

# partnership

succeeding through innovation

**Case Study:** Sure24 Ltd. and  
De Montfort University

*"The experience of the KTP has been very positive for the Company and placed us in a strong position to compete in the market. We have now been able to instil a culture of a design theme throughout the product range and corporate image".*

**Graham Marshall**  
Managing Director

## Background

Sure24 Ltd is a company who design innovative crime prevention solutions, supplying to various agencies including the police, local government bodies and blue chip organisations.

They recognised a need to introduce embedded software techniques into the company as a means of speeding up their development of new products and establish their own Design Centre to improve the design of their own products without the loss of functionality. This was essential in meeting strategic objectives. Two KTP projects were set up to run alongside each other.

## Objectives

**KTP 1** - To develop a home automation platform providing home security, lighting and heating control, remote monitoring/reporting and care applications.

**KTP 2** - To create and implement a Design Centre to introduce 3-D CAD, improve aesthetic design and reduce new product introduction lead times.

## Company benefits

The KTP projects have provided Sure24 Ltd with the opportunity to sustain and increase market size and profit margins, a redesign of their processes to achieve dramatic improvements in critical areas such as cost, quality service and response, thus putting the company on track to reach its growth target of **£5million turnover in 5 years**. The company now has an in-house 3-D CAD capability and a state-of-the-art home automation system that promises to place them in a strong position to secure new opportunities in the future.

## Associate benefits

**Shazia Maqbool** achieved a Postgraduate Certificate in Computing Excellence, improved technical and managerial skills and completed courses in EMC and Developing Personal Effectiveness. Shazia is now employed fulltime at the company as **Technical Project Manager**.



**Nathan Wright**



**Shazia Maqbool**

**Nathan Wright** developed skills in market research, commercial negotiation & supply chain management, costing margin and cost benefit analysis, staff training and design reengineering. He also achieved: MSc, CMI Diploma, training in CAD, rapid prototyping manufacturing and modelling procedures. Nathan was also employed fulltime at the company as **Design Manager**.

## University benefits

- Two new embedded teaching hardware platforms have been developed and introduced to an undergraduate curriculum.
- Teaching links directly into industry
- Expanded DMU's research portfolio

These projects enabled cross faculty collaboration which enables input from a wider group, creates new ideas and promotes more holistic and complete research solutions.

*"KTP pulls together a team of people for a common goal, to the mutual benefit of all partners. KTPs are a successful model for future business development that drives projects forward".*

**Alan Crummey.**

## Partnership outcomes

Both projects were extremely effective and efficient in the execution and delivery of the original objectives. All parties have benefited by working together on the projects and will continue to work together on the Technology Strategy Board's iCARE project relating to assisted living for the elderly community.

## Get in touch

For more information about how we can help your business, call 0116 257 7028 and speak to a member of the Knowledge Transfer Team. Alternatively visit [dmu.ac.uk/ktp](http://dmu.ac.uk/ktp)

These Partnerships received financial support from the Knowledge Transfer Partnerships programme (KTP). KTP aims to help businesses 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 the Technology Strategy Board along with the other government funding organisations."