

## 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>

## ZERAXIS LTD KTP PROVIDES FRAMEWORK FOR SUCCESS

### ABOUT THIS CASE STUDY

Croydon-based Zeraxis Ltd offers Information Technology (IT) implementation and support services. Working with the Department of Computer Science at the University of Greenwich, this Knowledge Transfer Partnership (KTP) was initiated to construct a library of software components to effect data interchange between commercial software packages.

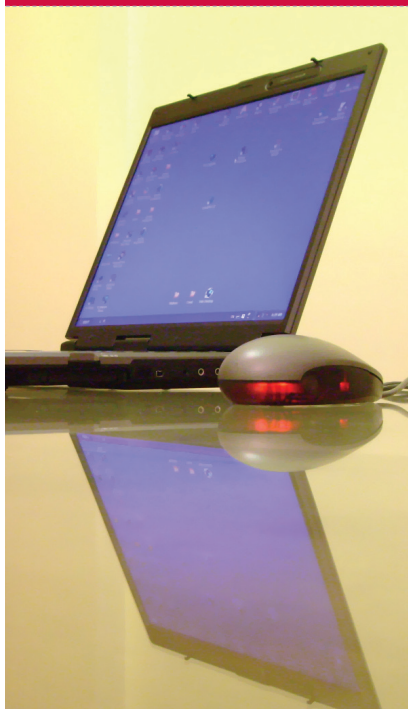
### ABOUT THE SPONSOR

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

- 🔄 Capability to provide IT-based business solutions through development and application of software integration framework and accompanying design methodology
- 🔄 Library of reusable software components built and catalogued, expected to increase sales turnover by 20%
- 🔄 Accreditation to ISO 9001, ensuring consistent high quality of work and enhancing the Company's reputation
- 🔄 Confidence to enter new market areas, with large potential sales
- 🔄 Academic Partner gainer insight into professional IT environment and amended research strategy
- 🔄 Associate developed professionally and personally, and was employed by the Company

## The Company



“We collaborated with Greenwich on a project to transform our software engineering process through data integration. The result is a 50% increase in process efficiency.”

Del Attah, Managing Director, Zeraxis Ltd

**Founded in 1989, Zeraxis Ltd offers specialist IT advice to bridge the gap between business and technology. Experienced consultants work to ensure that applications and systems are not only professionally installed and managed, but also fully exploited within the business environment.**

### ABOUT THE PROJECT

To strengthen its market position, Zeraxis wanted to increase its capabilities to include the provision of IT-based business solutions.

The Company needed to develop and implement a framework for software integration in which elements, such as code libraries and support programs, could be organised and developed, enabling component-based development.

This KTP with the Department of Computer Science at the University of Greenwich was initiated to provide Zeraxis with the knowledge and resources needed to meet this challenge.

Early in the project, work was expanded to include creation of a software design and development methodology to support the framework.

### BENEFITS

Through this successful collaboration, Zeraxis has been transformed from a pure system integration consultancy to one that also generates income from product sales.

The company-wide adoption of the application framework and accompanying methodology, developed during the KTP project, has resulted in software components that are better engineered and require fewer corrections, significantly increasing

productivity. Moreover the components created are often reusable, reducing development costs and timescales.

Development of the methodology and the resultant focus on in-house processes and procedures led Zeraxis to apply for and gain accreditation to ISO9001. As well as ensuring a consistent high quality of work, this has enhanced the Company's reputation and attracted new customers.

The enhanced capabilities resulting from this KTP have given Zeraxis the confidence to launch a new service, which is expected to generate £150,000 of new business within the first 12 months.

### RESULTS

- Company-wide adoption of application framework and accompanying methodology, increasing productivity and product quality
- Ability to adopt and master leading-edge technology, and exploit techniques utilised by the academic community
- 'Rich pictures' introduced as a simple way of capturing process requirements and sharing key aspects of any new system with customers
- Development of solutions for new market areas, positioning the Company for significant growth

## The Associate

**"The project delivered to expectations and beyond, with many unforeseen, tangible benefits. I also benefited greatly both professionally and personally, gaining tremendous technical, business and management skills, and superior inter-personal and social skills."**

Marika Ludmann, KTP Associate

Marika Ludmann was recruited as Associate on this KTP project, providing the vital link between the University of Greenwich and Zeraxis.

### BENEFITS

The work at Zeraxis provided Marika with the opportunity to develop both personally and professionally. Training and project experience have helped her to enhance her technical, managerial and business skills, and she is now able to architect, develop and manage large applications. She also liaises confidently with clients to ascertain their technical and business needs and deliver an appropriate solution. In addition to the demanding technical work, Marika has applied and improved her inter-personal skills, with project work demanding good communication, time management and team building skills to achieve the targets.

### RESULTS

- Enhanced professional and personal skills through project responsibilities
- Progress towards MSc
- Offered and accepted a job with Zeraxis as Development Manager

## The Academic Partner



**"As a result of this collaboration, we completely changed the content of our MSc unit on data warehousing, to include message-based enterprise integration."**

Professor Brian Knight, University of Greenwich

The School of Computer Science at the University of Greenwich worked with Zeraxis to deliver this KTP. Brian Knight, Professor at the University, was lead academic on the project.

### BENEFITS

Working with Zeraxis provided academics with a clear insight into the professional IT environment in which modern companies operate, and staff gained an understanding of the vital contribution that University courses and research can make to the commercial success of UK companies.

Much useful teaching and case study material has been generated for undergraduate and MSc courses, and KTP experience has led to the inclusion of message-based enterprise integration as a theme on the Data Warehousing MSc course. It also influenced a review of departmental research, resulting in more emphasis on areas seen as commercially important.

### RESULTS

- Increased the reputation of University as provider of knowledge and skills to the local community
- Useful teaching material developed
- Lasting relationship developed with Zeraxis