



ADIDO SOLUTIONS AND THE ENTERPRISE PAVILION

One of the first agencies to take up residence in the eP was Adido Solutions. Four ex-graduates of Bournemouth University, working from their bedrooms, originally formed this web-based design agency as a limited company in 2003. However after meteoric success the agency has doubled their turnover for the second successive year and now employs seven full-time members of staff.

In their three years of trading, Adido Solutions has worked with over 200 clients, ranging from micro-businesses to PLC organisations operating across the globe, exceeding even the most ambitious expectations of the Directors.

The eP has played a significant role in this development, for a variety of reasons, being housed in such a prestigious building has meant that there is a real 'Wow' factor when clients visit, being invited to the wide variety of events that are held in the building has presented a great opportunity to network. In addition there have been opportunities for Adido to partner with other businesses within the eP.

There have been other reasons for their success, Andy Headington, their Marketing Director suggests the following reasons, "We have differentiated ourselves from our competitors by offering web design services backed with the highest quality technical skills. This means the websites that we build not only look fantastic, but they perform in a way that exceeds the expectations of our clients."

Adido have now reached a very interesting stage in their development, they are almost at the point when they have to leave the eP and it will be critical that they handle this next stage of their transition successfully. Gary Seneviratne, Head of Sales highlights some of their ambitions, " Our aim for the next year is to move into a larger office, employ three more full-time members of staff and double our turnover for the third year in a row. We have developed relationships with some important companies and hope that we can use these connections to grow our company to be one of the largest design agencies in the South of England."

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When asked what he was most proud of Gary said that he felt that as an organisation they have grown up, “We are not a lifestyle business, we are very focused on our growth and we are confident players in our marketplace” He also stated that he could quite happily walk into *The Dragon’s Den* (The BBC programme for budding entrepreneurs) and very easily hold his own in the face of their questioning.

Another reason for Adido’s success is that they successfully partner with others and they make a virtue out of these relationships. Recognising where their own strengths lie they have carefully chosen a select group of partners to allow them to provide a more comprehensive service to their clients.

They also network successfully, not only by becoming members of local and national business organisations, but with other organisations within the eP. They also are increasingly being invited to be guest speakers; one such example was at a recent Business Link Wessex meeting.

“Statistics show that over 30% of companies fail in the first three years, so we are extremely proud to have made it this far” said Andy.

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Contacts

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Notes for Editors:

- The Enterprise Pavilion (eP) is a new business centre for the creative industries which is developed and managed by the Arts Institute at Bournemouth. It is funded by the South West Regional Development Agency and its aim is to increase graduate retention and support the growth of creative businesses in the area.
- The eP enables graduates in the creative industries to benefit economically from their knowledge by giving them advice, resources and support to set up and run their own businesses. As part of this package the eP offers affordable and flexible high quality office/studio accommodation on an easy-in, easy-out basis. It also provides conference and exhibition facilities for companies, and others, with links to the creative industries. Technical resources are available for creative media and training companies.