

## InfoTeam moves west

Low overheads and a generous support package made Cornwall an irresistible relocation choice for this high-tech customer-support provider

### Overview

InfoTeam International Services has built a enviable reputation since 1996, when the company became the main assembly and repair centre for Sony UK and Sony Entertainment Europe. For one thing, it's succeeded in retaining this prestigious contract - quite an achievement in the fearsomely competitive outsourcing market.

Indeed, so impressed was Sony by InfoTeam's performance that it asked the company to set up a fully integrated, multi-lingual contact centre to provide technical help and customer services for the Sony Playstation throughout Europe. InfoTeam now offers a range of customer relationship management (CRM) and logistics services to big-name clients - everything from warehousing and distribution to call-centre support.

Previously based in Uxbridge, West London, in early 2005 InfoTeam announced its decision to relocate to Cornwall. It was no stranger to the county, having operated a facility at Bodmin for a number of years. Its new headquarters is at

St Columb Major Business Park - conveniently sited just off the A30 and only five minutes from Newquay Airport - and includes 23,500 square feet of purpose-built factory space.

Anyone thinking that the move marks a downsizing of the company's ambitions would be way off the mark. Glen Coffey, InfoTeam's dynamic chief executive, sees Cornwall as an ideal environment from which to expand, where substantial investments can be put to best effect rather than draining away in overhead costs. "In the next five years we'll be looking for acquisitions and organic growth," he says, describing how InfoTeam expects to be generating annual sales of more than £10 million by 2007.

InfoTeam thought long and hard before opting for Cornwall, considering a variety of locations in Europe and beyond. In the end, however, it was unable to find anywhere to match Cornwall's unique combination of workforce skills, low costs and dedicated business support.

### Workforce

InfoTeam already had 30 full-time employees in its Bodmin facility, and its relocation entails taking on a further 150 staff in Cornwall, with the total set to rise to well over 200 by 2008. Many of these will have an electronics background, but the company is committed to providing high quality training to all its personnel.

### Technology

Specially designed CRM software enables InfoTeam to provide its clients with automated, integrated and highly flexible business solutions. The system captures key customer information and maintains tight process control and an audit trail throughout the ordering, fulfilment and shipping confirmation process, using a centralised, accessible database. Given the volume of data that InfoTeam needs to exchange with its clients, Cornwall's reliable broadband infrastructure was a big plus when it came to choosing the county as a location.

### Clients

InfoTeam recently secured the re-manufacturing contracts for the next generation of Sony PlayStations - PSK and PSP. Other major clients include Umbro.com, the e-commerce arm of the world-renowned sporting goods manufacturer, and it has also recently started taking on work for the satellite TV giant Sky.

### Support

Cornwall Pure Business helped research the level of skills available in the region for InfoTeam's high-tech operation, and assisted the company in locating suitable premises. InfoTeam's relocation has also been aided by a £900,000 grant from the South West Regional Development Agency through the Selective Finance for Investment (SFI) scheme.