

# 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>

# TELEIT LIMITED KTP MINES RICH SEAM OF INFORMATION

## ABOUT THIS CASE STUDY

This Knowledge Transfer Partnership (KTP) involved the successful collaboration between TeleIT Limited and Glasgow Caledonian University. The aim was to improve automatic updates for web-based marketing tools. The improvements include advanced rules for matching languages similarities.

## ABOUT THE SPONSORS

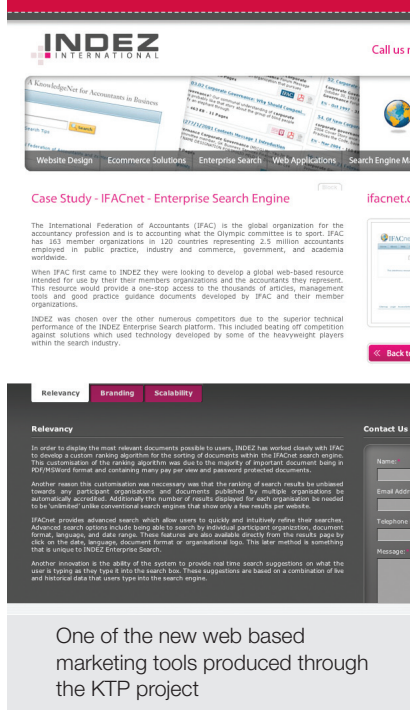
The Scottish Government is the devolved Government for Scotland. It is responsible for most of the issues of day-to-day concern to the people of Scotland, including health, education, justice, rural affairs, and transport.

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

- 🌀 KTP helped to introduce new web-based marketing tools
- 🌀 Greater understanding of new technology and marketing processes
- 🌀 Increased efficiency from streamlined automated systems
- 🌀 Annual sales turnover has increased by £250,000
- 🌀 Company post for Associate and new research for University

## The Company



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**Case Study - IFACnet - Enterprise Search Engine**

The International Federation of Accountants (IFAC) is the global organization for the accountancy profession and is to accountancy what the Olympic committee is to sport. IFAC has 143 member organizations in 120 countries representing 2.5 million accountants employed in public practice, industry and commerce, government, and academia worldwide.

When IFAC first came to INDEZ they were looking to develop a global web-based resource intended for use by their member organizations and the accountants they represent. This resource would provide a one-stop access to the thousands of articles, management tools and good practice guidance documents developed by IFAC and their member organizations.

INDEZ was chosen over the other numerous competitors due to the superior technical performance of the INDEZ Enterprise Search platform. This included beating off competition against solutions which used technology developed by some of the heavyweight players within the search industry.

**Relevancy**

In order to display the most relevant documents possible to users, INDEZ has worked closely with IFAC to develop a custom ranking algorithm for the search engine. This combination of the ranking algorithm and the majority of important document being in HTML/XML format and containing many pay per view and password protected documents.

Another reason this customisation was necessary was that the nature of search results be unbiased towards any participant organizations and documents published by multiple organizations be appropriately prioritised. Additionally the number of results displayed for each organization be limited to be unbiased unlike conventional search engines that show only a few results per website.

IFACnet provides advanced search which allows users to quickly and intuitively refine their searches. Advanced search options include being able to search by relevant participant organization, document format, article type and date. These features are also available directly from the results page by clicking on the date, language, date-time format or organizational logo. This later method is something that is unique to INDEZ Enterprise Search.

Another innovation is the ability of the system to provide real time search suggestions on what the user is typing as they type it into the search box. These suggestions are based on a combination of the and historical data that users type into the search engine.

One of the new web based marketing tools produced through the KTP project

“We chose our partners at Glasgow Caledonian University because they were talking the same language as us and had a wealth of relevant information.”

Dr Pete Mowforth, Managing Director, TeleIT Limited

**Based in Glasgow, TeleIT Limited is an internet products and services provider that specialises in the development of e-commerce solutions, search engine technology and search engine optimisation.**

## ABOUT THE PROJECT

The Company wanted to raise its profile in the search engine optimisation sector and create data mining software component technology. It needed to acquire a wider

range of techniques for semantic similarity matching and a greater understanding of the procedures needed for new product development. To achieve this, it looked for help from the School of Computing and Mathematics at the Glasgow Caledonian University.

## BENEFITS

The project has enabled the Company to launch two new products: 'SearchU', a search engine design tool and 'DesignU', a

website design and promotion tool. The data mining software component technology aims to automatically generate a target market user profile (TMUP). This means that it can provide analysis of the positioning of a user's products or services with respect to their competitors and customers.

"SearchU" was highly commended as an Innovative Product of the Year at the Scottish Software Awards in 2004. It also won the company a contract for £250,000 from the International Federation for Accountants primarily because of the technology related to the TMUP.

Through KTP, TeleIT has benefited from developing a greater knowledge of this specialised technology, enabling the launch of new products. These include, for example, a domain manager, an automatic audit tool and an affiliated marketing portal.

In the process, the company has learnt much about the importance of marketing within business development. This has helped to inform promotional activities such as better utilisation of the website. There has also been a marked improvement in business processes and efficiency. For example, some jobs associated with the production of TMUPs are now performed automatically in a matter of minutes rather than several days.

By acquiring greater marketing acumen and links with the UK Academy of Marketing, the Company has been able to raise its profile and to significantly grow its intellectual property base via various patents.

TeleIT has now acquired a reputation within the search engine optimisation sector; a market which is currently worth \$40 billion worldwide and is growing by about 60% a year.

As a result of the partnership, the Company's annual sales turnover has increased by £250,000 due to new sales, greater knowledge and technological understanding as well as increased promotion via the website. Greater Company promotion has also allowed it to reach US customers with an estimated annual value of £150,000 in increased exports.

It is anticipated that annual profits before tax will rise by £60,000 as a result of product sales resulting from the Company's unique and more highly-developed product suite.

### RESULTS

- 🌀 KTP helped to establish new specialised products and expertise
- 🌀 The project has enabled operational improvements and greater efficiencies
- 🌀 Increased annual sales turnover of £250,000 and a rise in exports

## The Associate

**"KTP has been an exciting way to advance my career. I have enjoyed the chance to use my skills to find new ways of solving technological challenges."**

Dr John McSloy, KTP Associate

### BENEFITS

The Associate's self motivation and novel ideas contributed to the success of this KTP project and its completion ahead of schedule. In addition to the project aims, the Associate undertook the development and implementation of a new operations system. It was designed as a way for the University and the Associate to collaborate electronically online and has been very useful since its launch.

During the placement, the Associate has acquired greater experience of, for example, a commercial setting, management, e-business and electronic marketing tools. The Associate was offered a job with TeleIT and has accepted.

### RESULTS

- 🌀 Enhanced project management skills and career development
- 🌀 Experience of management and introducing new technology to a company
- 🌀 Accepted post of Lead Programmer within the Company

## The Academic Partner



**"The University has benefited from the close partnership with TeleIT and the leads this has provided to new research and teaching materials."**

Professor Mike Mannion, Lead Academic, Glasgow Caledonian University

### BENEFITS

University staff have acquired greater expertise using search engine optimisation for developing an internet marketing strategy.

The institution's research profile has improved as a result of the KTP with the added kudos of generating academic publications and seminars. The IT content of courses like internet retailing has been increased and new case study material developed.

### RESULTS

- 🌀 Opportunities for new research, papers and materials
- 🌀 Greater experience of translating learning into solutions for businesses
- 🌀 Higher profile and enhanced reputation