

## V5.100C0b Mini-Briefing: UK Opportunities for Financial Technology Investors

<b>What is the UK opportunity?</b>	<p>London is home to one of the world's two leading financial centres, partly through geographic location but mostly through expertise backed by investment in world-class information, communication and security technology</p>
<b>Why is UK attractive?</b>	<p>The UK's Banking, Insurance and Asset Management sectors invest around \$10 billion pa on technology to improve performance, maintain customer service and increase productivity</p> <p>Financial Services deliver 10% of UK's GDP; a higher proportion than in US or Japan and more than double the figures for France or Germany</p> <p>FS employs 3% of the UK's working population; of these 1 million people, 50% are employed in the South E, and 30% in London</p> <p>That success is underpinned by ongoing investment in the necessary sophisticated and robust networks and systems that support global businesses from the necessarily many contact and data centres based in and around London</p> <p>The energy needs of these data centres are creating investment and technology opportunities for higher power efficiency through techniques such as virtualisation, an area focused on by SAP's research centre in Northern Ireland and Citrix in Cambridge.</p> <p>Most ICT spending is controlled or influenced within 150Km of London, where most UK business and over 50% of the population are concentrated</p> <p>The area has 5 major international airports and excellent rail and road connections, significantly reducing management and sales travel time overheads</p> <p>In addition there is no shortage of experienced business and world-class technology talent available to help realise the internationalisation opportunity</p>
<b>Why is now a good time to invest in UK?</b>	<p>UK business and government are world leaders in adopting ICT technology to raise productivity with 28% of UK jobs already ICT-related</p> <p>Although intensely competitive, there are substantial disruptions in the established UK market order that create opportunities for innovative newcomers in most ICT and Security market segments</p> <p>Increasing business confidence is leading to investment in some projects with medium-term paybacks in certain sectors</p> <p>The UK is an enthusiastic adopter of e-commerce, mobility, outsourced services, social networking and digital entertainment; key areas include increased competitive intensity and regulation of the financial services industries, rapid growth of EU's largest on-line retail market and the increasing attention to counter-terrorism</p>
<b>What are the Key Success Factors?</b>	<p>UK is a very competitive market, requiring a well-articulated proposition focused on clearly-identified business needs with the necessary resources and organisation to deliver</p> <p>UK buyers are impatient and know exactly what they want, creating clear opportunities for suppliers to focus exactly on the expressed needs to deliver better value for money</p> <p>In uncertain times for many companies, buyers will also be cautious and avoid risks; individual and corporate track record remain important factors</p>
<b>Who might invest in UK?</b>	<p>Services providers able to enhance customer intimacy or operational productivity</p> <p>Technology-intensive players looking to access UK talent and/or technology</p> <p>Technology suppliers offering better analysis and data mining techniques</p>
<b>More detailed and/or customised versions of this briefing can be provided</b>	<p><b>If you found this useful and/or would like a free and confidential introductory discussion of how we might help you</b></p> <p><b>please contact:</b></p> <p><b>Frank.Morris@vecta5.com</b></p>

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