

OurBusiness

Alliantus provides board-level advice, access to high-level contacts and a practical delivery of strategic marketing solutions to high-technology companies.

We provide expertise in marketing and business growth – built on over 25 years of developing skills in the ICT industry. This is in areas such as software, including interactive entertainment, electronics and wireless communications.

We understand the issues facing early-stage organisations, developing companies and corporations. We go beyond clients' expectations and:

- ▶ use experience, expertise and insightful thinking – helping companies fix issues
- ▶ free management's time to allow them to do what they do best – manage the business
- ▶ use links to investors, international teams or government bodies to parachute companies into new markets

OurWorld

Our business depends on intelligent networking and we have built connections over the years. We benefit from trusted relationships and the personal recommendations of our peers.

- ▶ Worldwide contacts to help with investment or business growth
- ▶ Expertise that provides insight to fix marketing issues
- ▶ Senior level experience for those with gaps in their knowledge

We help clients to:

- ▶ Understand their core capabilities
- ▶ Develop programmes that make them more successful
- ▶ Tune in to their customers' needs and wants
- ▶ Develop compelling propositions that increase their profitability

YourWords

... a dynamic "safe pair of hands" who gets on with the job. **Jim Conning, Managing Director, Experian Payments**

... connections brought us a major sponsor... experience and insights are invaluable. **Soraya Jones, Chief Executive Cambridge Wireless**

... I would have no hesitation in recommending Alliantus to anyone looking to increase his or her export business ... **Darren Jobling, Director of Business Development, Eutechnyx**

... helped us build more professional business processes. **Joe Oldak, Director, Cambridge Open Systems**

... experience and network of contacts in the Far East provide real value to companies needing to take the plunge. **Jamie Urquhart, Co-founder ARM plc and Venture Partner, Pond Venture Partners**

... it's difficult to find the time to build a structured approach to distant countries where one has little understanding of the market and the culture... benefited greatly from experience and personal connections. **Steve Wood, VP Business Development, Elonics**

... used to fast-paced business schedules in the technology environment ... **Sarah McCourtie, Manager, Inward Investment, HSBC Bank**

... a fantastic trainer and we really appreciated how flexible he was in tailoring the course to our needs. **Alice Chapman, Recruitment Manager, Red Gate Software**

OurRecord

Marketing must support growth and we have a track record of excellence in a range of completed projects:

- ▶ Working with Cambridge Wireless' team to conceive and deliver 'Discovering Start-Ups', a two-year programme to identify and assist new and emerging companies
- ▶ Repositioned and re-branded Web 2.0 online community company as Cambridge Open Systems, turned it from a development business to managed-services company
- ▶ Working with UKTI East of England's delivery team, developed a strategy for enhancing the support for the technology sector
- ▶ For Red Gate (a software tools business) built an individual programme to help them make better use of their brand in recruitment and retention
- ▶ Worked with range of companies in mobile 'testing', semi-conductor IP and product design to enter overseas markets including: ARM, CSR, Elonics, Plextek, XJTag, The Technology Partnership, TTP Com, Imagination Technologies, Symbian (Japan) New Concept Gaming, Dukosi, Ignios, Innovation Research and Technology, Inmarsat and MacroSpace
- ▶ Assisted Picsel in Japan to meet potential partner, NTT DoCoMo Inc., who bought the company's products and then became a shareholder
- ▶ Established Play UK as the premier games sector briefing programme in Japan and opened up Nintendo's innovation teams to UK delegations

OurServices

In simple terms, we provide the skills and experience that a seasoned marketing team would bring to your business, but outsourced and paid-for, in ways you can afford.

We take a hands-on approach and deliver practical business solutions that help you build your business. We use our expertise in:

- ▶ Strategic marketing
- ▶ Building brands
- ▶ Marketing communications
- ▶ Product marketing
- ▶ Programme management
- ▶ Training / Mentoring
- ▶ Online communications and the use of social marketing

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