

## CASE STUDY

Mapa International (UK) Ltd

case study

### Mapa looks to the future with confidence thanks to KTP

Knowledge  
Transfer  
Partnerships



*“The KTP has allowed us to achieve significant growth within the company. We look forward to the future with confidence!”*  
- Mark Pavan, Managing Director, Mapa



**Mapa International (UK) Ltd is the UK’s leading market research consultancy specialising in competitor benchmarking for the online financial services industry.**

#### The Challenge

Mapa wanted to move from being the UK’s leading provider of competitor intelligence in the financial services industry to being Europe’s leading provider, and ultimately to being a global player in this field. It wished to drive forward business development and knowledge management initiatives within the company but lacked the in-house expertise to do so.

#### The Solution

Mapa approached the University of Westminster’s Centre for Business Information, Organisation and Process Management (BIOPoM), based within the Westminster Business School. Both partners decided to apply for a Knowledge Transfer Partnership (KTP) grant worth over £56,000 which would provide them with the necessary resources to undertake the project.

KTP is the most successful business support programme running in the UK, providing funding to businesses who wish to innovate, expand or improve their performance. Part-funded by Government, KTPs involve combining the knowledge of an academic with that of a high-calibre graduate who works within the business on a strategic project for between 1 and 3 years.

#### The Result

The expertise and support provided by the University’s Centre for Business Information, Organisation and Process Management has greatly benefited Mapa, with the collaboration exceeding all expectations.

The KTP project has facilitated the implementation of new tools and processes across Mapa’s activities, including a knowledge management system, the ‘MapaWiki’ that now acts as a universal platform for continuous staff and business development.

Mapa’s IT enhancement included the introduction of Microsoft Sales Outlook, a new website that includes a video presentation and implementation of the latest software, ‘SnagIt’.

The KTP project has given Mapa a view of the world market, with commercial maps of three key prospect

#### SUMMARY OF KEY FACTS

##### Funding Scheme

Knowledge Transfer Partnership

##### Company Partner

Mapa International (UK) Ltd

##### University of Westminster Contacts

Keith Patrick & Fefie Dotsika, Westminster Business School

##### Benefits

- Increased turnover and profitability
- Expansion with new customers and sales in Europe
- ‘MapaWiki’ developed as the company’s knowledge management system
- New business processes established
- KTP Associate offered full time Business Development Manager position with Mapa
- 4 new multinational staff hired
- Innovation Culture embedded in company





countries, and detailed knowledge of Europe with specific individual market targets, as well as the avenues for liaison with new clients.

Mapa has also established recruitment policies through taking on new multilingual staff and students.

In short, as a result of the KTP, Mapa is moving from being the UK's leading online financial services competitor intelligence provider to Europe's and is on its way to becoming a global leader in the next 5 years.

### **The Benefits - Company**

The expertise provided by the University of Westminster, as well as the enthusiasm and initiative shown by the KTP Associate working on the project meant the partnership exceeded all expectations. Mapa reaped some outstanding results from the KTP:

- New markets reached during KTP project are responsible for 50% increase in annual profits
- Anticipated increase in exports of £100,000 over 3 year period due to KTP
- £20,000 invested in Research and Development
- IT enhancements introduced - Microsoft Sales Outlook, SnagIt
- Employment of multilingual staff
- Streamlined professional training and development for staff
- 'Global leader' status objective set over 5 years
- Innovation culture now embedded in the company

### **The Benefits - KTP Associate**

The initiative and performance of the KTP Associate

exceeded that required of him, and proved instrumental in the project's success. During the project, the KTP Associate:

- Developed skills by attending international client meetings, creating a sales and marketing plan, producing a product specific website and developing a new knowledge management system for Mapa.
- Undertook a Chartered Institute of Marketing course
- Registered as a student member of Chartered Management Institution
- Co-authored 3 journal papers
- Attended Spanish classes at University of Westminster
- Offered full-time position with Mapa

### **The Benefits - University**

The KTP, supervised by Keith Patrick and Fefie Dotsika of the Centre for Business Information, Organisation and Process Management (BIOPoM), was extremely successful for Westminster Business School.

- BIOPoM staff exposed to real business concepts, methods and practices.
- New research directions and approaches identified.
- Assessments, case studies, and postgraduate modules created using examples and up-to-date business applications.
- 5 journal papers and 3 conference papers submitted
- Research seminars and workshops for staff and students.
- Opportunities for University of Westminster students to undertake work placements at Mapa.
- Raised BIOPoM's profile and helped to promote it as a dynamic centre for business collaboration and commercially relevant research.

### **Contact Us**

If you are interested in taking part in a KTP project with the University of Westminster, please contact the KTP Unit at [ktp@westminster.ac.uk](mailto:ktp@westminster.ac.uk).

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*"This was our first KTP project, and we couldn't have had a better experience. We're now embarking on our second KTP with another company and hope that will be as successful!"*  
- Keith Patrick and Fefie Dotsika,  
University of Westminster

**BIOPoM**  
Centre for Business Information,  
Organisation & Process Management

