



Despite a very challenging operating environment, **eg** solutions plc – the Staffordshire based operations management software applications vendor – has achieved significant overseas success in 2009.

Through the use of its operations management software and methodology, **eg** helps companies to deliver improved efficiency and reduce costs - and even offers a guaranteed return on investment for clients. All these are crucial considerations for customer service operations in any industry in the current economic climate and in the last few months, **eg** has seen a much greater emphasis being placed on achieving operational efficiency and increased interest in using 'spend to save' solutions to achieve this.

This year's overseas trade accomplishments have been part of a successful drive by **eg** to open up new markets. The company's clients have traditionally been financial services organisations, but in April this year **eg** signed a contract with one of the largest bancassurance groups in the Nordic region – its first client in this area - and has gained several new clients in South Africa where it has a subsidiary.



Elizabeth Gooch, Chief Executive Officer of **eg**, explains how the company's global expansion began: "Having won 40 blue chip clients in the UK financial services sector, we floated on AIM in 2005 and set ourselves the objective of demonstrating how our software could provide the same benefits in international territories. Demonstrating the applicability of our solutions in new territories is key to our strategy."

Working in partnership with UKTI **eg** developed a Target Market Selection Tool which helped the company match its strengths to the most attractive market. Using this method together with market research enabled potential markets to be identified and so far **eg** has achieved sales in South Africa, India, the Nordics and the Netherlands.

"By continuing to secure new business in South Africa and through further expanding our client base to other targeted areas, such as the Nordics, we are reinforcing our position as the leading provider of operations management solutions," says Elizabeth.

Like many other SME's, **eg** has not had an easy year, but the future is definitely looking bright! In September the company announced that it had closed 80% of sales for the year ending 31 January 2010, well ahead of the position at the same time in the last three years. And this has been achieved because of the company's export strategy.

Elizabeth concludes, "We have recently completed some updated market analysis which further confirms the potential for growth in our chosen markets. Our products help people to save money and help them to retain the staff they should retain. At a time when firms all over the world are realising they have got to run their businesses more tightly, **eg** have the perfect solutions to help them achieve this – and the results are guaranteed!"

For more information about **eg** solutions plc, visit www.eguk.co.uk or email ask@eguk.co.uk.