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UK Tech Manufacturers Fight Back

UK Technology producers in the UK have to work harder than ever to ensure they don't drown in the rising tide of far eastern imports. It is becoming increasingly difficult for European firms to compete on price, the labour costs are just too disparate, but there is still a way to win by focussing on value.

Imported products can often suffer from a cultural divide that fails to incorporate legislative requirements, localised terminology and the reaction times needed by UK and EU organisations. In addition to this, several companies are now discovering that outsourcing their programming and telecommunications projects overseas can sometimes contain substantial hidden costs if not managed properly.

LeoTel Software Systems has been assisting European technology manufacturers concentrate on value to ensure their future. James Bridson, MD, comments, "Clearly, UK technology producers cannot match the quantity vs. price model offered by the AsiaPac players, but there is still a huge opportunity to distinguish ourselves by building valued-added custom management, control and embedded software into products. By nature, far-eastern bulk production is highly generic, but it is still unique functionality that creates the real wealth in any product."

LeoTel Software Systems are currently working with several UK technology manufacturers to enhance their products through the addition of advanced embedded firmware facilities allowing enhanced control and management of products, including mobile accessibility. Not only does it augment the offering, but it can create additional revenue opportunities as well.

Bridson concludes, "I believe the UK technology industry can still compete in the global marketplace, but not by the old rules. We have to lead with innovative ideas that take into account the views and objectives of buyers and users of the products worldwide."

Release ends

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