

## TENBU

“Wireless Innovation has been invaluable in providing market research which has helped us shape the product for launch. Their ability to introduce us to the key contacts in major industry players such as RIM, Blackberry and Microsoft has been crucial in getting Nio in front of the right people.”

**BEN HOUSNELL, TENBU**



### **Describe your current business**

TenBu Technologies is an innovative technology company that specialises in developing novel applications for mobile devices. TenBu has developed nio™, one of the world's first anti theft security devices for your mobile phone.

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

nio™ is a unique security tagging device that allows mobile phones, Blackberry's and PDAs to communicate with valuable items; from laptops and briefcases, to car keys and data sticks. An alarm is sounded on both the tag and the mobile phone if the tagged item moves beyond one of 3 set distances from you and your mobile device.

nio™ can also be used to protect your mobile device, and no other system works to prevent phone loss in this manner. There simply isn't a cost effective system available right now in many large organisations, financial services, the government and local businesses that can prevent the loss of mobile phones, laptops and data sticks. nio™ provides a solution.

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



# TENBU CASE STUDY

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

We have sold nio™ to consumers all over the world and the consumer market continues to be our key focus. However, other clients include Baillie Gifford, who are using the system and the Government is also currently evaluating nio™. We are a Blackberry Alliance Member and Microsoft partner, and continue to work closely with Handset manufactures. We are also in the process of forming, reseller partnerships in India, South Africa, the UK, South America, the USA, Israel and the Caribbean Islands.

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

They have been of most value in providing market research, introductions to some of the main players in the industry such as RIM Blackberry, Microsoft and others. The use of Wireless Innovation's test lab and their mobile handsets has also been of enormous value to us. Without them we would not be able to carry out the exhaustive tests we need to undertake to ensure the products compatibility across the widest range of handsets.

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

Wireless Innovation's ability to introduce us to major industry players and the use of their test lab facilities have been the most important services they have provided for us. The market research they have carried out on our behalf has also helped target our development efforts.

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

Their support has allowed us to work much more closely with the handset vendors. Using their phones has allowed us to make improvements to the product which has evolved over three years. We were able to pilot the product with companies across Scotland thanks to introductions made by the Wireless Innovation team. All of that has played a big part on how were able to bring the product to market.

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

Purely from our own perspective the location of the Innovation Centre and a greater focus on organising more of the networking events which we have found extremely helpful. There has not been an event that we have attended that hasn't led to something interesting.

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

Retail offers the greatest growth opportunities for us. We see our Nio product being preinstalled on mobiles phones and people being able to buy it in most major outlets. It's a consumer product and that our major growth potential.

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

Without a doubt. The access they provide to mobile devices for testing is unique in Scotland so it is important to us. We will continue to derive value from attending their events and participating with them in exhibitions for example the World Mobile Congress in Barcelona. This event is a must for any company working in the mobile industry and Wireless Innovation have always supported us during our attendance.