

Software systems specialist increases turnover by more than 58 per cent with support of mobile communications

Fast facts

Customer

ICONI Software

Web site

iconi.co.uk

Number of employees

11

Country or region

United Kingdom

Industry

Information technology

Customer profile

ICONI Software, based in Northern Ireland, specialises in the design, development and implementation of web-based management information systems for the public sector.

ICONI Software has seen great success in recent times – with turnover increasing by more than 58 per cent in two years. This growth has come largely from outside its native Northern Ireland and mobile communications from Vodafone have played a key role. Managing Director Liam Jordan says he can carry his office in his pocket, which allows him to support agile working. He values the focus that Vodafone puts on customer service – just like his own company.



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Liam Jordan,
Managing Director, ICONI
Software

When Liam Jordan, Managing Director of ICONI Software, describes his business, he often uses the word agile. It describes the way his development team creates software for customers and the company’s attitude to business in general. “When deadlines are tight, we’re at our best,” he says. “Take away our agility and you remove our business advantage.”

This sense of readiness can be seen from a look at Liam’s office diary. One day he can be in Scotland, the next day in England, and then back to Northern Ireland at the ICONI Software office. He’s constantly travelling as he promotes his company’s web-based management information systems to customers in the public sector. “In addition to my duties as Managing Director, I’m responsible for sales development, so I regularly give presentations to companies,” says Liam. But whatever his attitude to business, Liam is only agile when he can work closely with colleagues and customers while on the move. Or, as he describes it, “carry my office in my pocket.”

Fortunately, he has done exactly that for a number of years now through the company’s relationship with Vodafone. The business – which supplies management information systems to a number of public sector departments – is going from strength to strength. Liam says: “Around 70 per cent of ICONI Software’s turnover is outside Northern Ireland, and turnover has increased by more than 58 per cent in the last two years alone. With Vodafone, I can work where and when I need to.”

Liam values the network connectivity and devices that he and the company’s Technical Director get from Vodafone. His iPhone 4S is often his best friend on the road and his mobile USB broadband goes everywhere with him. “I never worry about missing emails or calls because the connectivity with Vodafone is reliable,” he says. His broadband connection also gives him access to back-end systems so he can monitor progress on software projects and complete management tasks. “It has helped us generate new revenue streams,” he says. “For example, I’ve used my remote access to check reports on our software support to our customers, and used this information to propose training programmes for their staff.”

But Liam hasn’t remained a Vodafone customer simply because of the technology. “I like the Vodafone account team I work with because it provides great customer service, which is also of paramount importance to our company,” he explains. If he regularly uses the word agile to describe his company, Liam often talks about Vodafone delivering value. He says: “Vodafone does a few simple things very well, which is often at the heart of business success. I think it understands that mobile communications is the lifeblood of a company like ours.”

For more information, visit vodafone.co.uk/business