

PROVIDING CLEARER BUSINESS DECISIONS, FOR
TECHNOLOGY, DIGITAL AND CREATIVE BUSINESSES,
THROUGH MARKET AND BUSINESS INTELLIGENCE.

Clear Intelligence

Coventry University Technology Park
The Technocentre
Puma Way
Coventry
West Midlands
CV1 2TT

E. enquiries@clear-intelligence.com
T. 0800 6122 674

SPECIALISTS IN:

INFORMATION TECHNOLOGY

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BUSINESS ENTERPRISE

WWW.CLEAR-INTELLIGENCE.COM

DIGITALCITY: A GENUINE PARTNERSHIP TO DELIVER MARKET RESEARCH

RESEARCH FOR BUSINESS ENTERPRISE





DigitalCity Business is the business driver for the Tees Valley, which is fast becoming the UK's most vibrant digital hub. This community mainly focuses on developing, nurturing and accelerating businesses in the region. DigitalCity also promotes business community development to connect and stimulate interaction between companies via networking events and seminars. They also work in the inward investment arena, attracting businesses to the Northeast, in addition to building the Boho zone – the creative quarter for digital industries in the heart of Middlesbrough.

Challenge

"At the start, the main challenge was that start-up support for young digital businesses, across the whole of the UK, was somewhat lacking," explains Mark Elliott, Director, DigitalCity Business. "To devise a system that really works, we've had to go back to the basics of how you start up and accelerate companies."

DigitalCity's philosophy involves dealing with professional, reliable people. "We only deal with partners who demonstrate professionalism," adds Mark. "The mentors we have are all highly experienced people who adhere to very high levels of service, because the services and facilities that we implement for these young companies have got to be the best there is. That's why we chose Clear Intelligence to provide our market intelligence."

DigitalCity searched the marketplace and researched a number of market intelligence companies. They soon narrowed down their list of potential companies.

"A lot of people promised professional services that they couldn't deliver. Or companies promise really focused market intelligence, then deliver raw data, which is no good to anybody. So we started talking very robustly to market intelligence companies that would suit our system (rather than us fitting theirs) and Clear Intelligence won the contract," says Mark.

Track Record

When Clear Intelligence's contract was completed, DigitalCity took it out to procurement again, and again Clear Intelligence won because now they have a track record in delivering quality market intelligence in the digital and creative disciplines.

"Clear Intelligence understand exactly how we work and – quite frankly – the feedback we've been getting from the companies they've been engaging with is fantastic. And you don't ignore the companies... If they're saying this is great research, that's good enough for us."

Mark Elliott, Director, DigitalCity

Process Excellence

When it comes to using Clear Intelligence's service, there is a very clear process in place for DigitalCity.

"It's a very simple, yet very thorough system, whereby our clients can enquire about market intelligence," explains Mark. "We always receive comprehensive information in terms of how much time a project will take and how much it will cost. There's also a very logical methodology involved."

"One of the other great advantages is if we need to adjust our requirements, Clear Intelligence are highly responsive. When I pick up the phone to Clear Intelligence I don't really feel like I'm talking to another company, I feel like I'm talking to part of the DigitalCity team."

"The difference between a good company and a really good company is as simple as someone who's prepared to go the extra mile – there's no question about money or extra charges – it's just something Clear Intelligence want to do because they want to get the job right. That's really important."

Mark Elliott, Director, DigitalCity

Genuine Partnership

DigitalCity don't simply regard Clear Intelligence as a company supplying a service. "It's a genuine partnership approach, it's value for money and I think we get a lot of value adds out of it... Things like the context of the research, the fact the research is coming into DigitalCity before it reaches our client – that's hugely beneficial as it keeps the people at Digital City current, in terms of knowledge. When you add all that up it's a very compelling package."

"With our extensive knowledge, access to data and resources, we provide a tailored service – delivering valuable market and business intelligence to support management teams and members of business clusters and networks, across a diverse spectrum of industries."

Paul Patterson, Director, Clear Intelligence



"Providing access to our unique service offering for your membership can help them build a competitive edge. The provision of free or subsidised business and market intelligence to members at all stages of development can be invaluable. Major advantages include: reduced risk of business failure, identification of needs and business issues through analysis of service usage, and additional resource for management teams – reducing costs."

Paul Patterson, Director, Clear Intelligence