

Knowledge Transfer Partnerships at London South Bank University

What is KTP?

Knowledge Transfer Partnerships (KTPs) are government funded programmes designed to help businesses improve their competitiveness and productivity through the better use of the knowledge, technology and skills available within UK Universities. Our academic team working at the interface between academia and business maintain strong links with employers, professional bodies and public and private sector enterprises making them ideal for these partnerships.

Benefits of KTP

The company or organisation gets:

- Associate 2-3 years full time with qualifications and experience required by your company
- Associate works in your company on your projects
- Specialist expertise and technical advice from LSBU
- LSBU academics work closely with the Associate to implement company goals
- **Budgets include** employment costs, training, travel and equipment

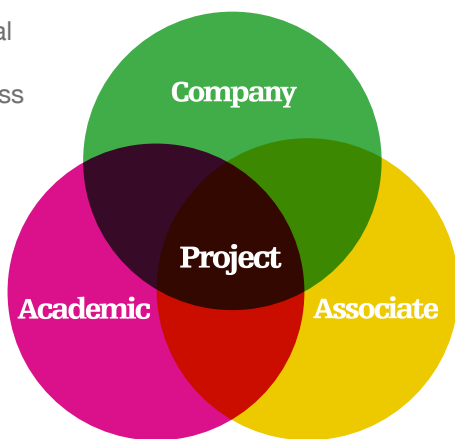
Your Project

At the heart of every Knowledge Transfer Partnership scheme is a project with specific strategic objectives. A high-quality graduate (a KTP Associate), supported by the academic expertise at LSBU, will work exclusively on the project at the company to deliver tangible results.

In order to apply for a KTP a company must have a project in mind that needs external knowledge to develop and is of strategic importance to the business. It must also have a commercial edge and see a healthy return on funding.

Company
needs additional expertise to improve business

Academic
provides expertise and assists with implementing the goals of the company



Project
created by company to improve business

Associate
experienced graduate works for company to carry out project



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Knowledge Transfer Partnerships

All Partnerships received financial support from the Knowledge Transfer Partnerships programmes (KTP). KTP aims to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base. KTP is funded by Technology Strategy Board along with other Government funding organisations.

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Business, IT & Communications

- Business & Operational Systems
- Competitive Strategies
- Data Analysis & Statistics
- Marketing Strategies & Communication
- Event Planning & Tourism Management
- Accounting & Finance Management
- Programming Language
- Software Engineering & Development
- Networking
- Organisation & Management
- Database Systems & Security
- Web Technologies & Internet Systems
- E-Commerce
- Knowledge Management



When Universities and
Business work together
good things can happen...

IT, Communications and Electronics

The Business, IT and Communications industries are areas in which development has always been rapid because of their position as key enabling technologies on which other advances depend. With this in mind, LSBU is devoted to the application of information

technology to the business domain. KTP projects flourish in this sector enabling the cutting edge of information technology to be used for the benefit of business enterprise in the local and wider community.

Academic expertise range from business and operation systems to data analysis and statistics to software engineering and many more besides, all of which can be exploited to benefit industry.

A 'nutritional education station' for health professionals and the public

The Institute for Optimum Nutrition (ION), an educational charity who train nutritional therapists and educates the public about nutrition have taken on a second KTP project with LSBU to create a central database that enables a clear and more precise understanding of all ION customers and members. "The idea of the database is to enable us to gather information on our customers and bring it all together for easy access from one place," comments Laksh Ranganathan, KTP Associate.

ION realised that to keep up with the competition they needed to strengthen their product offering and diversify their nutritional based services to new markets both in the UK and in Europe.

"We currently hold about 25-30% of the UK market. We would like to target foreign markets as well because so many of our students are international. If we grow, we can reach more people, a great achievement for a charity," explains Peter Szabo, ION Business Manager.

The partnership is allowing ION to increase their capacity and expertise in order to apply for the many project opportunities currently available in the health and nutrition arena. "The goal is to embed operational efficiency – as the project grows we can look at the business model and find new markets or set up new products," reports Laksh. "It will make our operations more streamlined. When the processes become automated

we can spend more time doing what we want to do...we want a much bigger interactive presence so people can talk to us in many different ways," says Peter.

Lead Academic Colquhoun Ferguson adds, "ION understand the benefits to be realised from participation in KTP, and this project follows in the footsteps of a previous, very successful collaboration with LSBU. I think we could take on another 5 KTPs because we want to do so many things," praises Peter. ♦



Shaking the foundations of success

Whilst having a reputation as a 'safe pair of hands' is an honourable and respected quality to have when you run a successful architectural firm, it can also mean a reluctance to push the boundaries and shake up the competition. The attitude at Tangram Architects is set to change as they embark upon a new era with a KTP project at LSBU.

After 20 successful years in trading, Tangram recognises the need to review its current market position and long-term business plan. To date the

healthcare industry accounts for more than 95% of the company's income and although Tangram has now developed a more than comprehensive knowledge of the healthcare sector they now need to focus on seeking out new commissions. The desire to grow the business and evolve from their current position has led to Tangram looking to their local University for help.

"The practice is ready and willing to explore and embrace new visions inspired by the expertise at LSBU. We expect

the legacy of this project to set the framework for a business plan that will be replicable in years to come," says Paul Mercer, Company Director at Tangram.

LSBU Marketing and Strategy Academic, Mikko Arevuo says "this is a very exciting time for both Tangram and the University; we can exchange good practice in both industry and academia to produce a great project with outstanding results." ♦

Giving countries all over the world a new voice

100 different languages, 40 different countries, one new website...

A second KTP project at interactive language learning company, EuroTalk, has meant expanding their web sales operations to over 40 countries, giving people all over the world the chance to learn a new language.

EuroTalk pride themselves as being leaders in their field when CD-ROM technology was the newest thing available, but today there are countless alternatives competing for business. In this tough market, EuroTalk has a distinct advantage: a single product that can be used in lots of different languages. "A localiser engine was needed in order for us to adapt to the

needs of different cultures and language structures. Customers can now make their choice of language on the first page of the site and are then led down a nice easy path to the checkout...we are now leading in this type of technology," says James Murray, KTP Associate..

The two Associate KTP project entailed designing, developing, upgrading and implementing a multilingual architecture template for the new website. It also meant identifying new objectives to deliver improved commercialisation of the website, including refocusing the marketing messages, search engine optimisation, expanding global reach, consumer tracking analysis and addressing piracy issues.

International translation and localisation of the commercial websites has been achieved in 16 languages and cultures and the central website, after an extensive re-model, saw 100% increase in website traffic. The company have also managed to secure new sales channels such as Amazon and have promoted their UTalk products to devices such as the iPhone and iPod touch.

Mikko Arevuo, LSBU academic on this project says, "The project combined working on a new technology platform to deliver enhanced customer value. I was also able to observe the dynamics of innovation and related processes across the firm that I was able to use in my research into how organisations develop value adding processes and resources." ◆

