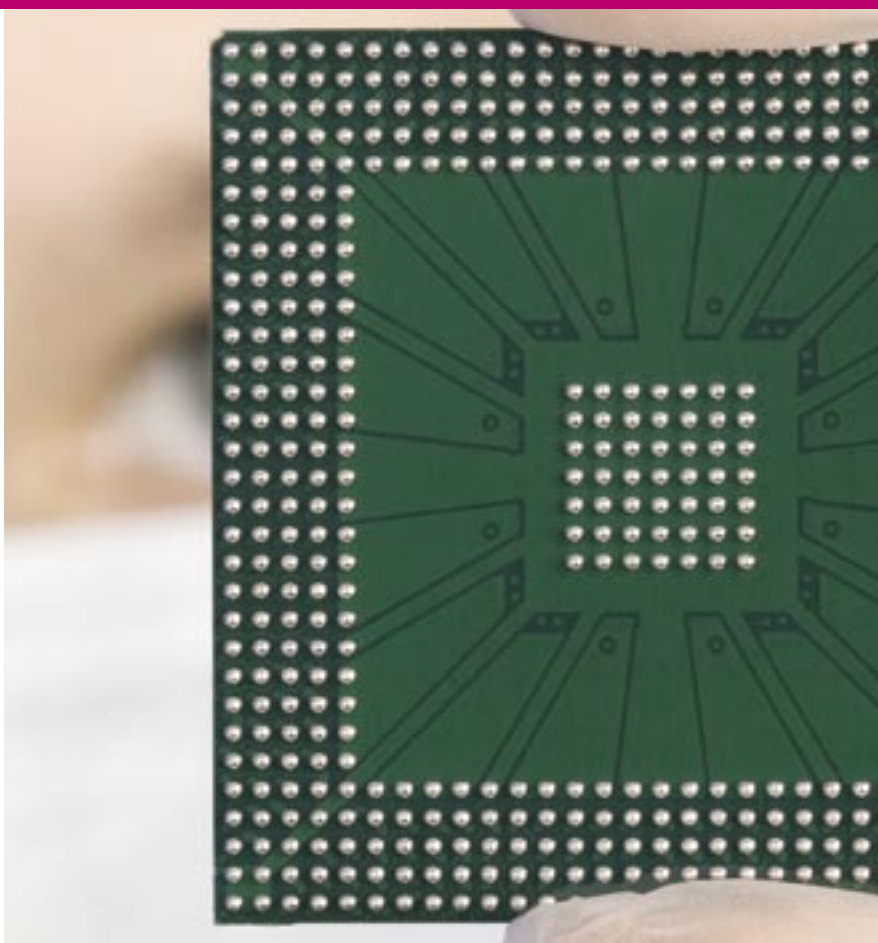


# SINGULARITY CASE STUDY

## ICT HORIZON PANEL



## PADRAIG CANAVAN

CEO, Singularity

### Q. When was the company (Singularity) established?

A. Singularity was established in Northern Ireland by myself in April 1994, and incorporated as a limited company in 1996. Singularity is a global leader in Business Process Management (BPM) and Workflow Software, with 200 staff and offices in Derry, Belfast, New York, London, Singapore and Hyderabad. Singularity's award-winning product helps organizations automate complex business processes, linking human and system activities seamlessly together to achieve business goals. Singularity also provides a range of market-specific BPM solutions to customers in the Capital Markets, Government and Telecommunications sectors.

### Q. Is it privately owned?

Singularity is entirely owned by its founder, management and staff. With no external investors our real influencers are our customers and potential market.

### Q. What areas of research is your company currently working on?

A. We are currently researching mobile and, separately, gaming technology. We also research new product ideas

'in the market', that is we have an organisational structure that facilitates in-market new product experimentation.

### Q. What will these new products/services do?

A. Mobile technology will extend out the ability of our software to include the 'in the field' workforce, and enable work assignment to be location and presence aware. With gaming technology we are looking to enhance our simulation functionality - "making things real" - allowing our customers to better assess the impact of change.

### Q. How many people are involved in research?

A. We currently have about 20 involved in research. This is a fundamental part of our operations, and we believe the only way that we can keep a competitive edge in the marketplace.

### Q. How qualified are they?

A. They are typically software engineering graduates, some with up to 20 years of experience.

### Q. Do you export your products and to where?

A. In Northern Ireland terms over 90%

of our products are exported. Beyond the UK the figure is nearer 30%, mainly to the US but also AsiaPAC.

### Q. Do you envisage increasing your investment in research over the next five year? If yes by how much in real of percentage terms?

A. Yes, as the company expands we will continue to grow our research investment accordingly. Over the past 10 years we've averaged 20+% growth per annum.

### Q. What would you like to see coming out of the Matrix panel?

A. I would like to see a clear roadmap, for us all to buy in to, which takes Northern Ireland to the forefront of the technology industry. We should aspire to be recognised as a centre for innovative engineering excellence, and seek to achieve this as medium term objective from which to build future success.

### Q. Do you work collaboratively with other companies in Northern Ireland, Ireland or GB?

A. Yes, many.

### Q. How long have you been collaborating with other companies?

A. Since the company's inception we have collaborated with a number of companies in various ways. This has been undertaken with a view to bringing our products more comprehensively to market.

**Singularity**