

Sipcentric

Business Background

Sipcentric provide a comprehensive portfolio of hosted internet telephony services. They provide services to start up companies through to large enterprises and those operating in the charity sector.

The business, which is based in Faraday Wharf, Birmingham Science Park, was established in 2010, and currently employs 5 people.

Introduction to Transformation for Growth

The business had previously attended some workshops and training events within the Science Park but had not worked directly with any business support providers. The owner is generally positive towards receiving support, and finds networking within the tech community highly beneficial.

The business became aware of the Transformation for Growth project via an email from Birmingham City Council and although they were not looking for support at the time felt it was 'the right thing at the right time'.

Activity within the Project

The business had a number of one-on-one discussions with the Business Engagement Team, during which they analysed potential risks and opportunities and led to the creation of a prioritised action plan for the business.

This helped the business to clarify their position, and identified obstacles.

The owner identified the four stage methodology as being a useful guiding tool for discussions.

Find out more

Sipcentric
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Impacts

- Recruitment of two new employees (with possibly more to follow), as a result of identifying areas which need to be focused on within the business.
- A rebranding exercise with an external agency (to be launched soon).
- More focused and proactive planning, thinking more about future direction, and where best to focus limited resources, in terms of how specific actions lead to effects at each stage of their process.
- Little change in attitude towards growth, but the business is now better equipped with the planning and management tools to implement their plans to reach their goals: they have adopted a project management tool on a pilot basis which has led to some changes in their operations.
- The attitude towards risk has changed, becoming less risk averse, in the sense that the owner now realises that there are risks in NOT doing something, as well as in doing it.

Summing up the impact

'The project has enabled the business to understand that growth is a result of conscious and positive change. You may achieve some growth, but in order to keep the momentum going, you need to understand what are the influences and the effects. Transformation for Growth has enabled us to take stock, and understand what we need to do to keep changing, innovating and moving forward.'

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