

Rozmic goes Cosmic

Rozmic

The User :

Rozmic Wireless is a young, flexible software development company working in the spam, virus and instant messaging fields.

Rozmic Wireless was incorporated in April 2005 by Ross Cooney, a software developer and entrepreneur who has been at the forefront of spam and virus research for more than a decade. During this time Ross has helped hundreds of US and Canadian based organisations with their spam and virus solutions.

Rozmic is a user and beneficiary of the Fabriam network.

Fabriam Network was established in partnership with Fabriam to provide resilient broadband capacity to the North East scientific and business community. The network links business incubators and managed workspace. In 2007 the network has been developed to integrate world class information content, leading applications to support small enterprises to communicate, and business expertise, to trial a proof of concept in new micro business support.

The Need :

Rozmic, like any specialist business with great products but fresh to the market, need to know who their competitors are, what they have to offer, how they price their products, as well as needing to know who their clients are and where they are based.

The Solution :

Rozmic had never shown an interest in tendering for public sector work and had never seen any benefit in looking through the tender notices. Starting with an opportunity coaching session, it immediately became apparent that, by using the unique Contracts and Tenders library of over 2million tender notices, Rozmic could find some of the valuable information that they were looking for. The short coaching session also identified immediate opportunities to tender that Rozmic were unaware of were not really yet ready to bid for. A follow up programme of support was then delivered through the new Market Readiness Programme, combining the coaching and business skills of several business mentors. The outcome provided Rozmic with the ability to intelligently interrogate the tender library, set up a daily watch for new opportunities, and develop the necessary documentation and skills to tender for work.

Most of Rozmic's work is for private sector clients, however the experience gained in becoming "market ready" applies equally in bidding to private and public sector clients.

**Ross Cooney, Technical Director,
Rozmic says ...**

"We have been converted to appreciate the value that can be gained from access to the Contracts and Tenders library. Our company has leading products and has now benefitted from additional expertise to inform us on how to get those products to market quicker and more effectively. I would recommend both the TenderTap facility and the Market Readiness Programme to other companies"

**Nathan Pellow, Fabriam Network
says ...**

"Within a very short space of time we have worked with some excellent micro enterprises to test a new way of supporting companies at a crucial stage in their development. Having great products is no longer enough to guarantee success, every company needs to get those products to market. This is what the Market Readiness Programme, backed up with the unique intelligence and daily tender alerts that TenderTap provides, has made possible"

Delivered by

fabriam
NETWORKS

If you represent a Business Support Organisation, science park, council, business incubator, or sector support organisation and want to know more about our TenderTap Enterprise Support and Growth strategy, backed up with our proven Financial Sustainability model, we would love to hear from you.

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If you are part of a company that is interested in using TenderTap to source new opportunities and undertake market analysis, please contact :

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