

Sagentia cleans up at technology consulting industry awards



Sagentia won the Technology, the Innovation and the coveted overall Best Private Sector Project Awards at the Management Consultancy Association's prestigious Management Awards for its work on M-PESA in Kenya.

Sagentia entered M-PESA in two categories; Innovation and Technology. The breakthrough mobile payment solution, developed by Sagentia for Vodafone, was launched last year for remittances in Kenya. It provides cost effective access to financial services for people without bank accounts in economies where it is unsafe,

difficult and expensive to hold cash and move money around.

Dr Tim Murdoch, Head of Service Innovation at Sagentia, says: 'We were delighted that we won in the two categories we entered. This is a fantastic industry accolade to have been awarded. It was a complete surprise when the judges also awarded us the Best Private Sector project.'

We were up against some of the best in the business so this was truly rewarding for the whole team.'

Since launch, the project has exceeded expectations with 1.7 million people registering as customers, and the service has been adapted for similar projects currently being rolled out in Afghanistan and India.

Sagentia survey of top companies reveals 60% plan to spend more on innovation

Sagentia surveyed innovation and technology professionals at the Annual Front End of Innovation conference in Boston in May, revealing that 60% of respondents plan to spend more on innovation in the next year.

There was also an overwhelming agreement that the best approach to building an innovation capability is one that combines an internal innovation change team with external parties.

The most significant barriers to innovation were identified as resources, executive support, time, culture and process, far

outweighing funds and lack of openness.

However respondents were split on the influencers of innovation, with 53% identifying the right process and structure, and 47% attributing this to a culture that lets 'serendipity shine'.

The conference is produced jointly by the Product Development & Management Association (PDMA) and the Institute for International Research (IIR), and was supported for the sixth year by Sagentia. It is one of the most vital events for those seeking to learn more about innovation.

Sagentia technology behind breakthrough water meter for global company

A breakthrough water meter register, designed and developed by Sagentia and our client Master Meter, has been launched at the American Water Works Association's ACE 2008 conference. *AccuLinx* is an 8-wheel absolute encoder without batteries that connects the water meter to third party Automatic Reading (AMR) systems. The patented technology behind the system, 'Gray Wheels', was also invented by Sagentia.

The new 8-wheel system provides utility companies with a way of accurately, remotely and electronically

reading the mechanical odometer for billing purposes and detecting leaks. This system is extremely low-power and is 'non-contact' creating no friction. Therefore it enables use with multi-jet systems, which make up about half of the water meters used in the world, most of which until now have previously been exempt from AMR for this reason.

The project generated more than \$1m in consulting fees for Sagentia, and the ongoing licence deal for the core technology will generate \$4.5m for the company over a number of years.