the 30minute discussions that we have had with Nokia, Gartner and Channel 4 have led to real business potential for CiquaL. The Wireless Innovation team have really done their homework – all the contacts we have engaged with through them have been the right connections for our business – something that would have taken us months to organise.

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

CiquaL have really only just started. We know there is huge potential for our business and our initial few customers are really our reference customers who will give us the building bricks to really capture the majority of the market. We know most of our business will be overseas so we will ensure our business evolves to be able to take advantage of all the international market.

What are your key tips for any young company wanting to set up a new business?

The network in Scotland of Scottish Enterprise, Innovation Centres Scotland Ltd and initiatives such as Wireless Innovation is second to none! It is the combination of these organisations that can really make a difference to a new business and the support offered by these organisations will ensure your business gets off to a good start and really accelerates your growth – so my advice – use the network of support available!

If you were to set the business up all over again, would you choose the services of Alba Innovation and Wireless Innovation to help grow your business?

Absolutely – we intend utilising the services of Wireless Innovation as we go into our next stage of growth and we have asked to be kept in the loop in terms of brokerage meetings and events to ensure we keep CiquaL's name in front of the right people.

Alba is a fantastic location and the advisory support is second to none!