

# Knowledge Transfer Partnerships



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Client:

Micromark

School:

Computing & Mathematical Sciences

Staff:

Achraf Murtada  
(KTP Associate)  
Dr Mark Taylor  
Dr Dhiya Al-Jumeily

## Project:

Micromark is a manufacturer of a wide range of domestic electrical products including lighting and security products. Micromark wished to improve its time to market for new products by developing a knowledge based extranet incorporating support for workflow management, change control and management reporting across a range of company departments including research and development, marketing and quality assurance.

Within the first twelve months of this two year programme there has already been a considerable number of benefits achieved to both the Company and the University.

### Company benefits:

Increase in revenues through improvements in time to market, risk reduction and cost reductions:

#### Time improvements:

End to end (design idea to New Product Introduction) reduction in standard process time through process automation, improvements in document exchange and access & control of information.

#### Risk improvements :

Reduction in potential design iterations due to missing information or skipped review (design phase contributes of end to end schedule), leading to "right first time" culture and reduction in manufacturing errors.

#### Cost improvements :

Reduction in cycle time (standard process). More projects per year.  
Material cost reduction on samples and tooling cost reduction.  
Significantly decreased distribution costs for packing specification materials

### University benefits:

Case study material to support the LJMU+ initiative

Continuing professional development as a fellow and a member of the British Computer Society for two members of academic staff



L to R: Dr Mark Taylor, Dr Dhiya Al-Jumeily, Achraf Murtada,

Lead Academic Dr Mark Taylor said "Involvement in this KTP project has allowed the academic team to keep up to date with modern engineering and manufacturing practices and how IT can be used to support them. It has also provided case study material for supporting the LJMU+ initiative to ensure that teaching is relevant to current employment needs".

For more information: 0500 876 543

Knowledge Transfer Partnerships is Europe's leading programme helping businesses to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base.

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# Knowledge Transfer Partnerships

Knowledge Transfer Partnerships is a UK-wide programme that helps businesses and organisations to improve their competitiveness and/or productivity through the use of the knowledge, technology and skills that reside within academic institutions namely; Higher Education Institutions, Research Organisations and Further Education Colleges.

Knowledge Transfer Partnerships involve the forming of a Partnership between your company (known as the company partner) and the academic institute (known as the knowledge base partner), enabling you to access skills and to help your company develop. The Partnership also involves one or more recently qualified people (known as Knowledge Transfer Partnerships Associates) to facilitate this transfer of skills and expertise. The Associate works within your company on a project central to your needs and is jointly supervised by company personnel and a senior academic.

To find out how your company could benefit from a tailor-made Knowledge Transfer Partnership, contact the KTP Team at:

Projects can be undertaken in a wide range of areas including:

-  Product design
-  Manufacturing
-  Technical innovation
-  Business processes (including IT and social sciences)
-  Commercial development

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