

IN ANY EVENT

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The founder and CEO of fast-growing company Excelebrate Technology, David Savage, does not believe in talking about a “Eureka” moment. “But certainly I did have what I thought might be a good idea at the outset,” he suggests, somewhat modestly.



However, Savage is much clearer on what he believes to be the foundations of the undoubted success his firm, now Britain's leading supplier of satellite and wireless-based data, voice and video solutions.

“We listen to our customers,” he says, firmly. “We had the original idea to create a remote, mobile satellite system but it was thanks to our customers that we have been able to develop such a comprehensive, technologically-advanced range of bespoke packages.

“We listened to what our customers asked for, we worked with them to develop each new product and area of technology and we then took on board client feedback.”

Savage, whose background is originally in the mobile phones sector, adds: “In my opinion it is not enough simply to have a good idea. A successful, well-developed business relies on giving the customers exactly what they need; in being innovative, agile and entrepreneurial.”

With such a carefully considered business strategy it is no wonder then that Excelebrate Technology is now recording significant growth. Launched in 2001, the

company moved its operations to Cardiff in 2006 as part of a £2 million equity investment package made by Finance Wales, which is owned by the Welsh Assembly Government.

Despite consistent losses in the first few years of business – “in part because we were busy on the development side of things,” says Savage – Excelebrate last year reported a turnover increase of 70% and a doubling of staff levels. In 2009, Savage predicts a near tripling of turnover, a larger workforce and major improvement in profitability.

At the core of Excelebrate's expansion is a strong client-base of government-orientated services. In particular, Savage is proud of the “intelligent” satellite and wireless-based applications installed on a range of emergency services vehicles.

Again, Savage points to Excelebrate's “agile development”. He explains: “From the start I saw transportable satellite technology as a key communications enabler in a whole host of different and remote locations. Our pioneering product offers access to high speed broadband anywhere, which in turn enables a raft of communications technologies to function.

“But, while there were several suppliers

also selling similar satellite equipment, no one was applying this in the way that suited the UK's emergency services. Only our company was offering to help customers develop a range of powerful solutions and applications of this technology that could be integrated to deliver the high level of voice, data and video communications now expected to be on tap in the 21st century.”

And, because Excelebrate operates and manages its own satellite and private GSM network, it can guarantee clients the availability of secure, high quality bandwidth at all times and in all situations with service level guarantees to suit.

One of the most obvious applications of Excelebrate's communications technology solutions is clearly the command and control units utilised by the UK's many Fire and Rescue, Police and ambulance services. High speed and secure communications at the scene of a major crime, accident or incident, wherever or whenever it might occur, is deemed as increasingly essential, both in terms of reaction times and management.

Today, many emergency rescue crews across Britain now utilise a unit created by Excelebrate.

A command unit designed and delivered by Excelebrate includes a comprehensive and highly developed communications product list. As well as a roof-mounted satellite system, there will be a raft of command support communication technologies to enhance an emergency crew's ability to manage major incidents.

Hi-spec technology includes private GSM, satellite and VoIP (Voice over IP) that enables different voice devices, including UHF and VHF radios, mobile and VoIP phones, to be patched into each other. All voice communication channels are also recorded in real-time.

Real-time, secure video data communication comes by way of a dual function camera, which gives high quality colour CCTV and thermal imaging. The

command units are also able to communicate via email, instant messaging and video conferencing. Live CCTV footage can be relayed from an incident, traffic cameras or television news and units have advanced GIS mapping.

"In summary, our command units provide a truly modern platform for incident command, not only in terms of technological capabilities but also in terms of operational resilience and business continuity," says Savage. "The state-of-the-art vehicles have the capacity to act as a multi-agency command centre, linking directly to police and other emergency response organisations.

"In reality, these command and control units can be on the scene and then set up to deliver vital real-time information via

voice, data and video communication within just four minutes.

"It's incredible to see this in action but, when you think about it, our pioneering technology has its most obvious place in the emergency services environment."

Of course, given the scope of Excelebrate's communications expertise and their experience in bringing communications links to remote places, there are now many other sectors that are benefiting, too.

"While emergency services are the core of our business we also offer a host of similar solutions for use in fixed and mobile environments for a number of other market sectors including education, utilities, medical, sport and commercial," adds Savage.

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For example, Powys County Council's Youth Information now has three purpose-built vehicles equipped with the latest satellite-based communications equipment, thus enabling the council to meet statutory requirements for the provision of informal learning opportunities for young people.

Excelebrate's transportable satellite solution has given a remote library service in Northern Ireland an instant, fast and secure internet access regardless of where they position their mobile library units.

In another case, a remote and rural Scottish fish farm with severely restricted mobile phone reception now has access to a full range of up-to-the-minute high speed, secure data, video and voice applications thanks to a bespoke package created by Excelebrate Technology.

"It's just amazing to see how fast we're now growing," says Savage. "Even in a difficult economic environment we're bucking the trend of many other businesses with many millions of pounds of contracts on our books.

"But we won't be resting here. We're still developing and learning and we want to remain the best in our market place. And that takes a lot of energy."



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