

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

COUNTERPOINT MTC LTD KTP'S SOFTWARE PRODUCT STRIKES THE RIGHT CHORD WITH MUSIC SPECIALIST

ABOUT THIS CASE STUDY

This Knowledge Transfer Partnership (KTP) project saw the successful collaboration between Counterpoint MTC Ltd and the University of Portsmouth. The aim was to create a new software product family to address an identified requirement for a multi-media, multi-platform support system. This software was intended for teachers to record, collect and assess students' work against national curriculum standards.

ABOUT THE SPONSOR

The Technology Strategy Board is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

FAST FACTS

- 🔄 KTP has brought innovative new teaching and assessment software
- 🔄 A rise in annual sales turnover of £50,000
- 🔄 Market share established in European and US markets
- 🔄 Employment and career development for the Associate
- 🔄 New case study material and research opportunities for University staff

The Company



"We are delighted to have an innovative new teaching and assessment product which is establishing the Company as a market leader in its sector."

Peter Salter, R&D Team Director, Counterpoint MTC Ltd

Counterpoint MTC Ltd is a small to medium-sized enterprise (SME) based in Worthing, West Sussex. It designs, manufactures and supplies IT and audiovisual products and services to the educational sector. It is primarily involved in music technology solutions and has acquired a reputation for the quality of its advice and service.

ABOUT THE PROJECT

Traditionally, the Company had been a retailer of electronics, specialising in music and IT products. Counterpoint MTC Ltd recognised that there were benefits in producing its own innovative IT solutions. It had produced various software products but it had used

disparate technologies which it realised would benefit from consolidation into one single platform, which could then be utilised in a new software product family. To achieve this, the Company looked to support from the University of Portsmouth for a third successful KTP partnership.

BENEFITS

The aim of the project was to create new software tools to address teachers' key needs, including the capture and recording of students' work. It needed to establish one single development platform and to be accessible to its audiences. The project

was a resounding success and provided the Company with a market leading assessment tool for teachers. The team was able to build on the success to spearhead an enhancement of the product range with new systems and products, and the means to create new intelligent products in the future.

The research undertaken by the Associate focused on .NET, multi-user database systems, ASP.NET, web services and third party database systems. This enabled all existing projects to be consolidated into a single development platform. A new product quickly followed (eSAAMS.net) that allowed teachers to record audio and video evidence of students' work which was immediately stored against a student record card in a new database.

Subsequently, a new Intranet ePortfolio System was created. This entailed new products and a web-based student

portal to allow students to view information about their work and monitor their progress. This paved the way for an updated version of an existing product known as iLessons, and a new server solution was created for these music systems at the Company. These changes meant that problematic software was eliminated which had been holding R&D back within the Company.

The KTP has helped improve the Company's operations and its competitive position. The partnership has introduced new computer-aided methods and improved aspects of design, quality, programming and software engineering. This solid foundation has enabled the introduction of new electronic assessment systems. The transition from a retailer to a producer of IT products will help the Company to have a significant presence in Europe and the US.

The Company has now established a reputation for being involved in new technology and R&D, and new referrals and recommendations have increased. Annual sales have risen to £50,000 and annual profit before tax of £100,000 is anticipated over the next three years, following the completion of the KTP. Bringing new systems to record evidence of students' work, and utilising the benefits of the Internet, have caused excitement in the industry and have meant the Company expects to become a market leader in this segment.

RESULTS

- 🌀 KTP has created a new software product family for teachers
- 🌀 A rise in annual sales turnover of £50,000
- 🌀 Market share established in European and US markets
- 🌀 Innovation has helped to enhance a reputation as a market leader

The Associate

"I have been given the chance to greatly enhance my technical expertise. This has been a great way of advancing my career and my insight into an IT business."

Simon Chester, KTP Associate

BENEFITS

The Associate has helped this KTP to meet its objectives and produce a range of products that have exceeded expectation. In return, he acquired knowledge of various software technologies which he was able to implement within the Company's R&D department. During the placement he obtained an NVQ Level 4 in Management and is completing a PhD. The Associate has been awarded membership of the British Computer Society (BCS) and is now employed by the Company.

RESULTS

- 🌀 KTP has provided personal and career development
- 🌀 Achieved membership of the BCS and is pursuing a PhD
- 🌀 Accepted the post of Research and Development Engineer

The Academic Partner



"This project has been a resounding success; the Times Education Supplement placed the product as one of the top three ICT products which shows how well it has been received."

Dr David Sanders, Lead Academic, Department of Mechanical & Design Engineering, University of Portsmouth

BENEFITS

This collaboration has provided the University with further experience of consultancy, supervising research and the business climate of an SME. It has also brought greater knowledge of both software engineering and the UK, European and US markets. New student projects have been established as a result of the partnership with case study material, new course material and papers for journals and conferences. Professional accreditation by engineering institutions has enhanced the reputation of the University.

RESULTS

- 🌀 Greater experience and understanding from working with an SME
- 🌀 Opportunities to update teaching theory with case study examples
- 🌀 Enhanced reputation