

Informance

Business Background

Informance provides software solutions for a Business Discovery platform; QlikView. They support a varied client bases including law firms, blue-chip manufacturers, technology and finance companies and leading retailers who use this platform to obtain transparent views of their business. As a UK partner of Qlik they specialise in the development of industry-specific QlikView dashboards and provide product specific implementation, consultancy, training and support.

Based in the Warwick Innovation Centre the business currently has 12 employees.

Introduction to Transformation for Growth

Although the business considers business support to be 'imperative', they have lacked the time to search for relevant help and advice.

The Transformation for Growth project linked up with Warwick University to promote the project. It was as a result of this link that Informance were made aware of the support.

The business felt it 'looked like what we should be doing', in terms of giving us space to look at how the business is run, particularly in terms of having the owners see a different way to approach management.

Activity within the Project

The owner considered that The Receptivity for Change Toolset was useful and comprehensive, and hopes that – at the end of the process – they will revisit it to see how their situation has changed.

The four stage process was praised, having a clear structure that enabled the business to be taken though a step at the time, with enough flexibility to slow the pace when needed to examine certain challenges in more depth. It facilitated all three owners to consider different issues, and understand what they should be doing.

Impacts

- The aims of the business have changed, in terms of wanting to be larger and 'more mature' as a business, rather than simply concentrating on day-to-day operations. We now think of the present as setting things in place for the future, we think more about working on rather than just in the business... we are looking to solve problems before they are problems'. This includes striving to be more innovative, such as introducing templates for their software to facilitate selling to a particular sector, or by a particular function.

Find out more

Informance

Warwick Innovation Centre, Warwick Technology Park, Gallows Hill, Warwick, CV34 6UW

www.informance.co.uk

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



Aston University
Birmingham



Birmingham City Council

+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact

-
- Their ambition has been enhanced by a greater understanding and capacity to define and calculate risks: 'risk is easier to manage, and is not as daunting anymore'. This includes beginning to use business models in planning documents, and coming to a better understanding of the structure of the business, and where investment is needed. This has helped the owners become more ambitious.
 - The marketing strategy has been streamlined, to enable them to spend less but become more effective at marketing. The programme helped by making them think more about different markets they could work in, how to best approach customers, and how to tailor marketing and services better to the requests of clients and sectors in general. This has been accomplished through undertaking more research on the details of customer needs.
 - The business is trying to increase recruitment, on the basis that the programme helped the owners understand the gaps that needed to be filled in good time to perform a thorough recruitment process, rather than 'wait until it was almost too late' to search for suitable recruits: 'the business is now about having the right people at the right time... looking at how to get people who are a better fit'.
 - There has also been a realisation that delegation is becoming increasingly necessary as the business customer base is starting to become less manageable, necessitating restructuring to include a middle management layer. Delegation can be accomplished with existing staff, but more employees will be necessary to deal with the workload.
 - The support experience has been positive, and the owner is looking for more along similar lines.

Summing up the impact

Transformation for Growth has enabled the owners to stop and take few steps back and look to the future.

Find out more

Informance

Warwick Innovation Centre, Warwick Technology Park, Gallows Hill, Warwick, CV34 6UW

www.informance.co.uk

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact