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## Dublin Software Company Accuris Invests

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The Tánaiste and Minister for Enterprise, Trade and Employment Mary Coughlan T.D. today (10th July 2009) announced that Dublin software company Accuris is to invest EUR1.5m in research and development with support from Enterprise Ireland. The investment will create 27 new high value jobs over the next three years. Accuris currently employs 51 staff in its Dublin headquarters and its offices in Malaysia and the US.

The Tánaiste made the announcement at the launch of Enterprise Ireland's four-year strategy for the Irish software industry. The strategy aims to drive the sector's revenues to over EUR2.5bn by 2013 by capitalising on changes in the global software market.

Research undertaken by Enterprise Ireland, in association with international industry analysts IDC, identified a New Software Economy, driven by the growth of the Internet and changes in end-user demands. The New Software Economy is characterised by demand for greater flexibility, global delivery and cost-effective solutions\*. The unique profile of Ireland's software sector with its strong base of small flexible companies is particularly suited to these emerging trends. The strategy aims to position the Irish software industry to maximise its potential in this new market environment.

Launching the strategy, the Tánaiste said:

“Building Ireland's Smart Economy is about establishing Ireland as an innovation hub. It involves building the innovation or 'ideas' component of the Irish economy and developing a high-value, research-intensive, multinational community alongside thriving innovative Irish companies.

“Enterprise Ireland's new Software Strategy, reflecting the Government's Smart Economy blueprint, sets out to achieve that precise model for the software sector. I am confident that this strategy will ensure Ireland's software industry meets these new market opportunities delivering more highly skilled, sustainable and well paid jobs in our economy.”

Congratulating Accuris on its Rchr(38)D investment, the Tánaiste said:

“Accuris is a leading example of those Irish companies that are ready to capitalise on the New Software Economy. I congratulate Accuris on this Rchr(38)D investment which will drive their next phase of export-led growth and help strengthen Ireland's reputation as a software centre of excellence.”

CEO of Accuris Aidan Dillon said:

“Accuris Networks is investing in developing innovative solutions to maximise our growth in the new and emerging global economy. Our advantage is that we have proven and flexible solutions that allow mobile operators to extend service to their customers across the variety of many different existing and new wireless communications technologies. With this new investment we aim to build on the existing Accuris Networks strengths and be in position to be the market leader as communications providers converge these technologies”

Outlining the key points of Enterprise Ireland's software strategy, Jennifer Condon, Manager of Enterprise Ireland's Software Division explained:

“The key to Ireland's competitive advantage in this new environment will be its networks. The global software value

chain is becoming increasingly networked; partnerships and collaboration dominate. The Irish industry is already well connected with the multinationals, the third level sector and the international diaspora. Enterprise Ireland's strategy will build on these existing networks and foster new connections between all elements of the industry. Our vision is that by 2013, Ireland will be internationally recognised as having a 'Best Connected' software industry, delivering innovative solutions on a global scale."

Enterprise Ireland is working closely with its industry partners, in particular the Irish Software Association and the Irish Internet Association, as well as deploying the full range of business supports to bring about sustainable change and growth in the sector.

Welcoming the Software Strategy for Ireland, Kathryn D'Arcy, Director of the Irish Software Association (ISA) said:

"This is a significant piece of work by Enterprise Ireland that will provide us with the direction and models needed to ensure that Ireland is a serious contender in terms of generating and supporting global software companies.

"Ireland has a unique advantage in having a strong ecosystem of innovative indigenous software companies as well as the leading names in European, American and Asian global software companies. We must capitalise on this ecosystem and continue to be a global leader in software innovation."

CEO of the Irish Internet Association (IIA) Fergal O'Byrne added:

"Enterprise Ireland's new Software Strategy will help stimulate the emergence of internet based companies in Ireland. The recognition of internet based companies as part of Ireland's software ecosystem is an important step. We're delighted to be part of the development of this strategy and look forward to supporting its implementation."

\* The Internet is providing opportunities for new business models and new delivery channels such as Software as a Service (rather than software through license). This shift is enabled by new technologies such as Open Source, Services Oriented Architecture (SOA), Cloud Computing, Semantic Web and Web 2.0.

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Notes to Editors

More about Enterprise Ireland's Software Strategy

Enterprise Ireland's Software Strategy was drawn up in consultation with industry and other Government agencies following a comprehensive market analysis carried out by international industry analysts IDC and Enterprise Ireland.

There are three key concepts in the strategy:

New Software Economy

o This term describes the Internet environment within which companies are operating.

o This new economy was identified in research conducted on behalf of Enterprise Ireland by international industry analysts IDC.

- o The New Software Economy is driven by the growth of the Internet and changes in the software value chain.
- o It is characterised by demand for greater flexibility, global delivery and cost effective solutions.
- o The Internet is providing opportunities for new business models as seen in internet based start-ups and new delivery channels such as Software as a Service (rather than software through license).
- o This shift is enabled by new technologies such as Open Source, Services Oriented Architecture (SOA), Cloud Computing, Semantic Web and Web 2.0.
- o These new business models favour flexible, innovative SMEs (of which Ireland has many) by giving them access to international markets via the Internet.
- o But it also requires these companies to provide 24/7 support to customers in far-flung markets.
- o Companies must therefore increasingly operate through partnerships, with local agents to service these customers.  
Focus on clusters
- o Ireland has developed strong software clusters where there is a critical mass of Irish companies.
- o These include high growth areas such as financial software, telecommunications software and eLearning software.
- o By helping the companies in a cluster to work together we can develop and brand the cluster to make a major impact in world markets.  
Best Connected
- o Ireland's software environment provides a uniquely supportive ecosystem within which individual firms can thrive. A number of unique features differentiate Ireland from its competitors. These include:
  - o Our significant multinational sector comprising leading software global companies that have invested in an Irish base.
  - o Substantial government investment in Rchr(38)D in the third level sector through Science Foundation Ireland, Enterprise Ireland and other agencies
  - o Specialist clusters
  - o Young, skilled workforce
  - \* o A well placed Diaspora with influential positions in industry and technology worldwide.
- o The global software value chain is becoming increasingly networked. Partnerships and collaborations predominate.
- o The Irish industry is already extremely well connected at home and abroad. By fostering further strong strategic links to channel development and marketing partners, to technology and platform providers, to multinationals and to research performers, Ireland's software players can generate far greater scale and impact than their individual size would suggest.
- o Enterprise Ireland has developed a programme of action to deliver on the vision in collaboration with industry, academia and Government. The programme includes short term actions for early impact as well as medium term initiatives to bring about sustainable change and growth in the sector.

## About Accuris

Accuris supplies roaming and convergence solutions to telecoms operators worldwide. Accuris technology enables end users to roam across networks independent of territory or the underlying network technology.

### The Irish Software Industry - Some Facts

- o The indigenous software industry today consists of over 700 companies employing almost 10,000 people\*.
- o The sector grew over the past 20 years from minimal sales in 1986 to sales of EUR1.6bn and exports of EUR1.1bn in 2007 (Annual Business Survey of Economic Impact 2007: Forfas).
- o Enterprise Ireland's software client base consists of 500 companies of which 20+ are in the Scaling category.
- o Exports representing 73% of sales (compared to the Enterprise Ireland portfolio average of 45%) are primarily to the UK and US

The sector performs strongly in terms of start ups - averaging 28 per annum (2001-07).

\*By contrast, the multinational software sector in Ireland generates revenues of some EUR20bn per annum and employs c. 10,500. It includes Microsoft, Oracle, IBM, Google, eBay and Ericsson.

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