

## 7 Layer Solutions Limited

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### Cheltenham software company heads east for export success

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A Cheltenham-based software company has signed a lucrative distribution deal with a Japanese company, which is generating orders from all over the world.

**7 Layer Solutions** provides cash logistics software to a range of businesses, including the retail and banking sectors, helping to manage the movement of cash transactions. The company launched in 1999 and its clients include multinationals such as HSBC.

Although **7 Layer Solutions** had been working with companies overseas from the outset, in early 2008 it began to distribute a new product directly for the first time, and decided it needed support in order to export the product successfully. The company approached their local Business Link, who put them in touch with UK Trade & Investment (UKTI) South West.

**7 Layer Solutions'** Managing Director Lee Maisner met UKTI International Trade Adviser Graham Symonds, who has a wealth of experience in software distribution and was able to advise them on how best to proceed with exporting their product. Graham also signed the company up to UKTI's Passport programme, which helps fledgling exporters to make inroads into new overseas markets.

Through the Passport programme, Lee was able to get part funding towards two trips to Japan to meet potential clients there. Whilst in Japan, the company met global hardware manufacturer Glory Ltd, which is in the first tier of the Tokyo Stock exchange, and has branches of its business around the world. Glory was very interested in **7 Layer Solutions'** software and, at the end of 2008, the two companies signed an agreement allowing Glory to sell the product via its businesses worldwide.

'Glory Ltd has significant global presence in markets we would find incredibly difficult to reach so early in our "export career"', Lee explained. 'Whilst we are focusing the launch in the key markets of France and Germany, interest from major business markets including the USA and China has already been forthcoming. Long term, the relationship with Glory will provide us with access to markets across the world.'

**7 Layer Solutions** were also able to get funding for cultural awareness and language training courses for its staff through the Passport programme.

'Basic understanding of the Japanese language as well as an insight into their business culture has proved invaluable in our interaction with Glory Ltd,' Lee said. 'Business practices are very different there and it is essential to appreciate the differences when trying to do business with Japanese companies'.

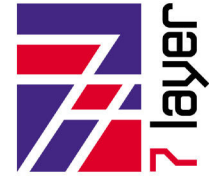
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‘As well as the financial support we have received from UKTI, we have also had ongoing advice and support from Graham. His experience in software distribution has helped us to make important exporting decisions and avoid various pitfalls along the way. We definitely intend to continue working with UKTI not only to strengthen our existing forged relationships but to build on this success for future growth.’

Graham Symonds said of **7 Layer Solutions’** success:

‘**7 Layer Solutions** have a product with real global potential and this deal with Glory Ltd should take their exporting business to a new level. Small businesses often don’t have the experience or resources to make a success of exporting, but UKTI can offer a range of support to help them save time and money and meet the right people in the right markets.’

### **About 7 Layer Solutions**

**7 Layer Solutions** is a specialist software house focussed on the development and delivery of robust and innovative solutions to the cash logistics industry.

The company has undertaken contracts for banks, security companies, suppliers of cash processing systems and commercial companies, including some of the industry’s best known names. We are used to working on commercially sensitive business projects where maintenance of security and confidentiality are essential.

We act as a developer of products for other companies, working closely with the in-house client facing teams to design, develop, deliver and support the software solutions needed by end client organisations such as retailers, commercial banks, cash centres and central banks. We also develop our own range of niche products that we distribute through specialist suppliers of services to the cash logistics industry. The skill set and experience of its staff are such that **7 Layer Solutions** are able to assume responsibility for existing applications, for stabilisation and maintenance, or build new solutions straight from the business requirements. **7 Layer** is able to engage in a software project at any stage from initial concept definition through to deployment.

#### **For more information contact:**

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### **UK Trade & Investment**

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

For more information on the services offered by UK Trade & Investment, call 0845 60 60 969 or email [enquiries@uktisouthwest.org](mailto:enquiries@uktisouthwest.org)

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