

WMita

West Midlands IT Association

Creating success for IT businesses
Summer 2003

newsletter

WMita launch exceeds all expectations



18th June 2003 marked the official launch of WMita.

More than 300 delegates were packed into the National Motorcycle Museum, Solihull, to hear an impressive list of speakers, talk to partner organisations and hear from existing members about this exciting new organisation.
(continued inside).

Quality Mark to be launched at WMita AGM

The introduction of the long-awaited WMita Quality Mark is due to be announced at the AGM on September 10th.

The West Midlands IT Association (WMita) has been established as the key private sector organisation responsible for the development of a credible and thriving IT industry within the West Midlands.

Organisations seeking Information and Communication Technology (ICT) Solutions quite rightly demand to work with reputable suppliers and with quality being at the heart of WMita the WMita Quality Mark pushes forward the boundaries of excellence to give organisations that level of reassurance and comfort. The WMita Quality Mark is one such initiative to help raise the credibility of ICT Suppliers by looking into their track record.

This will help continue to improve the

regional economy by enabling purchasers of ICT solutions to readily identify high quality regional suppliers, improve the quality of the ICT solutions supplied within the region and make this quality visible.



Why the WMita Quality Mark?

The WMita Quality Mark will provide a service to organisations, large and small, who are seeking a reputable ICT supplier. The WMita Quality Mark is designed to provide the assurance that an ICT Supplier has demonstrated a commitment to customer satisfaction and is a professionally run organisation.

The WMita Quality Mark will also:

- Instil trust and confidence in the

supply of solutions

- Increase the attractiveness of suppliers to their customers, leading to more business
- Ensure that ICT supply organisations continue to deliver high quality solutions
- Assist organisations in efficiently selecting quality suppliers
- Improve the quality of ICT solutions in the region.

There are a number of obvious benefits from achieving the WMita Quality Mark. It should influence the decision-making process of organisations when selecting a supplier for their ICT requirement, as it is a positive indication that the member has achieved a recognised standard of professional competency and is a positive indication of competence to other members who are seeking partners for collaborative ventures.

WMita launch with a bang!

The Launch of West Midlands IT Association on the 18 June 2003 at the Motor Cycle Museum was a tremendous success.

The organisers had originally planned for 150 ICT and Business Partners to attend. After closing down the registration process early due to huge demand the actual attendance was near 350.

The theme for the Launch was Working in Partnership and was hosted by Brian Wood-Scawen (PWC) the eBusiness Champion for the region. The morning event covered discussions on how the West Midlands can become a major force for the supply of Quality ICT Solutions from the huge number of ICT SME's (Small to Medium Enterprises) in the region. In particular how WMita, with the assistance of funding from Advantage West Midlands can help such organisations.

Speakers at the event

Stuart Webb AWM ICT Cluster Manager said that he was "extremely pleased and enthusiastic" about the interest shown. "WMita have a key role to play in the development of the ICT Cluster in the region"

Peter Verhoeven Chairman of WMita explained that WMita is here to "translate the Government agenda to develop ICT in the West Midlands by creating the environment for ICT SME's to develop their business by providing support with training, marketing, networking and collaboration, events and exhibitions ... all under the umbrella of a quality mark to help generate new business opportunities".

Spencer Hodgson (Coventry and Warwickshire Chamber of Commerce) explained details of a very exciting new project just launched (over £22 million) known as REDI - the Regional eBusiness Development Initiative - in which West Midlands SMEs will benefit from the provision of ICT support.



From left: Stuart Web, Peter Verhoeven and Brian Wood-Scawen

Mark Doyle (Trinity Expert Systems - a member of WMita) explained the benefits that he had received through collaboration and reinforced the message of the day - **take part and benefit from the support available through WMita.**

WMita would like to thank all the speakers and members for their valuable contributions and support that helped make the event such a huge success.



Members of the WMita team manning the exhibition stand

As a member company within the West Midlands IT Association, you will join an elite band of some of the finest IT specialists in the region. Member companies are carefully selected on the basis of product/service sector, financial stability, quality of work and a track record of serving their client base with value for money solutions.

Once on board as a member, the benefits are only limited by your desire to succeed, your imagination and creativity and your wish to help keep the group at the forefront of ICT technology.

How it works

As a member of the WMita, you will be entitled to join the branch of your choice:-

- Black Country
- Birmingham
- Coventry, Solihull and Warwickshire
- Herefordshire and Worcestershire
- Shropshire
- Staffordshire
- West Midlands Digital.

This will entitle your business to vote at branch meetings and at an EGM or AGM of WMita.

the benefits of membership

If you run an IT-based company you cannot afford to ignore the West Midlands IT Association.

Find out why and how to join...

Across the West Midlands

As a WMita member, you will be entitled to participate in any events being organised by other branches at any time, allowing you to network and join in anything that will provide a benefit for your business!

As a member of WMita, you will benefit from:-

- New business opportunities
- Membership of a recognised specialist ICT group
- Regional support and representation
- Access to accreditation and quality standards
- Training and development programs
- Regional and local networking

- Working with regional partners such as universities, colleges, local authorities, Business Links, Small Business Services, DTI programmes and Chambers of Commerce.
- ICT research and development
- Exhibitions and advertising
- Corporate marketing
- Group tendering opportunities
- Market intelligence and research
- Overseas missions and WMita international groups.

The West Midlands IT Association

Blythe Valley Innovation Centre
Central Boulevard, Blythe Valley Park
Shirley, Solihull, West Midlands,
B90 8AJ.

Members' profiles now available on WMita web site

Meet the team!

The first point of contact for many potential new members and partners is the WMita head office at Blythe Valley Business Park in Solihull.

The team there are responsible for the day-to-day operation of the Association and are there to help the members at a local as well as regional level.

Here is an opportunity to put a face to the name, and find out a little about all three.

Pravin Patel

He has joined WMita as Operations Manager with particular responsibilities for:

- Set-up and ongoing management of the WMita operation
- Development of Strategic Plans with the Board to manage AWM requirements with those of its members
- Developing the business into a self financing organisation
- Developing marketing and PR activities consistent with WMita aims and objectives.

"I joined WMita from e-know.net where I was responsible for business

improvement and latterly developing new business opportunities. Previously, I had worked in the computer industry for more than 20 years, starting my career in software development moving into consultancy and project management and then to senior management positions for large multinational organisations (TRW, BDM, QAD). Roles included - development management, service delivery management, systems management, quality management, projects management."



Pravin Patel



Current WMita members' details can now be accessed at www.wmita.co.uk

Simply click on the "Member Directory" link under "MEMBERS INFORMATION", and you can search by alphabetical order, or by branch for a local solution.

Members can now edit their own profiles, ensuring that all entries are up-to-date and relevant.

Meet the team!

Joyce Powderhill

Joyce joined WMita as office manager with responsibilities for:

- Ensuring office systems are set up and run smoothly
- Management of company HR, accounts, payroll and budget
- Marketing and administration support
- Organisation of networking events and exhibitions

"I joined WMita from GPN, a telecommunications service company, where I designed administration systems to run design engineering projects, set up and facilitated 4 regional and new HQ offices and latterly handled marketing and website content.

Previously I worked as an advertising production executive for major Midlands advertising agencies, a software developer working for a major utilities company, handled marketing and produced forecasting software for a large



Joyce Powderhill

horticultural business and then worked as Quality Manager for a small computer systems company."

Kay Philpot

Kay joined WMita as Administration Assistant with responsibilities for:

- Assistance with Accounts
- Membership administration
- Administrative support for events and facilities.

"I joined WMita from GPN where I was purchase ledger co-ordinator involved in the introduction of a new accounting system, the rapid growth of the company turnover and finally, when the company became bankrupt, was kept on by the receivers to help close the office.

Previously I have worked as a sales administration clerk responsible for order processing and customer service, dark room supervisor with responsibility for training machine operators and logging all work, and production office administrator recording timesheets and earnings for payroll and production administration."



Kay Philpot



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