

InfoTeam moves west

Low overheads, a flexible and technically competent labour pool, and a generous support package made Cornwall an irresistible relocation choice for this leading technical repair service provider.

Overview

Infoteam International Services has built an enviable reputation since 1997, when the company became the main technical repair and remanufacturing centre for Sony Computer 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 with the PS2 console that it has recently awarded the company a contract for the new PlayStation Portable, the PSP.

As the relationship with Sony has deepened, Infoteam has enhanced its core offering of technical repair to include logistics, warehouse, technical call centre and disposal services to add value to the customer in all areas of After Market Services. This proposition is attractive to the market, and has helped Infoteam to expand its customer base with manufacturers, retail partners and brands including Sky, Comet, Netgem, Franklin Electronics and other global brands coming on-line later in 2005.

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 technical repair 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. Within this facility Infoteam have built a state of the art clean room that will be used to repair flat panel screens and other devices, as well as the new PlayStation Portable. Demand is expected to be strong as the market ramps up.

This new facility in St Columb Major gives a clear message to both existing and potential customer alike – Infoteam is confident of strong demand for its services into the future, it has confidence in its ability to grow, and it is confident that the region can provide a flexible and competitive labour force to support future growth.

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 £20 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 portable playstation PSP

Other major new clients include satellite TV giant Sky, Apple, NetGem set top box manufacture Franklin Electronics

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.

