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:

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

KEY BENEFITS
- Solve practical problems
- Get behavioural insights
- Embrace thought leadership
- Optimise your processes
- Monetise your data
- Make your data secure

CASE STUDY – PROFUSION
We’re helping businesses understand their customers better by developing new ways to analyse the huge quantity of data they already have, but often just don’t know how to use.

Our statisticians and computer scientists are working in partnership with data science consultancy Profusion to give big retail and financial consumer brands the tools to understand how people are interacting with their services and products. Those insights will drive improvements to the customer experience and help the businesses truly meet their needs. The project will also help us refine our groundbreaking MSc Data Science to ensure it is delivering exactly what industry needs.

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.