

Voxsmart

EssexWorks.

case study



ICT and software sector

INVEST Essex case studies highlighting Essex companies who are leaders in their fields

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Sally-Ann Angel,
Director

INVEST
Essex



Essex County Council

“The choice was Guildford or Basildon. Both had what we wanted but we could not afford to establish this new business in Surrey where costs are so much higher. Essex offers really good value for money.”

Sally-Ann Angel, Director



Voxsmart

innovative voice applications for mobile phones

Voxsmart is the leading provider of voice applications for BlackBerry® and other smartphones. From its base at Colchester in Essex the company has developed an innovative product range that includes VoxRecord and VoxReplay, software applications for recording mobile calls, VoxDictate, a cost-effective dictation and transcription service for field staff needing to file reports quickly, VoxLog for monitoring mobile usage and VoxTalk, a simple-to-use way of cutting the cost of international calls for mobile phone users.

Voxsmart, an Orange Premium Partner and a member of the BlackBerry Independent Software Vendor (ISV) Alliance Program, recently signed an exclusive distributor agreement with Orange Business Services (OBS) for VoxRecord in Asia.

According to Director, Sally-Ann Angel, “OBS’s Trading Solutions arm operates worldwide and is the major supplier of trading floor systems to banks, stockbrokers and other financial institutions in Europe and the Far East. With traders needing the flexibility to work securely outside the office and financial regulators now looking at extending call recording requirements to mobile phones, the agreement with Orange gives us great opportunities in an exciting growth market.”

Voxsmart is working with partners and distributors around the world to support its growing business and that means a lot of domestic and international travel for the team. “The City of London is an important market for us with so many financial services businesses located there,” says Sally-Ann Angel.

“Essex has a good rail network, so it’s easy to reach London. We’re also heavily involved in setting up and supporting new distributor networks in Europe and Asia and making presentations to clients overseas, so having London Stansted Airport close by is very convenient.”

The company has grown rapidly since its formation

in 2006, but has remained a lean operation. “We aim to keep our overheads low by outsourcing wherever possible,” says Sally-Ann Angel. “The hi-tech infrastructure in Essex has proved valuable for finding partners and suppliers and we are in discussions with a number of other Essex companies on future collaborations.”

Sally-Ann Angel pays tribute to the support available to growing Essex businesses like Voxsmart. “We have had fantastic support from INVEST Essex and Essex county Council from the outset. They introduced us to the Essex Innovation Programmes and invited us on a fact-finding mission to the US where our MD, John Enoch spoke at the Trade Force Conference in Washington in 2007. Essex has certainly been good for our business - and it’s a great place to live.”



INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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