DRIVING AN IDEAS ECONOMY

The University of Essex has been breaking boundaries for fifty years. Now our wealth of expertise is helping to drive business forward across a range of sectors from technology to the creative industries. Tap into our world-leading consultancy and get practical support for your business or organisation. We call our business community the Knowledge Gateway. It’s where experts collaborate, great ideas are developed, and where businesses prosper.

Use our knowledge:

LOCATE YOUR BUSINESS HERE
WE'RE NO ORDINARY BUSINESS PARK

Knowledge is created collaboratively and shared, not just handed down. That's why ambitious businesses are choosing to relocate onto our Knowledge Gateway; it's a place that's been purpose-built for that to happen – with units available today, and an exciting vision with further phases planned for a vibrant future.

This is the place to be – so join us from the start. Become part of our wider University community and interact and collaborate with one another, using the University's academic and research expertise to help your business grow, and our pleasant parkland location to provide your employees with a high-quality workplace.

By locating here you'll benefit from being an intrinsic part of an exciting and creative space – with the brightest talent, innovation and ideas on your doorstep. Here you can establish networks and key contacts, and get easy access to the added-value intelligence needed to drive your business forward.

MOVE TO PARKSIDE OFFICE VILLAGE TODAY

Available today, the first exclusively commercial development at Knowledge Gateway, Parkside Office Village offers modern, comfortable space for small and medium-sized businesses in a modern, vibrant and colourful architectural design.

With glazed elevations providing excellent natural light and flexible space, each unit is self-contained with its own private entrance, with secure car parking allocated to each occupying business. Open plan in design, each unit is also fully carpeted, double-glazed, centrally-heated, and has comfort cooling, eco-compliant lighting, a kitchen area, and disabled and unisex toilets.

Suites and units, are available now from approximately 1,195 sq ft – 4,685 sq ft (111.4 sq m - 435 sq m). Properties are available on a flexible leasehold basis. We also have one furnished unit available for businesses that simply want the ability to take desk spaces. Please get in touch for further details.

The net internal floor areas are as follows:

<table>
<thead>
<tr>
<th>Suite Type</th>
<th>Area (sq m)</th>
<th>Area (sq ft)</th>
<th>Car Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow block (single unit)</td>
<td>315</td>
<td>3,380</td>
<td>4</td>
</tr>
<tr>
<td>Red block (5 units)</td>
<td>110</td>
<td>1,195</td>
<td>5</td>
</tr>
<tr>
<td>Blue block (3 units)</td>
<td>145</td>
<td>1,560</td>
<td>12</td>
</tr>
<tr>
<td>Total 9 units</td>
<td>1,305</td>
<td>14,035</td>
<td>47</td>
</tr>
</tbody>
</table>

KEY BENEFITS

- Move in today, or plan for tomorrow
- A vibrant and creative hotspot
- Space to suit your business
- Tap into the campus’ benefits
- Excellent facilities for employees
- Hi-tech hotspot to share knowledge
- Top-level broadband connectivity with fibre installed to the site and premises with capability of up to 10GB

Computer-generated artist's impression of the finished Knowledge Gateway.
KNOWLEDGE GATEWAY – THE VISION
We’re developing an exciting, vibrant business park, set within a pleasant pedestrian-friendly environment, and with ease of access onto the central campus. The masterplan includes Parkside Office Village, the new building to house Essex Business School, a major innovation centre, and clustered buildings for SMEs and bigger anchor tenants; a cohesive community that will drive an ideas economy.

FUTURE DEVELOPMENTS – PLAN YOUR MOVE
We have great plans in place to expand Knowledge Gateway in the second phase of its development. This includes further phases of our Parkside Office Village in 2015-16, and a vibrant Innovation Centre, planned for a 2016-17 opening, that will offer larger-scale business space with on-site support and generous communal spaces, plus spaces for hot-desking, and smaller office suites. We can also offer bespoke buildings from 5,000 sq ft (460 sq m), so if you’re a business looking for new premises in an exciting new location then talk to us about your future plans. Our on-site development space could provide the ideal footprint to launch your business into its future.

A GROWING SME HOTSPOT
Knowledge Gateway is a growing SME hotspot, where your business can prosper by sharing ideas and building networks; not just with neighbouring firms, but also by tapping into the expertise of our world-leading Essex Business School academics. Located adjacent to the Knowledge Gateway and soon to house Essex Business School (EBS) we have a new, beautifully-crafted building that will become renowned as an outstanding workspace for business innovation. Offering EBS students a range of business engagement opportunities, the new space incorporates state-of-the-art facilities and will provide a cutting-edge learning environment.

GET THAT CAMPUS FEELING
Moving to the campus model is a good move for any business; just ask Google, Oracle or Apple in the USA. Why? Because the campus-feel creates a place where good businesses want to be and good employees want to work. Located on our Colchester Campus, three miles from Colchester town centre, the Knowledge Gateway offers outstanding facilities for tenants and visiting businesses.

EXCELLENT FACILITIES ON YOUR DOORSTEP
These include cafés, shops, the Lakeside Theatre, gym and sports facilities, a post office, three high street banks, a beauty salon, a day nursery and school holiday club, and the four star Wivenhoe House Hotel offering excellent accommodation and function facilities, plus venues for events and full conferencing services, including an iLab for creative team away-days. As part of our Knowledge Gateway community you’ll be able to benefit from favourable partner rates to access these facilities – please ask us for details.

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WHERE WE ARE

BY ROAD
Knowledge Gateway is located on the University of Essex’s Colchester Campus, on the eastern side of Colchester town centre via the A133. Our postcode is CO4 3ZL. With close proximity to the A12, Colchester provides easy access to London (M25, junction 28), the South East and the coastal ports of Harwich and Felixstowe.

BY RAIL
Colchester has regular, fast mainline services to London Liverpool Street. From Colchester station (4 miles away) London Liverpool Street is 49 minutes, and from Hythe Station, (1 mile away) the journey takes 1 hour 19 minutes.

BY BUS AND COACH
There are frequent bus services to and from the University’s Colchester Campus, which stop next to the Knowledge Gateway, plus a direct bus link to Stansted Airport. Bus services are 61, 62, 74, 75, 76 and 78.

NEARBY AIRPORTS
London Stansted, 50 minutes by road, has regular scheduled and charter flights to a wide range of UK, US and European destinations.

GENERAL KNOWLEDGE GATEWAY ENQUIRIES
Steve Clarke
T 07946 377459  E sclarkg@essex.ac.uk

COMMERCIAL PROPERTY ENQUIRIES
Ewan Dodds, Whybrow Chartered Surveyors and Property Consultants
T 01206 577667  E ewan.dodds@whybrow.net

UNIVERSITY BUSINESS ENGAGEMENT ENQUIRIES
Rob Singh, Research and Enterprise Office
T 01206 874278  E rjsingh@essex.ac.uk
Visit us at: www.essex.ac.uk/business

Misrepresentation Act 1967: Whybrow for themselves and for the developers/owners of this property whose agents they are, give notice that 1. These particulars do not constitute, nor constitute any part of, an offer or contract. 2. None of the statements contained in these particulars as to the properties are to be relied on as statements or representations of fact. 3. Any intending tenant must satisfy himself by inspection or otherwise as to the correctness of each of the statements contained in these particulars. 4. The developers/owners do not make or give and neither Whybrow nor any person in their employment has any authority to make or give, any representation or warranty whatever in relation to this property. Property Misdescriptions Act 1991: These details are believed to be correct at the time of compilation but may be subject to subsequent amendment. Compiled October 2014.

Use our knowledge:

LOCATE YOUR BUSINESS HERE

NEXT STEPS
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University of Essex/locatebusiness/edition1/Oct2014
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GET A £5,000 BUSINESS BOOST
We’re offering University of Essex innovation vouchers up to the value of £5,000 which small and medium-sized businesses can use to pay for our experts’ time - giving you access to tailored support. You can use the vouchers in a number of ways, such as to improve existing products and services or to scope new product and services, to set up new systems and processes and developing new training to help support better productivity in your business.

HOW IT WORKS
First, get in touch with us by email to: business@essex.ac.uk and we’ll guide you through the application process. A University contact will discuss your company’s needs so you can complete and submit your application, which will then be reviewed by our business panel – if accepted, you can reclaim projects cost up to £5,000 upon completion. We will assess applications based on the scope of the project, the value of the project to the business, and on the potential the business has to work with the University in future. We will give priority to businesses that have not previously worked with the University.

THE SMALLPRINT
Businesses wanting to apply for an innovation voucher must be an SME, defined by having an annual turnover of less than £25.9 million, fewer than 250 employees, and not having significant ownership (more than 25%) by a non-SME. Innovation vouchers can be used to fund any innovation project that involves accessing University expertise, and all projects must be delivered by the University of Essex and should result in innovation that will help stimulate business growth or unlock new opportunities. Please note, our innovation voucher scheme does not support existing business activities, functions, or capital items, but consumables may be included.

NEXT STEPS
To find out more about how our innovation vouchers can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.

Use our knowledge:

BUSINESS INNOVATION VOUCHERS

ACCESS OUR KNOWLEDGE
■ Improve business processes
■ Develop new products
■ Develop new training
■ Conduct a feasibility study
■ Exploit new ideas
■ Build your internal capacity

NEXT STEPS
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Use our knowledge:

SCIENCE AND TECHNOLOGY
BENEFIT FROM ADDED INTELLIGENCE

Backed by an international reputation for producing outstanding quality research in robotics and intelligent systems, our expertise is helping tech companies exploit the full potential of their intellectual property to unlock commercial potential. Our intelligent systems’ knowledge covers artificial intelligence, brain-computer interfaces, intelligent control and learning algorithms. We have robotics testing spaces, state-of-the art labs, iOS/Android devices for development and an optic motion tracking system to develop and test. We cover a diversity of disciplines including human-centred robotics, laser processing, fusion, artificial intelligence, machine learning, self-organisation, and human/machine interaction. When it comes to future technologies we’re ahead of the game.

ENVIRONMENTAL EXPERTISE

Let our expertise in the environmental sciences and resource management support your company’s objectives – across soil, marine and air. Backed by a strong research focus on a wide area of environmental and biological disciplines, we can offer consultancy and expertise in many areas. These include interaction between microbes with plants and animals, how species adapt and environmental conditions shift, productivity and biodiversity, the pairing of biological process and the environment, using state-of-the-art techniques drawn from disciplines such as bio-imaging, molecular biology, bioinformatics to support a wider environmental understanding for organisations. If you need the expert view on air pollution, our expertise covers the physico-chemical properties of aerosols, indoor air quality and health impacts of aerosols, plus nanoparticles in the environment and environment. Our environmental experts can also test and analyse samples for toxicity, microbial diversity and assessments of water, air and soil quality.

BOOSTING AGRICULTURAL PERFORMANCE

Our plant science expertise is at the forefront of understanding the issues in agribusiness. Our teams of expert plant physiologists and molecular biologists combine accurate monitoring of crop performance and plant health, using innovative non-invasive imaging techniques, to monitor plants and focus on genetic manipulation. With expertise in crop screening for a range of developmental and physiological responses, we can advise on crop stress and spoilage, and the use of LED lighting technologies to improve crop yield – taking a ‘whole organism’ approach to identify key genes and processes that determine productivity in plants.

Next steps

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Use our knowledge:

SCIENCE AND TECHNOLOGY

CASE STUDY – VACUUMATIC LTD

Colchester based SME, Vacuumatic Ltd, is an expert in the design and manufacture of counting equipment for the paper and print industries. The company specialises in high-accuracy optical counting machines for security-sensitive applications, but felt the system they’d developed had further potential to be more commercially exploited. So, they worked with the University’s robotics group via a Knowledge Transfer Partnership to devise a new cost-effective imaging system, that’s now implemented in their product line.

KEY BENEFITS

- Plug into our tech know-how
- Exploit your tech IP
- Expert conceptual testing
- State-of-the-art lab facilities
- Environmental consultancy
- Deep agri-business expertise
DRIVING AN IDEAS ECONOMY

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Use our knowledge:

PROFESSIONAL SERVICES
LEGAL SERVICES
Use our law expertise to sharpen the legal focus on your business activities — to inform better decision-making. Our know-how covers many legal areas including human rights, commercial and company law, employment law, EU law, international trade law, environmental law, cybercrime and e-commerce. We have extensive experience of working with non-governmental organisations, businesses, governments, and inter-governmental organisations across the world, including the United Nations and the European Union, and we’re already working with established law firms including Allen & Overy, Birkett Long, Clifford Chance, Ince & Co and Nabarro.

LOGISTICS AND OPTIMISATION SERVICES
If your business uses any form of warehousing or transportation, or you’re engaged in retail activity, our Essex Business School specialists can help build your strategy and operations to improve your business processes and get better results. Essex has a long-standing reputation as a vibrant, commercial county. Our three campuses, located at Colchester, Southend-on-Sea and Loughton, situate us at the heart of the South East’s commercial hubs, with logistics and transport links that serve the globe — including the shipping ports of London Gateway, Tilbury, Harwich and Felixstowe, and London Stansted and Southend airports.

HUMAN RESOURCES MANAGEMENT
Our Essex Business School business experts can offer their extensive expertise across human resources management. This includes HR consultancy, training, and executive coaching, plus support for organisational development and career development — within the private, public and non-for-profit sectors.

INTELLIGENCE TO ALIGN DEMAND AND SUPPLY
In the fast-moving, highly-competitive global marketplace you need a competitive edge. Our business experts can help with essential market research, along with consultancy on business analytics, supply chain management and business processes to add valuable insight and intelligence into your operations.

Backed by our latest research, we can help you smoothly align supply with demand to put your organisation ahead of the field. We work across many industrial sectors including shipping, IT and energy, to help our clients optimise business processes, analyse numerical data to improve efficiency, reduce consumption rates and improve counting technique. We also provide project management to help boost efficiency.

CONSUMER BEHAVIOUR INSIGHTS
As a top UK university for social sciences, our research can help support businesses who want to explore the human and social factors that influence consumer decision-making. Our expertise encompasses the world-class team of research and survey experts at the Institute for Social and Economic Research (ISER), who specialise in the production and analysis of data that tracks thousands of UK households, and advise policy makers, think tanks and charities. We model markets, study market dynamics and consumer and organisational behaviour — and it’s the application of this knowledge that can enhance your new product development and innovation, advertising, distribution and pricing.

Use our knowledge:

PROFESSIONAL SERVICES

NEXT STEPS
To find out more about how our business knowledge can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.

KEY BENEFITS
- Get top insight from law experts
- Optimise logistics with intelligence
- Align demand with supply
- Embrace business intelligence
- Innovate through knowledge
- Top expertise for HR management

CASE STUDY – FELIXSTOWE DOCKS
University of Essex mathematicians joined forces with the Port of Felixstowe in 2014 to develop new ways of improving the complex handling processes of millions of containers. As the busiest container port in the UK, handling 42% of all the UK’s container traffic, Felixstowe relies on complex planning and scheduling to cope with the demands of 3.7 million containers annually. Thanks to a two-year Knowledge Transfer Partnership (KTP), our maths experts now work with the port to develop solutions for planning and scheduling to improve the handling of goods worth around £60 billion every year.
Use our knowledge:

GRADUATE TALENT

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GRADUATE-LEVEL INTELLIGENCE
Following in the footsteps of our academic luminaries, our current undergraduate and postgraduate students can bring added intelligence, analysis and fresh ideas to your business or start-up. From leading on standalone projects to researching new opportunities to help your business to grow, there are a number of ways you can tap into this pipeline of bright new talent.

STUDENT PLACEMENTS
Is your business buzzing with ideas but needing an injection of time, talent and skills? Gain fresh thinking and new expertise by offering a work placement to our students. They can help you plan and deliver a specific project and provide specialist skills and knowledge. Essex students are taught to explore, question, challenge and think differently. They can bring fresh ideas to your business, whether for a year's placement or a short-term project. A placement is a period of supervised, professional work experience, assessed as part of a student's course. Students undertake placements that allow them to apply what they have learnt at University practically in the workplace.

POSTGRADUATE CONSULTANCY
Let our research students explore new directions for your business through our cost-effective flexible postgraduate consultancy service. This gives you access to some of the freshest thinking from our research students, who combine the consultancy with their studies on Masters or PhD programmes. Our postgrads study across a range of academic disciplines, from business and marketing to sociology and psychology, and many have gained significant experience in their fields. They can support you from one to 12 weeks, for up to 18 hours a week on a range of projects from designing surveys and questionnaires to writing reports and reviews or developing marketing strategies and policy.

TRANSFORMATIONAL SUPPORT
Do you have a project in mind for your business, but lack the resources to get it done? You can get good postgraduate knowledge on-board to help, by signing up to a part government-funded scheme, through a Knowledge Transfer Project (KTP). This involves recruiting a talented graduate to work on a designated long-term project that's aimed at transforming a key area of your business – so you get hands-on results from a graduate who has the knowledge to explore, question, challenge and think differently.

BRIGHT INTERNS, BRIGHT GRADUATES
Many companies today have wised-up to the benefits of recruiting an intern. Have you? With our popular and successful internships scheme you can hire a part-time undergraduate student to support your organisation through a staffing solution that suits your requirements and budget. Hiring an Essex graduate – who has completed their degree and is ready for the world of work – is also a good move. Tell us what you need, and we can advertise the job across our campuses, making sure you get the best talent you need to get the job done.

Use our knowledge:

GRADUATE TALENT

KEY BENEFITS
- Add intelligence, get results
- Long and short-term support
- Consultancy for one-off projects
- Transform with a KTP
- Recruit a bright intern
- Student placements to add support

CASE STUDY – AUTISM ANGLIA INTERNSHIP
When the charity Autism Anglia needed additional support for a fundraising campaign, they recruited BA Drama and Literature student, Katherine Reid, to a temporary Fundraising and Marketing Officer post as part of our Internships scheme. Working within the small fundraising team, Katherine helped to promote the campaign online and through social media, prepared and distributed fundraising packs, and responded to enquiries. The charity said: “Katherine has been a great addition to the fundraising team, settling in really quickly and picking up our working processes without any problems. She’s shown us how social media can help build a community. She’s been a huge help to the team.”

NEXT STEPS
To find out more about how our Graduate talent can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business/graduate/talent/placements for further information.
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Use our knowledge:

FINANCIAL SERVICES
We educate future business leaders about current financial trends. So we're in a great position to help today's businesses, too – we're home to Essex Business School, which opened in 1988, and is ranked second in the UK for research in accounting and finance.

ACCOUNTANCY AND MUCH MORE
We can help SMEs by providing hands-on expertise in areas such as accountancy and financial planning. Every business needs an accounting system that meets its needs, but real success often comes from the way this accounting data is processed – so it becomes meaningful information that can be used to support better management. We have both the accounting skills, and the management skills, to help you achieve this.

We can also inject our cutting-edge research into areas like asset price volatility, commodity pricing, and behavioural finance into your finance, banking and risk management operations. Our corporate clients include Accenture, HSBC, Invesco and Prudential.

FORWARD PLANNING
Scanning future horizons is a crucial activity for all businesses. You must evaluate your competitors, assess the potential of new markets, and be aware of risk. But this is no easy task when you can't see the bigger external picture. And here's where we can step in to help. We have the marketing, management and financial skills, plus a strong awareness of the external business climate, to help you see the bigger picture, and make the right decisions.

CORPORATE SOCIAL RESPONSIBILITY
If you need guidance in developing a social responsibility strategy we can help. Internationally-recognised for our work in corporate and environmental governance, regulation and sustainability, we can advise you on how to implement the best policy and practice in legal, financial and environmental areas of your business – to ensure your business meets the expectations of organisational governance, shareholders' demands, your customers and the public. We can also advise on executive remuneration, earnings management and corporate governance reform.

FINANCIAL RISK MANAGEMENT
It's widely accepted that the 2007 subprime credit crisis, and its aftermath, highlighted significant weaknesses in the risk management operations of financial institutions. Financial risk management is a strong area of expertise within our Essex Business School and our Faculty of Social Science - which comprises research into economics, sociology and politics, whose academic staff and research students today work closely with major institutions such as HSBC, Invesco Perpetual, Bank of England, Bank of Japan and the Federal Reserve Bank of New York to understand and manage risk. Our expertise covers market risk, credit risk, liquidity risk, computational methods to model trader behaviour and interactions, and financial econometrics. In our view, working with industry is crucial given the fast-changing regulatory environment – and it's this depth of understanding of the issues surrounding financial risk management that makes relocating to Knowledge Gateway a good move for specialist departments of larger corporates. Plus, it's the ideal location for SMEs who provide essential financial support services, such as IT, financial software and risk management.

CASE STUDY – LOGICAL GLUE
“When we wanted to seek out new markets, Professor Hani Hagras helped us develop a one-of-a-kind artificial intelligence data analysis tool that gave us a better way of analysing credit risk – which as a credit lending company was exactly what we needed. Essex gave us world-leading expertise in computational finance. Now we have a cutting-edge product that has allowed us to expand our market internationally and drive revenue.”
Colin Magee, CEO Logical Glue

Next steps
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Use our knowledge:
FINANCIAL SERVICES

KEY BENEFITS
- Accountancy and financial planning
- Support for risk management
- Computational intelligence
- Corporate governance reform
- Social responsibility
- Executive remuneration
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Use our knowledge:

DATA ANALYTICS
DATA IS POWER

We’re leading the way internationally in advanced data analytics and data science to shape new thinking, accelerate discovery, nurture bright ideas and improve lives. Joining forces with us can help you find a practical solution to a business problem, discover new opportunities within your business sector, and support you to develop an over-arching strategy for your company. As a hotbed for new ideas by providing a home to digital start-ups, we’re also developing the next generation of talent in the field, working alongside leading companies and organisations including BT plc, Experian and Essex County Council.

HUB FOR INNOVATION

From the smallest company to the biggest corporation, using data effectively offers your business so many benefits. Our Institute of Data Analytics and Data Science (IDADS) is an unrivalled UK hub for research and development, training, collaboration and innovation within data exploration and big data. We bring together technologists, social scientists and powerful analytical tools to manage, interrogate and utilise data. IDADS is your gateway to our knowledge and talent. You also have the opportunity to locate yourself at our University allowing you to easily access our expertise and link up with likeminded businesses.

BIG DATA

We’re home to the Economic and Social Research Council’s (ESRC) Business and Local Government Data Research Centre, a national data research centre that’s part of the ESRC’s Big Data Network. Working collaboratively in a consortium model with the Universities of Kent, East Anglia and LSE, and based within Essex Business School, the centre brings value to businesses and organisations by providing unique insights into operations and customer and supplier behaviours, and supporting sustainable economic growth. We can help you use big data to design inclusive local policies or tailor national policies to local circumstances, plus we offer data training programmes and bespoke consultancy. Our trusted academic researchers will work with you in partnership to support your projects, and ensure all data is handled securely.

SECURITY IS KEY

Data offers so many opportunities, but keeping data secure is absolutely essential. We have decades of experience of hosting data for research and development in a highly secure environment. The UK Data Service, ESRC Administrative Data Service and ESRC National Secure Data Centre are all based at Essex and we can work with you to collect, extract, store and use data from multiple sources in a ‘safe house’.

MAKING BUSINESS SMARTER

Are you committed to innovation? Working in partnership with us will help you compete for support from significant funding sources including the European Union, the Technology Strategy Board and research councils. If you are hungry to seize the opportunities the future holds Knowledge Transfer Partnerships, Innovation Vouchers and R&D tax credit for investment can all help your business make that move. We want to drive forward collaborations across finance, health, human rights, the environment and many other key sectors. We also offer your work force the chance to develop their skills in this area through our courses and training opportunities.

Use our knowledge:

DATA ANALYTICS

NEXT STEPS

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ESSEX BUSINESS SCHOOL: HOW WE WORK WITH BUSINESS

At Essex Business School we go beyond the basics of business education. Drawing on our strengths in the core business disciplines, our high-impact research based on contemporary industry issues, and the experience of our international academic staff who work widely with external organisations, we offer firms the opportunity to access rigorous, grounded research and operational expertise which can be the lifeblood of growing companies. We support a range of business partners in the following ways:

Marketing: planning and strategy, identifying markets, recognising emerging customer needs, new product development, digital and social media marketing.

Market Research: the research and methodological foundation to successfully manage research projects and the marketing knowledge to translate results into business programs that impact the bottom line.

Human Resource Management: international perspectives on leadership, the evolution of companies through their people, organisational structures and processes.

Finance: Our financial research knowledge is extensive and incorporates individual behaviour, behavioural economics, modelling and complexity science and data analytics and finance. Many of our academics have extensive commercial experience within banking and finance offering an invaluable integration of commercial knowledge with academic research.

Accounting: evaluation of current accounting practices and techniques, such as the appropriateness of information disclosed to shareholders, the effectiveness of regulation of auditing and the consequences of a change in accounting policy.

Management: international business practices, corporate social responsibility, business ethics, accountability and governance, operations and supply chain management and data analytics.

KEY BENEFITS

- One-to-one consultancy support from business focused academics
- Talent recruitment: high quality graduates, interns and students to work on knowledge transfer partnerships
- Research collaborations allowing you to tailor the latest research to your company needs
- A curriculum which is developed in response to business needs and issues
- Our new £21 million building, due for completion during 2015, will offer dedicated space for conferences and meetings for local companies
- Policy impact: our academics are invited to speak at the European Central Bank, Bank of England and the G8 Economic Forum

CASE STUDY – FLEX UK

Flex (UK) Ltd approached Essex Business School to develop a sales and marketing strategy for their web-based HR system, YouLink HR. The objective of the project was to introduce marketing theory and expertise to increase sales. The product, aimed at SME’s, enables customers to simplify and computerise HR processes. Based on sales projections, the company anticipates that all project costs will be recouped within three months through increased turnover. The Director of Sales and Marketing commented: "Through this project, as a company we became more aware of business theories and practices, so much so that we have identified missing knowledge gaps and since provided training to many of our employees to future proof our organisation.”

CASE STUDY – GLOWINKOWSKI INTERNATIONAL

Essex Business School worked with Glowinkowski International to develop and test a new tool which analysed staff attitudes to see how closely their values matched the overall corporate view. The tool was able to measure the gap between personal values of employees and the values espoused by the company. The initial concept was academically grounded, scientifically rigorous, piloted and then made available to companies in the UK and internationally. Lead academic Professor Todd Landman commented: “There is a natural business model and potential for growth built into the product. This is a really good example of how you can commercialise academic research in business, the wider social sciences and psychology around norms and values.”

ADDED VALUE

“Some companies are sitting on a potential goldmine but often don’t have the skills and the knowledge to use their data in a smart way”
Professor Vania Sena

NEXT STEPS

To find out more about how our business knowledge can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.
The University of Essex has been breaking boundaries for fifty years. Now our wealth of expertise is helping to drive business forward across a range of sectors from technology to the creative industries. Tap into our world-leading consultancy and get practical support for your business or organisation. We call our business community the Knowledge Gateway. It’s where experts collaborate, great ideas are developed, and where businesses prosper.
ART GOES DIGITAL
Explore how our digital humanities expertise can help your business. This area combines history, literature, art history, contemporary curation, and linguistics with computing-based tools, such as data visualisation, information retrieval, data and text mining and digital publishing. Projects we’ve supported include curation of online art collections, text and data mining for large art collections, creating a methodology for digitally cataloguing film archives, and a major project to use digital coding and classification schemes for historical census data for Great Britain.

INTELLIGENT GAMING
Our expertise in software design techniques, artificial intelligence, networking and internet technology can boost your business. We explore how software applications and computer games of the future may mimic human behaviour to open new gateways of innovation. Projects we’ve supported include a 60-strong partnership of organisations across the UK digital games industry to train PhD students to become the next generation of designers, developers and entrepreneurs in this fast-growing and hugely important sector.

TAP INTO CULTURAL HERITAGE
Bring history alive to increase interest and footfall for your organisation. We have broad experience of working with national and regional heritage organisations, including the National Trust, on archive and archaeology projects. Whether it’s broadening public interest in your organisation to attract more visitors, or innovating the past using new technologies to appeal to younger history enthusiasts, our historians can help you explore new avenues. Projects we’ve been involved with in this area include producing materials to help visitors discover a lost Jacobean mansion, creating new children’s activities at a well-established National Trust property, and a partnership that’s helping to increase visitors to the high street by using smart networks, backed by data modelling expertise from within our Department of Mathematics.

CREATIVITY AT OUR CORE
Get connected with our powerhouse of creative skills. We’re home to outstanding humanities expertise, skilled at education and training as well as research and the practical application of their subjects. Our East 15 Acting School, for example, can bring staff development to life through forum theatre workshops. In a world of 24/7 media, where communication is king, the skills of our journalism, literature and creative writing students can help keep your information flowing. From writing dynamic copy and updating your social media channels, to proof-reading and editing, our skilled students – who are taught by leading experts in their fields – can step in on short-term or mid-term placements to add intelligence and flair to your corporate communications.

KEY BENEFITS
- Give projects a digital boost
- Explore future technologies
- Unleash data power for projects
- Innovate the past in new ways
- Create interest with technology
- Unlock your potential

CASE STUDY – FINDMYPAST
Our Department of History worked with genealogy company FindMyPast to produce a standardised, integrated data set for UK censuses between 1851 and 1911. FindMyPast already had digitised datasets from the British census, but they needed to be standardised for use by historians. Normally this would be a time-consuming manual process, with limited results. Having secured grant funding, our team of historians digitised parish-level tables of population counts by census year, linked it up with data from FindMyPast, creating a unique online resource.

Use our knowledge:

CREATIVE INDUSTRIES

NEXT STEPS
To find out more about how our business knowledge can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.