

## BUIC Case Study – TimingTool UK Ltd



Interview with Rob Barton, Managing Director at TimingTool UK Ltd

### **Company Background:-**

Our company - TimingTool - was formed in 2001 by a small group software and hardware consultants. We planned to develop a range of innovative tools for use within the EDA industry.

### **Have you experienced much growth whilst being located at the BUIC:-**

We were located at BUIC for 3-4 years and for the majority of that time we undertook research and development work on our products. Our tools are unique to the marketplace and it was key that we invested time on feasibility studies along with research and development prior to our product launch. Our first tool – TimingTool - has now been successfully launched and sale volumes are very encouraging.

### **How does the company feel about the services provided by BUIC:-**

BUIC provide all the key services which we, as a new fledging business, required. They were delivered to a high standard and at affordable rates.

### **How have you found the management of the Centre:-**

The staff at BUIC have been excellent, all individual issues which we have raised have been quickly and efficiently dealt with. On the few occasions where BUIC were unable to provide services in line with their plans (specifically in the area of IT services), the management were always open and honest about the issues involved and did their utmost to provide the best service possible.

### **Have you accessed any other University services whilst at the Centre:-**

Most notably, BUIC introduced us to a representative of the South West Regional Development Agency. With guidance and assistance from that representative, we were able to obtain Government funding for the undertaking of a crucial feasibility study.

### **How useful has BUIC been for networking with other businesses:-**

Definitely, just to be aware that other new businesses were having similar issues was a comfort. There was frequent exchanging of ideas and provision of services between the various businesses located at the Centre. Everyone was always keen to impart their knowledge and experience.

### **Has this networking helped your business:-**

Indeed yes, at one stage we established a partnership with another business based in the centre as our products had good synergy.

### **Would you recommend BUIC:-**

Whilst there are now similarly priced, serviced units available in the Bournemouth area we would still fully recommend BUIC. The Centre provides start up businesses with the sort of support and guidance that is invaluable.

### **Any issues/areas for improvement in the BUIC experience:-**

None!