

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>

A RECIPE FOR SUCCESS LTD KTP BRINGS THE RIGHT MIX OF INGREDIENTS

ABOUT THIS CASE STUDY

For this successful Knowledge Transfer Partnership (KTP) project, the company, A Recipe for Success Ltd, collaborated with the University of Essex and its Computer Science Department. The project was to develop a flexible and low-cost e-commerce toolkit suitable for UK small and medium-sized enterprises (SMEs).

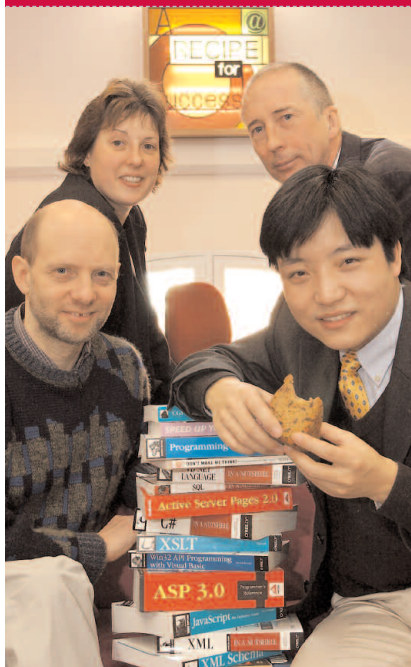
ABOUT THE SPONSOR

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 initiated the development and refinement of an e-commerce toolkit
- 🔄 New skills and expertise embedded into normal work practices
- 🔄 Increase in company profit
- 🔄 Company secured new business
- 🔄 New research, papers and collaboration for University
- 🔄 Associate has a post in the company

The Company



“Our work with the University for Essex on this KTP project has been a wholly positive experience, and has developed into a long-term relationship that is benefiting both organisations. We would recommend that others try a KTP.”

Tonya Hills, Director, A Recipe for Success Ltd

The award-winning company, A Recipe for Success Ltd, was founded in 1997 and specialises in delivering websites and web-based solutions to companies of any size or business field. The company provides e-business consultancy and tailors its services to meet the specific needs of each business or organisation.

ABOUT THE PROJECT

A Recipe for Success Ltd recognised that to thrive in the e-commerce and e-business market place a business needed to meet short deadlines, cope with evolving requirements and demonstrate an ability to be ‘first to market’ with a new service. The company sought collaboration with the University of Essex to help it to be more flexible, responsive and technically

knowledgeable. The project was to develop a flexible and low-cost e-commerce toolkit for UK SMEs offering broad functionality and ease-of-use in a single package.

BENEFITS

Through the KTP partnership the company developed and refined its foundation software known as the 'e-KIS' toolkit (with a name derived from 'e-business, keep it simple'). This foundation software is at the hub of all the company's website design and comprises various elements including a content management system and a knowledge management system.

The two key areas of innovation within the project were the combining of traditional

and Rapid Application Development (RAD) approaches. Sequential approaches were used for determining the fundamental technology infrastructure and a RAD viewpoint was adopted for assessing which functionality offered the best match with market needs.

The company benefited from the University's experience in developing new software tools and innovative techniques. The Academic partner also contributed experience of formal methodologies for the development of software systems (such as UML) and specific software environments (such as .NET). These methodologies became embedded into normal working practices and the e-KIS toolkit developed rapidly and robustly as a result.

The company has particularly benefited from the increased speed obtained from developing a web-based application in about a week instead of six. The development task can also be undertaken with less technically-skilled staff which means that the system is more resource efficient and reduces costs.

RESULTS

- Increased knowledge and expertise in software systems and environments
- New skills and expertise embedded into normal work practices
- Increase in company profit from £45,000 to over £200,000
- Following KTP company secured over £145,000 in new business
- Increased company reputation and led to national business award

The Associate

"Working on the KTP project has allowed me to develop both my technical and managerial skills, and has given me experience of delivering projects to the time, cost and quality required in a commercial environment."

Stephen Tang, KTP Associate

BENEFITS

The Associate made good use of the benefits of this KTP placement. He gained general skills in teamwork, commercial requirements, management and communication as well as more specialist training in software development, research methods and analysis, as well as IT skills and modelling methodologies. He was able to appreciate and rise to the demands of problem solving within a fast and commercial setting. His abilities are demonstrated in his gaining accreditation as a Microsoft certified Solution Developer and securing a job as a Senior Programmer within the company.

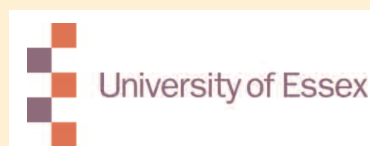
RESULTS

- KTP has provided academic, technical and career development
- Proven ability to apply research approach in a commercial environment
- Enhanced knowledge of IT and software development skills
- Achieved a permanent post within the company

The Academic Partner

"In the KTP project, we have applied some of the latest software development and programming technologies. This experience has been a great help in improving the industrial relevance of the corresponding teaching material."

Dr Norbert Voelker, Senior Lecturer, University of Essex



The partnership has meant that the University has been able to share its academic acumen, its technical and software skills as well as its understanding of formal methodologies. In return, University staff have learnt much about the realities of a commercial setting: the need for fast and flexible responses to problem solving, good tool support and importance of a user-centric outlook.

BENEFITS

The University has benefited from increased staff development, research and teaching activities and an enhanced reputation.

The collaboration has given the University valuable insight into industrial software development and its life cycle implications. Academic staff have also benefited from the company's seminar-based information on e-commerce. Various research and teaching materials have been initiated because of the partnership e.g. eight new student research projects and a paper on the requirements for design issues of user interfaces.

RESULTS

- Enhanced reputation from role in e-commerce technology
- Greater experience of software development within a commercial context
- Generated new research course material and teaching opportunities
- Led to further collaboration as a consortium and new e-business proposal