

wireless innovation

SPARTAN SOLUTIONS LTD

Spartan Solutions Ltd. is a company specialising in business solutions for the increasingly important market of Radio Frequency Identification (RFID) solutions.

RFID is gaining awareness within the business community because of its potential for reducing costs and improving operational efficiency.

Spartan Solutions is based in Glasgow and has delivered its Phalanx software solution to blue-chip corporations. Spartan covers RFID hardware selection, software development, project implementation and integration to back office systems. The company has ongoing collaboration with selected universities to further extend the capabilities of Phalanx across a broad range of RFID applications.

In response to growing demand for RFID information, Spartan has also created a "Spartan Academy" aimed at educating potential end-users about the benefits and limitations of RFID.

Spartan Solutions was co-founded by Jim Green and John Glen.



Spartan^{RF}
RFID Business Solutions

SHOWCASING SCOTLAND'S
WIRELESS INNOVATION

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How has the company developed since launch?

Jim: "Spartan has grown faster than we had planned. We spent a lot of time ensuring our business proposition was clear in terms of hard benefits and that has been validated by the fact that a very large international organisation chose us as their partner to deliver a combined mobile RFID and barcode solution that enables them to deliver significant improvements in their operations. The Spartan solution will increase asset availability while reducing operational costs. The business case is compelling because the RFID solution is targeted in the right area."

"Commercially, our financial performance is over target and we're also making great progress on product development aimed at the mobile and fixed RFID market."

"We've concentrated on building momentum in sectors such as rental, logistics and oil and gas and we're creating partnerships with market leaders."

"We recently received a SMART award - cash assistance from the Scottish Executive - in recognition of our technological development, in December 2004."

What is different about Spartan Solutions?

John: "There is increasing demand for a mobile RFID solution and Phalanx can be integrated for that purpose, where the data follows the asset. We believe this is a significant growth market."

Jim: "A lot of companies are at the early stages of understanding the potential of RFID. They want to know what RFID can do for their bottom line and we can tell them. Companies are beginning to take note of the fact that, applied correctly, RFID can deliver greater returns on investment around managing fixed and mobile assets, controlling stock and significantly improving asset utilisation."

How has Wireless Innovation helped Spartan Solutions?

John: "Wireless Innovation has been great for us. We have a very close relationship with them and they have set up introductions to partners in the industry as well as providing networking opportunities and important sources of information. Since working with Wireless Innovation, we have formed partnerships with companies like Symbol Technologies, Microsoft and Sun Microsystems."



Jim Green, Co-founder



John Glen, Co-founder

What are the company's ambitions for the future?

Jim: "In a very short period we've developed our own scalable RFID solution and learned how to rapidly deploy RFID and minimise cost and time to the great advantage of our customers. We're growing quickly and expect that to continue as demand for our business solution grows across a range of business sectors."

How can Wireless Innovation help you achieve your goals?

John: "The test laboratory at Wireless Innovation is vital to a company like Spartan. As we develop our mobile solution, we can quickly test it in the lab, which is among the best available. There are also good opportunities for us to work with Wireless Innovation in terms of networking events and in promoting Spartan Academy."

How well-positioned is Scotland in the Wireless and RFID sectors?

Jim: "There is no disputing that Scotland is known as a small, innovative nation. We're strong in research and there is a great opportunity to establish Scotland as a centre of excellence in the field of wireless technology, just as we have done in other areas such as life sciences."

What are the opportunities for the future?

Jim: "Spartan's opportunity is to deliver much better business results for our customers. The rest of our future will follow from that one simple result. RFID is emerging as one of the most interesting areas in wireless technology because it offers real returns to business when it is implemented properly - so the opportunities for Spartan are enormous."

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