

# tengomedia

intelligent solutions for business

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## NEW LEVELS OF TECHNOLOGICAL INNOVATION ARE MOBILIZED

One Technology Business Acquires Another to Create New Strategy for Exploiting Mobile Technology

A seismic shift has occurred in the world of technology – towards the end of 2010, sales of smartphones outstripped those of personal computers. Whilst it comes as no surprise that mobile phones are selling like hot cakes, what this actually means is that more of us are buying computers for our pockets than for our offices and homes. Technology companies that fail to adapt to this trend are likely to be left behind, but how do businesses that have established themselves providing solutions for traditional platforms keep pace with these developments?

“We’ve been aware for a long time that mobile phones and portable devices are the future of computing” explains Tom Strapps, managing director of Tengo Media, a UK based technology solutions provider. “Whilst we have been catering for this and other major growth areas such as cloud computing, I felt that an adrenalin shot to speed up our development in this sector was required”. Tom set out to identify potential targets for acquisition, specifically companies that specialise in solutions for mobile devices. “I knew there were several potential businesses out there, what I wasn’t necessarily expecting was to find the perfect partner right on our doorstep!”

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Back in 2006, before the iPhone, Kindle and iPad ever existed, Ruthin based entrepreneur Peter Blanchard was at the cutting edge of technology, championing the benefits of electronic ink displays and mobile devices. He was convinced that this was the future of computing, and that businesses could realise huge benefits and cost-savings from utilising this new technology.

He formed Libresco Limited as a hardware and solutions provider specialising in hand-held devices. This covered simple consumer uses of the devices such as reading e-books, but also focused on bespoke academic and business uses such as data collection and form-filling applications. Libresco held the sole UK rights to distribute the iLiad Reader and subsequent Irex Technologies devices such as the DR1000 and DR800.

Peter’s tireless efforts produced a hugely successful business, his promotion of the company, himself, and his belief in the solutions his company provided gained him plaudits around the UK. He appeared on The One Show, raising awareness of the technology long before Amazon’s marketing millions pitched the e-Reader as a concept to the wider public.

Peter was described by the BBC's Andrew Marr as an "expatriate Scouse engineer and management consultant now throwing himself into the eBook revolution from the unlikely setting of a Welsh hilltop."

Libresco have supplied over 50% of the universities in the UK, along with huge multinationals such as BP, local authorities and NHS Trusts. The Aston University School of Business supplied a Libresco device and associated software to all of its students as a study aid.

Peter's belief in the cause is still evident today: "I believe the iRex devices were, and still are, the class leaders in terms of quality and functionality. Unfortunately the sheer sales volume and marketing budget of new contenders such as the Amazon Kindle made the hardware side of our business extremely challenging. Our devices, though superior, were often three times the price as we were unable to manufacture in great enough volumes to compete."

"Our business relied on these hardware sales, but the concept of providing solutions on these devices still runs true. The Amazon Kindle, for example, is being marketed as a book reader, which is its mass consumer appeal –from a business perspective, you effectively have a computer that can run on a single charge for weeks, weighs next to nothing, with free full internet connectivity in almost 200 countries around the world – look at it that way and you can see a huge potential in cost saving, portability and productivity, that as of yet is largely not utilised by businesses and other organisations. I believe adamantly that there is huge un-tapped potential here, and I am confident that at Tengo Media we can help businesses to maximise the opportunities new technologies are presenting to them."

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On the 4<sup>th</sup> March 2011, the acquisition of Libresco Limited by Tengo Media Limited was completed. Tengo Media will continue to support Libresco customers in all areas and will be consolidating the website and support platforms over the coming months. Peter Blanchard will continue to be a crucial part of developments on the mobile technology front, staying on as a consultant to the Tengo team.

"I'm delighted that we have inherited a company with such a strong reputation amongst its client base," explains Tom Strapps. "Libresco focused mainly on providing solutions incorporating its own hardware solutions to European Businesses and Public Sector Organisations. Tengo Media has always focused on providing innovative solutions to business challenges, our business model does not rely on profit from hardware sales. Peter and I are set on a strategy of providing mobile solutions that are completely device and platform agnostic – i.e. web-based and cloud-based applications. This way we don't have to second guess developments in the technology and can focus on providing solutions that really help businesses to achieve their goals. It's an exciting time for Tengo and Libresco customers alike, as the combined entity will be a driving force at the cutting edge of technology for many years to come".

"In addition I am delighted that Peter has become part of our team. His insatiable appetite for innovation and his belief in the potential of this technology has been the driving force behind Libresco over the past five years, and we look forward to reaping the benefits of this over the coming months and years."

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For more information contact Tom Strapps (tom.strapps@tengo.tv), Peter Blanchard, (peter.blanchard@tengo.tv), or call 01824 709543. Tengo Media are an IT Consultancy and Solutions provider based in the UK.

Photo - <http://tengo.tv/tengolibresco.jpg> - Tengo Media MD Tom Strapps (right) shakes on the deal with Peter Blanchard of Libresco, in reception at Tengo's headquarters in Ruthin. In the background are several portable devices for which Tengo Media develop applications.