

ENVISIONING SUCCESS

CASE STUDY: INDIGOVISION

Internet Protocol video security systems manufacturer IndigoVision sells its products around the world and UK Trade & Investment is helping to further expand its customer base.



FAST FACTS

COMPANY: INDIGOVISION

COUNTRY: UK

INDUSTRY: SECURITY

WEBSITE:
WWW.INDIGOVISION.COM

IndigoVision manufactures large-scale IP security management systems for use in airports, city centres, ports, rail systems, casinos and prisons. It designs and manufactures about 45 different products for use in its security systems, such as control centre management software, dome cameras and network video recorders that can record months or years of video. It also develops the software needed to drive the hardware.

Founded in 1994, IndigoVision has its headquarters in Edinburgh and employs 135 people. It listed on the London Stock Exchange in 2000. The company exports its products to 82 countries, has partners in 60 countries and people in 22, with its largest markets in North America and the Middle East.

“We were forced to think globally from day one,” says Oliver Vellacott, Founder and CEO of IndigoVision. “There is no such thing as local technology as this is a globalised and interdependent world.

Plus, there is a worldwide technology transition taking place in the video security market, from analogue CCTV to IP networks, so from the beginning we considered ways to export our products overseas.”

FIRST STEPS

In 1998, IndigoVision first entered the North American market. The tight bonds between the UK and Canada and the US, the large demand for security products and the common language made it a natural first export market. The company started off by attending trade shows in the US and making market visits. Through these visits they met potential customers and partners.

IndigoVision then set up partnerships with local system integrators who could sell their products to the regional market, a strategy that the company has in place until today. Despite the economic crisis, IndigoVision has

seen record growth in the US, and counts Canada as one of its top-selling markets.

“Getting the right people and partners in place was key to breaking into the North American market,” says Oliver. “From the beginning we worked and worked to become profitable, knowing that once we were established it would really pay off. We went to trade show after trade show, and then set up a service hub and stocking warehouse in New Jersey. Our customers in North America needed to see that we had a physical presence, and our local offices allow us to ship our products quickly and provide local service.”

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NEW MARKETS

In the autumn of 2008, IndigoVision's finance director got in touch with UK Trade & Investment on the advice of a friend and met with an International Trade Advisor. Together they decided to host a networking event for potential customers at the British Embassies in Brussels and Vienna, as the first two events in a series of day-seminars.

UK Trade & Investment helped the company find and invite around 60 potential end-users of its products from its target markets, including the air, rail and defence sectors. It then helped organise the event from beginning to end. As a result of the event in Vienna this past spring, the company has signed several new contracts. It is also receiving positive follow up from the companies it met at the Brussels event, which happened more recently.

"For us to have had exposure to so many potential clients was fantastic," says Oliver. "UK Trade & Investment enabled us to reach quality customers. They have pulling power that we would never have on our own and having their name behind us helps us build quality brand recognition more than if we showed up out of the blue."



NEXT STEPS

IndigoVision plans to further grow the company's overseas business in the areas where it is currently the strongest, and hopes to build on its current average annual growth rate of 75 per cent over the last five years. It is now working with UK Trade & Investment to organise similar events at British Embassies in the US, Australia, Canada and the United Arab Emirates.

Oliver says he encourages any company serious about exporting to get in touch with UK Trade & Investment.

"Without UK Trade & Investment's help we would definitely be moving more slowly," says Oliver. "Their help finding potential customers has been invaluable. This support, together with quality partners and local sales people is one of the keys to finding success overseas."

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THE US AND THE UK

The US is Britain's largest single export market, worth £39 billion in 2008. The UK is the fifth biggest exporter to the US, after Canada, Mexico, China and Japan. The US is also the leading overseas destination for UK investment.

The sheer size of the US means it should be treated as a series of regional markets with varying characteristics. The US economy is integrated and largely self-contained, with every major industry represented. US manufacturers often source components overseas and UK goods have traditionally enjoyed a good reputation for quality in the US.

For further information about business opportunities in the US, please go to www.uktradeinvest.gov.uk



UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's dynamic economy.

For further information, please visit: www.uktradeinvest.gov.uk