

Innovation Snapshots: Signal

SIGNAL

The business need

Signal is a media monitoring service provider that wanted to develop a software platform with a high level of in-built intelligence, removing the need for manual intervention. So we set up a knowledge transfer partnership with Signal and Innovate UK to add the latest technology into their drive for business innovation.

The expertise

Using our expertise in natural language engineering, we took a leading role on a project that saw Signal develop the capabilities to retrieve, clean and analyse huge data sets consisting of millions of pieces of media content. This enables Signal's clients to instantly and accurately search global media in real time, and it has quickly become central to their service offering. Within a year, Signal's revenue exceeded £250k and it grew from a three-person operation to a rapidly growing start-up with 23 employees. Signal continues to grow and gather more clients and market share.

The value

This project has real business impact so Signal was eligible to receive 50% funding from Innovate UK through the national knowledge transfer partnerships programme. For smaller businesses this support rises to 67%.

How it works

Central to any KTP project is the research associate, such as a PhD student, who is recruited and based full-time within the company.

This ensures activity has commercial focus, embeds new capability within the business, and that technology transfer is effective and efficient.

Weekly catch-ups ensure the project remains on-track, and a senior company contact is involved throughout to ensure commercial focus.

Find out more about expertise and funding

Dr Rob Singh

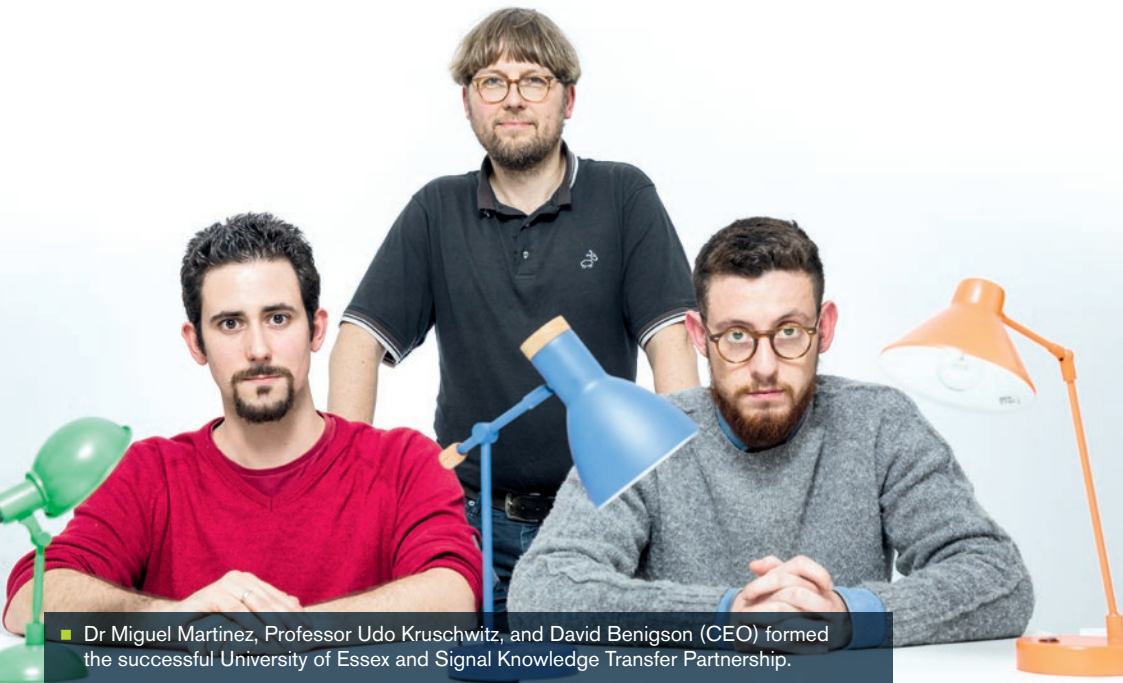
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■ Dr Miguel Martinez, Professor Udo Kruschwitz, and David Benigson (CEO) formed the successful University of Essex and Signal Knowledge Transfer Partnership.

► www.essex.ac.uk/business