

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal development opportunities
- 🔄 University, college or research organisation will bring their experience to enhance the business relevance of their research and teaching

A DTI Business Support Solution

NAN GALL ENERGY SYSTEMS LTD KTP HELPS COMPANY TO REACH OVERSEAS MARKETS

ABOUT THIS CASE STUDY

NAN GALL ENERGY SYSTEMS LTD PARTNERED THE ROBERT GORDON UNIVERSITY (RGU) FOR THIS KNOWLEDGE TRANSFER PARTNERSHIP (KTP). THE PROJECT WAS TO REDESIGN THE COMPANY WEBSITE TO PROVIDE AN INTERNATIONAL PRESENCE. THIS DEVELOPED INTO A WIDER REMIT FOR A KNOWLEDGE MANAGEMENT SYSTEM FOR MARKETING TOOLS TO THE OIL AND GAS INDUSTRIES.

ABOUT THE SPONSORS

THE SCOTTISH EXECUTIVE (SE) IS THE DEVOLVED GOVERNMENT FOR SCOTLAND. IT IS RESPONSIBLE FOR MOST OF THE ISSUES OF DAY-TO-DAY CONCERN TO THE PEOPLE OF SCOTLAND, INCLUDING HEALTH, EDUCATION, JUSTICE, RURAL AFFAIRS, AND TRANSPORT (DEVOLVED AND RESERVED MATTERS).

THE ECONOMIC AND SOCIAL RESEARCH COUNCIL (ESRC) IS THE UK'S LEADING RESEARCH FUNDING AND TRAINING AGENCY ADDRESSING ECONOMIC AND SOCIAL CONCERNS, PROVIDING HIGH QUALITY RESEARCH TO BUSINESS, THE PUBLIC SECTOR AND GOVERNMENT.

FAST FACTS

- 🔄 KTP initiated a greater international presence for the company
- 🔄 Increased customer base has helped increase exports by £400,000
- 🔄 KTP has increased sales particularly to new international customers
- 🔄 Profit before tax has increased by an estimated £90,000 as a result
- 🔄 Informed two case studies for RGU and associated teaching material
- 🔄 Academic progress and career development for the Associate

The Company



“The KTP Partnership has driven Nan Gall back into a lead position in the industry and we are now actively pursuing profitable new markets from a fresh perspective and achieving a significant increase in sales and profit.”

John MacArthur, Managing Director, Nan Gall Energy Systems Ltd

Nan Gall Technology Ltd was founded in Aberdeen, Scotland in 1989. The initial product release was the first ever ‘downhole’ electronics memory section for a highly successful crystal pressure/temperature gauge. Now known as Nan Gall Energy Systems Ltd, the company’s head office in Aberdeen, designs, manufactures and supports a full range of cased-holed data acquisition tools together with the surface hardware and software needed to create a full information solution for the oil and gas industry.

ABOUT THE PROJECT

Nan Gall approached the Robert Gordon University for this collaboration. The project was to redesign the company website to provide an international presence and increase interest in products and services. Allied to these changes was a need for a knowledge management system behind the website to be used specifically for marketing tools to the oil and gas industries.

BENEFITS

Through KTP, Nan Gall has developed ways of using the web and a knowledge management system to reach a new international audience. The

company has used the internet to generate and hold customer interest for repeat visits to the website. The new Accessible Information Roaming (AIR) Knowledge Base will give the Nan Gall greater capability of identifying and pursuing potential contacts and customers. The company has made new contacts in its target areas and has appointed agents to them.

The KTP innovations have given Nan Gall access to all its sales information and updates with remote access to all databases via the internet. KTP has also helped the company to remain competitive by extending operations to

the Caspian, China and Middle East. This has enabled the company to boost profits when many rivals have ceased trading.

RESULTS

- Internet changes have brought company international interest
- Increase in company's exports by £400,000
- KTP has increased sales particularly to new international customers
- Profit before tax has increased by an estimated £90,000 as a result
- Greater stability and competitive edge for Nan Gall

The Associate

"KTP's excellent training and well structured professional development with hands-on learning has broadened my business awareness and I've gained extensive commercial exposure that has jumpstarted my marketing career in the oil and gas industry."

Claudia Woon, KTP Associate

The Associate successfully redesigned the company website in-house to demonstrate an international web presence.

BENEFITS

She also designed and implemented a marketing strategy for keeping customers updated on new developments and products. This led to RGU's development of the Accessible Information Roaming (AIR) Knowledge Base which has been linked to the company's existing customer relationship management system.

The Associate's personal development has been enhanced by various formal training courses such as project management, business management skills, web developing applications and copywriting.

- KTP has provided personal development and progressed career
- Enhanced knowledge management skills and marketing experience
- Prospective status of Chartered Marketer
- Successfully converted MPhil research to PhD in knowledge management and marketing
- Associate took up employment opportunity at the company

The Academic Partner

"Nan Gall has provided the Aberdeen Business School with an example of how the knowledge base within the University can be transferred into a 'technology and specifically based' medium-sized business."



Tom Mason, Senior Lecturer, the Robert Gordon University

RGU has acquired greater commercial insight into the benefits for a smaller organisation of linking the internet to global sales. The partnership also has potential for new research, teaching and course material.

BENEFITS

Two case studies have been written about the partnership and these are being incorporated into the teaching process.

The Accessible Information Roaming (AIR) Knowledge Base is proving commercially valuable and a framework that can be used by other industries. It has also cemented the relationship with the company in the future.

RESULTS

- KTP involvement has raised RGU's profile
- Experience of the marketing benefits of the internet and global sales in a small organisation
- Generated new course material and teaching opportunities
- Further collaboration is planned for mutual advantage