

ENTERPRISE IRELAND CLIENTS IN BRITAIN POST UK REFERENDUM



Case Study

TRILOGY TECHNOLOGIES.....



Trilogy Technologies entered the UK via acquisition and its revenues in the market for managed IT Services have grown steadily since then. **CEO Edel Creely** says local presence and local relationships are key to doing business in the UK.

“Getting to know the market, taking advantage of networking, and getting the sentiment on the ground – all the things you would do naturally here in Ireland, you need to do there.”

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Then

Trilogy technologies first looked at selling its managed IT services into the UK through a channel, but after researching various options, ruled out that route to market and decided to acquire an existing UK company. It worked with a corporate broker to source potential targets and they identified b2Lateral, which was very strong in IT services, professional services and consulting.

“When we acquired b2Lateral in early 2014, we rebranded the company straight away. For us, the big advantage in buying a UK business was acquiring a customer base, and the team who were there with local knowledge and local relationships,” says Trilogy CEO Edel Creely

Now

Creely says the company’s UK business has gone well. It has consolidated its managed services provision and customers are served from one customer services team in Trilogy, whether they’re located in the UK or Ireland.

“Our UK operation is very much focused around sales and technology service projects on the ground. Our UK managed services revenue has seen steady growth. When you’re going into a new market, you’ve got to develop your brand and that requires investment in sales and marketing. I’d say we’re somewhat insulated against currency swings, but as you’d want to grow exports and profits, the volatility is not going to be a positive thing,” Creely comments.

“To do business successfully in the UK, I think you really need to be on the ground. Getting to know the market, taking advantage of networking and understanding the local business sentiment – all the things you would do naturally here in Ireland, you need to do there. In our case, it’s down to the people who are on the ground in office in UK who take ownership and make it happen. We’re not selling a software-as-a-service solution that you would buy from the web; we’re selling a service that requires trust and a team who can communicate that. I think there’s no issue with UK organisations doing business with companies from Ireland. It’s much more natural, we’re more integrated now than we have ever been.”

Future

Trilogy’s business doesn’t change in any material way as a result of the Brexit vote, Creely confirms. “We’re still committed to the market because we made our initial investment, we acquired a company and have established ourselves. The foundations are there and the need for IT services in business continues to grow.

The mood in the air feels like the recession of 2008, but one thing that stayed constant then was the need for IT services providers like ourselves. We are hearing a message very clearly from the UK that there is a lack of confidence and there may be a reduction in spend in organisations: however we are also hearing companies looking to improve their productivity and do more with less, for which IT is an essential ingredient. I would be of a positive viewpoint that companies will increasingly look to companies like Trilogy for these solutions.”

The company will make no immediate changes to its existing plans for the UK business, Creely adds. “We’ve done a lot of work in the organisation by implementing lean principles, so we can scale up and out as efficiently as we need to. We’re still striving to grow our business with a growth plan already in place which covers new opportunities for acquisition or partnership as well as introducing new cloud and security services to the market. Our next acquisition would potentially be something that would bring a new stream of services to our businesses, and we would look at both Ireland and the UK for possibilities; it’s really about finding the right company.”