



SSP creates partners in the UK for Meta4

In Feb 2005 SSP was approached by the Spanish company Meta4. META4, one of the largest Spanish enterprise software companies, focus on intellectual capital management and other aspects of human resources including payroll.



In 1998 they had purchased in the UK a company called Cyborg for over £20m but unfortunately found themselves having to sell Cyborg back to the US parent company after the serious downturn in the market in 2000.

Meta4 approached SSP to help them to re-establish their entry into the UK. Because META4's competitors are fairly well established and well known and include Oracle (Peoplesoft) and SAP, this would be a far from easy task. One of the key things that SSP was able to do was to position Meta4's solution correctly in the marketplace and then to advise on the appropriate course of entry, which in this case was to be through third parties.

In June 2005 SSP conducted a thorough search of potential partners in the UK and set up meetings with 11 companies. Of these 11 companies some had solutions with complementary skills to intellectual capital management including payroll, recruitment and traditional human resource management, and some provided systems integration.

Indeed the spread of companies found by SSP reflected the size and nature of the scope of this search. It included companies turning over just over a million pounds as well as some of the largest System Integrators. SSP then worked with META4 to set up a variety of coordinated meetings and assisted at the interviews in order to determine which partners to move forward with.

As a consequence a business partner was found that was prepared to integrate and complement their payroll technology and a formal partnership has been agreed with this company. At the same time one of the largest Systems Integrators, which had incidentally failed to secure pan European business, was particularly attracted by META4 because of their ability to handle multi language accounting and payroll systems. At the time of writing this success story, negotiations are well under way and META4 is involved in at least three direct sales opportunities with this large integrator. SSP conservatively estimates that the value of business that should be introduced to this company should be in excess of £2-3 million in the first three years.

As a result of this SSP was asked to find suitable joint venture partners for META4 in China, which was undertaken in July this year. Four companies, willing to set up a joint venture with META4, were found in the People's Republic of China and also HK.

SSP was clearly able to demonstrate the ability to offer to clients global reach and at the same time minimise knowledge transfer, by being able to cover all the markets of the world from a single base.

Established in 1995, SSP is solely dedicated to helping Enterprise Technology companies expand both locally and globally through consulting, market research and establishing all forms of partnerships, including mergers.

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Case Study

