



Coventry & Warwickshire
Chamber of
Commerce
The Ultimate Business Network

Moving on and moving up

The Emerald Group is a company that's definitely going places, not least into new offices with the help of Coventry & Warwickshire Chamber of Commerce!

Established in 2009, it provides the very latest technology solutions to help businesses of all shapes and sizes improve productivity and access the most cost-effective IT for both in-house and field-based teams.

It targets a wide range of industries and sectors but places a particular focus on tightly regulated industries like Financial Services and those businesses with large mobile workforces, including logistics, construction, property maintenance and engineers.

Delivering a broad range of IT solutions

Over the last 6 years it's gone from strength to strength, delivering IT and Telecommunications solutions to SMEs, including everything from one-off IT infrastructure projects to ongoing operational support.

Sarah Windrum, Director, had heard about the Growth Vouchers programme through the Chamber and got in touch with Richard Warren, Business Relationship Manager to find out more.

Following discussions the business didn't qualify for a Growth Voucher. Richard



A recent networking meeting at Emerald Group's new larger offices

recommended that they explore the possibility of securing funding through both the European Regional Development Fund (ERDF) and the Growth Accelerator programme. This could then be used to help finance a move to larger offices.

Creating space to grow

"The move's been a great success," said Sarah Windrum, Director. "With the extra space we've been able to take on two more people and plan to take on at least two more before the end of 2015. We've also secured new contracts worth almost £200,000 over the next few years, including a large contract with Ikea's Home Delivery network – which we wouldn't have been able to do without the strategic advice we've received.

"With the help of the Chamber and the programmes it recommended to us we've set out on a process of upskilling and developing our staff. It's given us the confidence to bid for the

contracts we've recently secured knowing that we have both the skills and the capacity to fulfil on our promises. Both programmes required match funding from the business, which I believe helped to focus our minds on what we're hoping to achieve. From my perspective, it's not about the money, it's about the mindset!"

Supporting growth and success

"It's a great company that explores every possible angle when it comes to growing the business," said Richard Warren. "It's been a pleasure to work with them for the last year or so and I'm convinced that they'll keep on growing in future years. Supporting growth and success is what the Chamber's all about, so it's really pleasing to have played at least a small part in helping the Emerald Group develop and prosper."

