

KEYPOINT TECHNOLOGIES

“The advisors have acted as a sounding board for ideas, particularly when we are pitching to some of the industry leaders. Their key strength is their understanding of where manufacturers can pick up innovative technology for their handsets. They have managed to engineer one to one pitches with big companies such as Nokia, Google and Qualcomm and follow it up, which has been invaluable to Keypoint.”

SANJAY PATEL, KEYPOINT TECHNOLOGIES



Describe your current business

We sell language input software to mobile phone handset manufacturers. We have a next generation version of predictive text which we license to the handset manufacturers and we sell additional software dictionary services to the end user.

What makes you innovative/unique?

We use a totally different type of technology which extracts language intelligence from what a user writes. Language intelligence is the unique writing patterns of an individual user. It means we understand where a user is going and our prediction is much more accurate. Current systems aren't really predictive, they complete words for the user – our system is always working on the next word and suggesting the next word before you start typing.

Who are your key clients?

We have a global deal with Hewlett Packard and we are also in technical evaluation with some of the major handset manufacturers, particularly in the smartphone end of the market.



KEYPOINT TECHNOLOGIES CASE STUDY

“ Market research provided by Wireless Innovation has been very valuable. We have also taken great value from being invited to participate in conference calls with leading industry market analysis companies which has helped us predict the future of the market and shape our application accordingly. ”

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

One of the key areas Wireless Innovation has helped Keypoint is in terms of expectations of what the industry expects, specifically what the handset manufacturers would expect from us in terms of project management and quality control. Wireless Innovation has also given us input from a commercial perspective, assistance in giving us structure and help in the sales and marketing team as they drive requests into the technical parts of the company.

The advisors have also acted as a sounding board for ideas, particularly when we are pitching to some of the industry leaders. Their key strength is their understanding of where manufacturers can pick up innovative technology for their handsets. They have managed to engineer one to one pitches with big companies like Nokia, Google and Qualcomm and follow it up, which has been invaluable to Keypoint and they regularly offer at least one door to push at which is imperative in ensuring we increase our network of contacts.

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

Market research provided by Wireless Innovation has been very valuable. We have also taken great value from being invited to participate in conference calls with leading market analysis companies which has helped us predict the future of the market and shape our application accordingly. This facility has enabled us to ask pertinent and penetrating questions relevant to our

sector. Their role as a sounding board has proved very useful and their product development knowledge helped us shape our product to the mobile market in the early stages of development.

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

An example of using them as a sounding board was their ability to help us round off our pitch to Google. We had some pretty “way out” ideas so we were able to ask them if Google were going to think we were mad! They have opened doors for us that have the potential for enormous impact on our business.

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

Only in the sense of the time they have to spend on each client and of course the research is not unlimited because of the cost implications.

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

Our potential lies in focussing on handset manufacturers and our next big opportunity. The potential is massive in this field. If you are an approved strategic supplier with the leading manufactures your revenues will help you grow the business to the next level.

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

Yes we will. We have a good working relationship with the whole team and we want that to continue.