

## Two Derbyshire businesses win ANUBIS cash in business technology competition

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Two Derbyshire businesses are among ten East Midlands companies to be chosen as winners of the ANUBIS business technology competition.

Collstream Ltd, which is based at Brunel Parkway on Pride Park, and Chesterfield based NetComposites Ltd, are both set to receive £10,000 each to spend on new technology to transform their businesses after an independent panel of judges chose their winning ideas.

The ANUBIS III business competition, which was launched in November, is aimed at the region's SMEs. It was run by technology specialists, EMNET, on behalf of East Midlands Development Agency (EMDA).

The aim of the competition is to encourage companies to demonstrate how they would benefit from receiving the funding for a technology project.

Collstream Ltd provides SMS capability for businesses, mainly in the financial services sector, to provide information direct to customers' mobiles. It has SMEs and FTSE 100 businesses on its client portfolio.

The company hopes the use of emerging mobile technologies will contribute to a 190% increase in their turnover this year.

The ANUBIS competition money will help the business to invest in next generation technology and tailor products and services to create new income streams.

Collstream was established in 2005 by directors Ian Maxfield and Chris Harrison. It currently employs six people and hopes to employ up to six more staff in the next three years.

Ian Maxfield, director, said: "Recent developments in mobile technology have resulted in a huge demand for services which can be up loaded to mobiles such as video or picture messaging.



"The use of new technology creates business opportunities for marketing campaigns direct to customer phones using targeted database management tools. The technology creates greater flexibility and targeting of potential customers, and makes savings on expensive mass marketing campaigns.

"As a leading SMS business we will continue to develop existing technologies and create new products to mass markets which will appeal to businesses who want to get directly in front of customers via their mobile phones, create brand loyalty and maximise revenues."

Tim Miller, managing director of EMNET which manages the ANUBIS competition, said: "The panel of expert judges selected the businesses which have the opportunity to create entrepreneurial success. Innovation and technology are an important part of an SME's DNA and this funding will help the winners make greater technological progress in the development of their commercial operations. "

Michael Carr, EMDA's Executive Director of Business Services, added: "The ANUBIS project is a great catalyst for technological innovation - a key component of creating a strong economy and a flourishing region. Last year's winners enjoyed commercial success and I fully expect this year's winners can mirror that achievement. "

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