

Innovation Voucher Case Study

Objective IT

The business need

Essex based software development and analytics company Objective IT work with Epson Europe, a manufacturer and supplier of printing equipment, they approached Objective IT looking for a predictive data analytics service.

The Innovation Voucher enabled Objective IT to conduct a scoping project to embed new data analytics capabilities into their business. The project aimed to recommend analytics techniques that could be applied and developed to assist with Epson's request.

The expertise

The Innovation Voucher gave Objective IT the funding to engage with the University of Essex Natural Language Processing (NLP) expertise, and develop a Bot to exploit large data sets. The project team analysed Epson customer data and assessed patterns using artificial intelligence.

Follow on collaboration

Based on the success and effective relationship between Objective IT and the University of Essex, we have subsequently obtained funding for two Innovate UK funded Knowledge Transfer Partnerships (KTPs). The latest partnership aims to embed Natural Language Processing, a strand of artificial intelligence into Objective IT's range.

Ready cash to stimulate growth

You can use Innovation Vouchers to fund any innovative project that involves accessing our expertise. 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. Our Innovation Voucher scheme does not support existing business activities, functions, or capital items, but consumables may be included.

