



Early results for a £50 million industry development initiative

intelsys has recently been adopted by one of the most important and contemporary UK sector development initiatives. Sunderland Software City represents a comprehensive approach to building a region's software industry. Partners include a regional development agency, a university, a major innovation centre and science park, local government and a successful software industry community and related centre of excellence.

Sunderland Software City is a new scale initiative, designed to inspire and encourage growth in software industry. With its drive to attract millions of pounds of business investment, employ thousands of people and generate wealth, the venture is set to have a huge impact on the North East.

In collaboration with all partners, the intelsys team is developing a unique sponsored intelligence service with a range of benefits for clients and industry community including IP (Intellectual Property) searching, market and competitor insight, and even a national expert panel to support software concept evaluation.

Early stage impacts include a number of successful enquiry responses. David Anderson, Head of Technology at ATEB IT Solutions, a business software development house, highly recommends the service:

"We required sector specific market data to support a new product initiative. The intelsys team were extremely quick in providing us with market insight from expert sources."



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