

# Hit the Ground Running!

Northern Ireland is helping companies in telecommunications technologies ramp up operations quickly to exploit fast developing opportunities in global markets.



**“Northern Ireland has world leading R&D in areas of technology and talented people highly relevant to major developments in communications, electronics and IT.”**

**Professor John McCanny CBE FRS FReng Faraday Medal winner 2006, Director, Institute of Electronics and Communications Technologies (ECIT) Queen's University Belfast**

ECIT is a globally recognised centre of excellence in fields such as electronics, digital communications, software and IT. Its areas of expertise include high frequency circuits, speech, image and video systems, system-on-chip architecture and design, and digital communication. Its partners include Intel, Xilinx, Toshiba, Panasonic, Bell Labs, TDK and SAP.

**“Research teams in Northern Ireland are already at the cutting-edge of next generation networking and systems for global telecommunications.”**

**Professor Gerard Parr, Chair in Telecommunications Engineering and Internet Technologies, University of Ulster**

Professor Parr is leading international collaborative projects in Next Generation Telecommunications, including an initiative on an Indo-UK Advanced Technology Centre of Excellence in next generation networks (NGN) and services. Collaborations include BT and Cisco.

## RESEARCH EXCELLENCE

Technology companies are able to draw on the knowledge and expertise of university research teams in Northern Ireland and also access highly skilled and motivated people. ECIT, an initiative by Queen's University Belfast and the schools of Telecommunications Engineering and Computing and Information Engineering at the University of Ulster

are globally-rated R&D centres with expertise in wireless technology, next generation mobile communications, VOIP and digital signal processing and a longstanding commitment to technology transfer to Northern Ireland and international companies.

# Access to globally recognized research centres of excellence is just one of the attractions Northern Ireland offers for telecommunications technology companies seeking a location that enables them to get to market faster.

## The Challenge

Telecommunications technology is a dynamic and cost-sensitive industry. It is focused on the pursuit of new ideas that add significant value in cost-competitive locations close to major market opportunities developing in Europe from massive investment in digital communications.

"How we manage technological innovation is crucially important to sustain competitiveness for companies in a wide variety of business sectors. This is a complex and often challenging area for organisations, given the rapid rate of technological change.

Northern Ireland can help companies exploit opportunities because it is now an acknowledged leader in the management of telecommunications innovation," says Prof Parr of the University of Ulster.

## The Solution

Northern Ireland has a successful cluster of global industry leaders in telecommunications and is at the forefront of technology to merge voice, video and data communications.

Already with 100 per cent broadband access, Northern Ireland is to be the first region in Europe to benefit from the BT21CN project on the convergence of voice, video and data.

The region has a well developed communications cluster of companies that includes: BT, Openwave, Conexant, BroadSoft, Intelliden, mFormation, Digital Theatre Systems, Nortel Networks, Flextronics Design, Aepona, Mobile Cohesion, Asidua and Audio Processing Technology.

In fact, more than 500 ICT companies are finding that Northern Ireland offers the ideal solution to their business requirements.

This is what some of the companies which have located in Northern Ireland say:

"We've a talented and highly committed R&D team in Belfast that led the company's development of new generation software for mobile communications and helped us to bring it to market in record time. It's now leading our US and other global operations in the development of next generation software."

**Paul Moorhead, Vice President, Engineering, Openwave Systems (NI) Ltd.**

"Northern Ireland provides us with the critical elements to support our ongoing growth and commercial momentum. The city has a highly skilled technical workforce, which makes it an ideal fit for our R&D centre. And from a geographic perspective, Belfast provides us with an ideal base for serving our European customers. Furthermore, Invest NI's strategic initiatives are driving world-class innovation, making Northern Ireland an exceptional place for us to do business. We're looking forward to a mutually beneficial partnership.

**Alan Black, President and Chief Executive Officer, Intelliden**

"Belfast gave us access to a highly-skilled technical workforce and a high-tech friendly location. With assistance from Invest Northern Ireland, we opened the new BroadSoft European Operations Centre in about 60 days. Invest NI exceeded our expectations in every way."

**Michael Tessler, President and Chief Executive Officer, BroadSoft**

## A Strong Track Record

A strong track record in telecommunications, the availability of highly qualified and skilled people, a competitive cost base and a supportive business environment enables companies to 'hit the ground running'.

### Northern Ireland offers:

- a source of quality and experienced telecommunications staff;
- world-class university/R&D support, including the Electronics Communications and Information Technologies Institute (ECIT) at Queen's University, Belfast and the University of Ulster's School of Telecommunications Engineering;
- an established global reputation in telecoms disciplines;
- a highly educated and young workforce;
- easy access to Europe and the US;
- operating costs 30% lower than the US and up to 20% below European regions;
- 100% broadband coverage; and
- attractive financial and other set-up incentives from Invest Northern Ireland, the region's main economic development agency.

## THE RIGHT CONNECTION FOR PROFITABLE GROWTH

### Key Facts

- Nortel Networks' European Supply Chain Centre of Excellence in optical systems is located in Northern Ireland.
- Openwave's Mobile Access Gateway was developed by its R&D team in Belfast.
- BT is developing 21st Century (21 CN) telecommunications technology in Northern Ireland.
- Northern Ireland is the first UK region with 100 per cent broadband coverage.
- With over 11,000 people working in the sector, and a further 24,000 students, Northern Ireland provides a resource of experienced people and scope for further growth. The staff 'churn' rate is lower than elsewhere in Europe.



Anechoic Chamber at ECIT