

# HELIXION

“The research facility of Wireless Innovation is an excellent resource which has delivered essential information to help us in our business planning and strategy definition. The advisors have been invaluable in providing a combination of partner introductions and other business support activities which has been a significant contributory factor in assuring the future success of Helixion.”

**NEIL STEWART, HELIXION**



helixion

#### **Describe your current business**

Helixion specialises in the areas of mobile payment and mobile data security. Helixion provides consultancy to specify a clients requirements to build tailored products with the capability of providing mobile payment through your sim card. On the product side, Helixion provides a mobile data security product, based on niche secure memory card technology, that plugs into your mobile device and delivers strong identity based mobile data security.

#### **What makes you innovative/unique?**

The use of the secure memory card is one aspect that makes us unique. The other is that we have built everything so that it looks like an additional sim card for the mobile device so that it can be provisioned by banks, payment businesses and network operators. This is all done in a similar way to how these organisations would use the smartcard token device to bring security, which is not currently addressed by that type of technology.

#### **Who are your key clients?**

We believe our technology will play an integral part in the mobile network operators' service offering. The end customers are government including the emergency services, NHS, police and enterprise particularly the financial sector.

[www.helixion.com](http://www.helixion.com)

# HELIXION CASE STUDY

“ The support from Strategy Analytics & Gartner and detailed company specific market research analysis from Optimat and Kmatrix, with introductions to key partners such as BT, Vodafone, Total PDA, Agilent, Oracle helped establish the company in the marketplace and led to our first consultancy contract. ”

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

The provision of market research and market introductions has been very important. The support from Strategy Analytics & Gartner and detailed company specific market research analysis from Optimat and Kmatrix, with introductions to key partners such as BT, Vodafone, Total PDA, Agilent, Oracle helped establish the company in the marketplace and led to our first consultancy contract.

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

Assistance with market research is perhaps seen as less tangible than market introductions but I would regard them both as equally valuable. It was really important to have access to analysts before moving to target the end market.

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

Working with BT for example allowed us to get a really good handle on the potential end market uses. In fact BT itself has become a customer and the initial introduction was made through Wireless Innovation.

## Were there limitations in the support you were offered from WI?

I think they are perhaps limited by their terms of reference to providing market research and introductions. If they had a more structured approach not just to technology but more opportunity based dialogue with end markets which could identify routes to specific sales opportunities that would be great although I have to say I'm not sure how that would work.

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

The consultancy work of the business in mobile payment is thriving and will support the growth of the mobile security product. We see a convergence in both areas where in five years time mobile data security includes mobile payment. So growth for us immediately is in the financial sector. We also see this extend to government and enterprise where work forces are being mobilised and government is looking to agile working. Mobility is the driver for efficiency and mobility is one of the concerns that is preventing its rapid roll out.

## Will you continue using the services of WI in the future?

Yes. The services they provide are still relevant to the business. But they may want to look at how they extend the service to meet the whole life cycle of the business they serve.