

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

CRAWFORD SCIENTIFIC LTD KTP HAS THE RIGHT CHEMISTRY FOR INNOVATION

ABOUT THIS CASE STUDY

This Knowledge Transfer Partnership (KTP) saw the successful collaboration between Crawford Scientific Ltd and the University of the West of Scotland. The aim was to design and develop advanced eLearning products in analytical chemistry with improved project management, learning interaction and deployment technologies.

ABOUT THE SPONSORS

The **Scottish Government** is the devolved Government for Scotland. It is responsible for most of the issues of day-to-day concern to the people of Scotland, including health, education, justice, rural affairs, and transport.

The **Technology Strategy Board** is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

FAST FACTS

- 🔄 Annual profit is expected to rise to £100,000
- 🔄 Employment opportunity for the Associate
- 🔄 New research opportunities and teaching material for University staff
- 🔄 KTP has helped develop a fully online eLearning system
- 🔄 Brought new knowledge and capabilities
- 🔄 Annual sales turnover increased to £103,000

The Company

The screenshot shows the eEarl website interface. At the top, it says 'The most extensive online library of interactive, web based learning material for analytical chemistry'. Below this is a navigation bar with links for Home, About Us, Contact Us, Support, and Subscribe. A search bar is also present. The main content area is divided into several sections: 'Browse' with a dropdown menu, 'View all Subjects', and 'Quick Search'. There are several featured content boxes: 'earl Electronic Analytical Reference Library' with a list of training courses (GC, LC, MS, HPLC, Sample Prep); 'Features and Benefits' including 'Detailed Multimedia Presentation', 'Comprehensive Self Paced Assessments with Printable Certificates', and 'Ask the Expert'; 'View Sample Content' with a description of multimedia content; 'Online Store' with subscription options; and 'Training Courses' with a list of available courses. The footer includes a Privacy Statement, Terms and Conditions, Site Map, and copyright information for Crawford Scientific Ltd.

“KTP has helped the Company to adapt and develop to exploit new businesses opportunities by utilising eLearning tools.”

Tony Taylor, Technical Director, Crawford Scientific Ltd

Crawford Scientific Ltd is based in Lanarkshire and has been an established UK supplier of chromatography consumables and instrument supplies in the analytical chemistry industry for over 20 years. Core aspects of the business include training and laboratory services.

ABOUT THE PROJECT

The Company recognised that the marketplace was changing and instead of continuing to carry out training solely in the traditional, face-to-face manner, there was potential in looking at online training. An opportunity arose to create

a state of the art eLearning platform for training that could allow rapid knowledge transfer to relevant personnel, in analytical chemistry laboratories and on a global basis. Crawford Scientific contacted the University of the West of Scotland to

help with relevant eLearning skills and methodologies.

BENEFITS

The KTP project has been successful in developing a learning platform and multimedia content, which is known as

the Electronic Analytical Reference Library (EARL). As a result, Crawford Scientific has benefited from the development and embedding of key knowledge and practices. These provide the means of producing and deploying eLearning material to meet best practice and global web delivery standards.

The primary achievement of this KTP has been the development and subsequent sales of EARL as a fully online eLearning system, which includes a broad range of relevant topics with over 1,200 separate multimedia pages and a range of support tools for analytical chemists. The product is being used by key industry clients on a global basis and it provides the means to exploit new opportunities within the marketplace focused on training.

Knowledge of eLearning design and management has provided new skills and capabilities which have improved the Company's operations and competitiveness. Crawford Scientific now has accelerated eLearning content production so that it is ahead of its production schedule, and new items have been developed that were not originally included. Enhanced capabilities and productivity have improved the use of animation and publishing software tools. The Company has also found that an improved understanding of processes and technologies has brought greater efficiency and quality to the EARL platform and multimedia content.

As a result of KTP and the creation of EARL, sales turnover has risen to £103,000 with 22% of this provided by an increase in face-to-face training,

which includes the new multimedia content. Similarly, the Company is now able to benefit from new export opportunities and the annual value of exports has now risen to £40,000. The KTP project has helped the Company enter a confident period of growth. Over the three-year period after the completion of the KTP project, annual profit is anticipated to rise to £100,000.

RESULTS

- 🌀 KTP has helped develop a fully online eLearning system
- 🌀 Provided the first system of its type for this specialist audience
- 🌀 Brought new knowledge and capabilities
- 🌀 Annual sales turnover increased to £103,000
- 🌀 Annual profit is expected to rise to £100,000

The Associate

“This is an excellent scheme, I benefited from the experience of working in a fast growing and dynamic business and from the chance to receive training and support from the University.”

Jorge Omar Gil Posada, KTP Associate

BENEFITS

A PhD in Chemical and Process Engineering served as a useful background for the Associate to bring to this KTP project. The placement afforded useful insight into the practicalities of working for a specialist manufacturing company. The Associate was able to benefit from training to increase his skills in analytical chemistry, his knowledge of eLearning tools, his writing skills, his project management prowess and his knowledge of delivering information through the web. Acquired NVQ Level Four in Management and membership of a professional body. The success of the project is demonstrated in the Associate's subsequent employment as an eLearning Content Production Specialist.

RESULTS

- 🌀 KTP has provided experience in a specialist industry
- 🌀 A greater understanding of analytical chemistry and eLearning tools
- 🌀 Membership of the Chartered Management Institute
- 🌀 Offered and accepted employment with the Company

The Academic Partner

UWS UNIVERSITY OF THE WEST of SCOTLAND

“Working in partnership has brought many benefits and not least the chance to investigate how to provide ‘virtual labs’ in an online environment. This is now a major research theme.”

Professor Thomas Connolly, Lead Academic, School of Computing, University of the West of Scotland

BENEFITS

The University has benefited from this collaboration in a number of ways including various commercial opportunities stemming from the successful relationship with the Company. The partnership has won additional funding from the Scottish Executive to develop an innovative learning management system. The University has benefited from the opportunity to move into eLearning within the training sector and to demonstrate skills in managing national projects, as well as winning international work. The KTP has enabled investigation into providing ‘virtual labs’ online. The KTP has also contributed to the Institution's teaching by providing various papers, teaching materials for analytical chemistry modules and case studies for web development technologies and for business modules.

RESULTS

- 🌀 A greater understanding of commercial operations
- 🌀 Further collaboration opportunities with the Company
- 🌀 Advances in research and new case study material provided
- 🌀 Greater confidence in managing national and international projects