

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

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BUSINESS ENTERPRISE

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EMIN:

REDUCING TIME AND
COSTS FOR START-UP
BUSINESSES WITH
FAST ACCESS
TO RELIABLE
INTELLIGENCE

RESEARCH FOR BUSINESS ENTERPRISE

CLEARER BUSINESS DECISIONS





EMIN is a network of 26 business incubators across the East Midlands, with one in Cambridgeshire. This community provides an overlay network of services enabling incubation managers to work better, faster, more effectively and more efficiently. EMIN also support approximately 2,500 non-tenanted new-start businesses across the region and, within their network, around 400 businesses are in physical incubation.

Challenge

"The challenges for us are two-fold," explains Russell Copley, EMIN CEO. "Firstly it's to be able to provide services that our clients value over and above those provided by Business Link and other traditional business support providers. Secondly, it's providing services that are cost-effective from external specialists."

Solution

EMIN chose Clear Intelligence because the team was able to provide a highly flexible and cost-effective service, enabling EMIN to effectively bulk buy provision of services for the network, which can then be deployed by EMIN throughout its network in bite sized portions.

"Clear Intelligence gives us cost control, something that we can tell our community is a service over and above that which they can get anywhere else. And we can control its usage – it's on demand service" says Russell.



Benefits

A number of EMIN's businesses using Clear Intelligence's services have saved significant costs and time.

"Our clients can get an answer quickly so it's far cheaper than doing it themselves. Obviously a lot of businesses don't know how to data mine and don't know where to look... Even if they did, it would take them significantly longer and therefore cost more to come up with the answers, compared with the team at Clear Intelligence."

Russell Copley, CEO, EMIN

From an EMIN perspective and from a small business perspective, what Clear Intelligence offers is very fast access to data. For small start-up businesses requiring a rapid response, this type of service is incredibly valuable.

As Russell explains: "A quick phone call to Clear Intelligence and they deliver a solution, usually the same day. This fast access to information is often where the value lies in the short term. Of course, they also provide a much deeper engagement, for example providing an in-depth analysis of a particular market sector. There's also wrap-around value-add services such as market forecasting. The team at Clear Intelligence have access to a lot more than simply data – they provide business and management foresight."

Valuable Service

As a result of the current economic downturn, EMIN has had to review all the services they buy in as a network and decide whether they could undertake certain services themselves or do without them completely.

"The mere fact that we are renewing our contract with Clear Intelligence indicates how greatly we value their market intelligence services," concludes Russell.

"Our aim is to assist business incubators such as Emin by providing their clients with a powerful competitive advantage. These are businesses in a vital stage of development that literally need high quality business intelligence in order to survive and reduce the risk of failure."

"Valued intelligence strengthens the performance of new businesses. Clear Intelligence understands and enables start-ups to make key business decisions and reduce the risk involved in those decisions. This is something which is especially critical for new businesses incubating in the current economic downturn."

Paul Patterson, Director, Clear Intelligence