



SSP Conducts National Seminar Series for SBN

Strategic Software Partners Ltd (SSP) was invited to conduct a series of seminars throughout the whole of the UK on behalf of the Software Business Network (SBN). SBN was established by the Computer and Software Services Association, now known as Intellect, to provide services specifically for the enterprise software market in the UK.

SBN had established five regional centres in the major conurbations within England and Wales. Keith Elliott from SSP was asked to speak at these five locations: Leeds, Manchester, Durham, Reading and Winchester.

The seminars were extremely well received and were attended by over 500 people. Of particular interest was the positioning of the UK market in relation to other world technology markets and the fact that, although there were 6000 enterprise software companies in the UK, very few had succeeded in establishing an international presence.



In order to shed some light on this, the seminar conducted by SSP focussed on why it was that too many UK companies were failing to export successfully and failing to “cross the chasm” to becoming an established player similar to their American counterparts. SSP explained that part of the problem lay in how companies are funded and the lack of management structure necessary to achieve that growth. Comparisons were also made between the risk taken by venture capitalists in the US compared with those in the UK and some of the reasons why there are these differences.

Leading on from this, the seminar concentrated on how to create successful partnerships, both domestically and internationally, and how to manage these in order to achieve growth with relatively little investment.

As a consequence of these seminars, many questions were raised, so to address this SSP put together two booklets that were published and distributed to the attendees. These called “Partnering in a Global Economy” and “Back to Business Basics” are now available in pdf format on SSP’s website.

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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