

Warley Design Solutions

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John Durban,
Director and Founder

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Warley Design Solutions

accelerating clients' product development

Warley Design Solutions provides specialist mechanical design and product engineering services to companies who want to develop new products or improve the performance, reliability and cost of their existing electronic products and systems for applications such as data communications, network switching, supercomputing, broadcast and information security.

The company, based at Warley near Brentwood in Essex, works in partnership with clients, complementing the internal product development activities of larger companies and providing the design, project management, engineering and support elements necessary for success. For smaller companies, Warley Design provides an outsourced product development facility.

John Durban, a founder and director of the company, explains. "Our clients can focus on their core strengths, confident that they are partnering with an experienced team. We've all come from large company product development backgrounds, so we're familiar with best practice tools and methodologies, but we bring the close personal working relationships of a small consultancy. Smaller clients with innovative ideas and venture capital funding can use our resources and expertise to bring their products to market faster, while our larger multinational clients get access to specialist skills that they do not have in their own teams."



Essex has proved important to the company's growth, according to John Durban. "We are within easy reach of the business and technology parks of Cambridge. As there are more than 700 high-tech businesses in the Cambridge area, this is very much an area of focus for future business. Our current client base is nationwide, so the Essex transport links are important. We often travel to more distant clients by train and have a choice of main lines into London, plus easy access to the underground. Driving is just as easy, as we are close to the M25 and M11 motorways and the A127 and A12 trunk roads."

Air travel is becoming more important as the company expands. "We recently won our first European contract and we would like to grow our activities there," says John Durban. "We also have several clients and key suppliers in Scotland, so

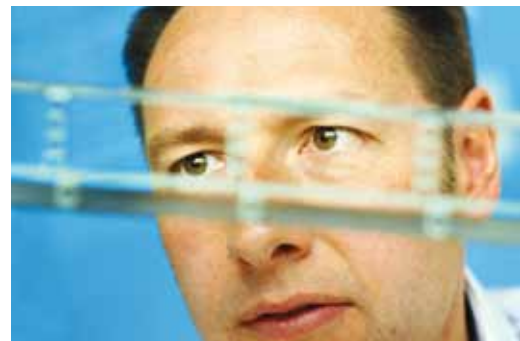
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proximity to London Stansted Airport is very important. The low-cost carriers that operate out of Stansted fly to all the destinations that are of interest to us, so the choice of airport is ideal."

Although Warley Design Solutions is growing, John Durban has no ambitions to create a large company. "Our clients value the direct working relationship and involvement of the principals. Our business model is based on a small core team and the engagement of known specialists from our immediate network as required. We intend to continue with this strategy and to maintain a small and agile company of high-quality individuals."

"Fortunately, Essex is ideal for this model. The county is central for our core team members who live in Essex and surrounding counties. There is also a good pool of skilled people we can draw on in the future."



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.

Tel: 01245 702480 **Email:** contact@investessex.co.uk **www.investessex.co.uk**

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