

destiny.about us



destiny. technology on the move™



About Destiny

Destiny Wireless plc is a highly successful and rapidly growing technology company. We integrate digital pen and other technologies to help organisations with mobile workforces to transform their efficiency and productivity, and enhance customer service. We bring dramatic savings in time, cost and energy consumption - without major changes to the way people work. This helps our customers to ensure that their skilled and valuable human resources are being deployed in the most effective way, and armed with easy-to-use technology that enables them to be fully productive.

Where we've come from

We started life as the germ of a great idea at the Surrey Technology Centre in July 2003. Since then, Destiny's growth has been swift and continuous, rising each financial year to reach £4 million in August 2007. Employee numbers have risen from one to 40 over the same period.

How we've grown

Destiny has developed into the leading global provider of digital pen and paper technology using Anoto Functionality™, with a 92% market share in the UK, 40% of Europe and 17% globally. We have an active customer base of over 300 organisations using 500 applications. We're adding 25 new customers each month and over 40 new applications.

Where we're going

Destiny is strongly positioned for the future with a growing customer base, an expanding range of services, ISO 9001 accreditation, and strong partnerships with leading companies. The steady rise in demand for improved customer response and communications, increased efficiency and enhanced carbon performance creates a significant market opportunity which Destiny is uniquely placed to satisfy.

Expanding range of services

At the heart of our offer is digital pen and paper technology using Anoto Functionality™ - a simple but sophisticated process that enables users to write out digitised forms, transmit them electronically to Destiny's secure servers, and then have them sent on to their own computer system. For customers requiring increased security then an enterprise platform can be provided.



Our portfolio of added value services is growing all the time:

- Collect** Rapid, efficient data collection, validation and transmission with digital pens, digitised forms and mobile devices.
- Manage** Secure, effective data handling and reporting with web-based management of forms for instant access and 100% data integrity
- View** Visibility of mobile people and assets with time and date stamp, GPS location, polling, mapping and reporting.
- Guide** Cost-effective field communications with job push and allocation, route guidance and resource management.
- Talk** Impartial and expert advice on the right voice and data communications package

Experienced in many sectors

Our wide-ranging market knowledge extends from service, maintenance , inspection, construction, financial services to healthcare and public sector services. We often work very closely with a leading company in a specific area to develop new solutions which in some cases can then be jointly championed.

ISO accredited

Destiny operates ISO 9001 quality processes and procedures - the only dedicated digital pen and paper supplier to have been awarded ISO accreditation. We're currently undertaking ISO 17799 security policy accreditation and preparing for Investors in People.

Financially stable

Destiny's growth has been swift and continuous - rising by £1million each financial year since 2003 to reach £4 million in August 2007. Having reached a position where the business has traded profitably we are now investing in further developing the Destiny portfolio of products and services.

In December 2007 the company acquired the assets and IPR of the i02 digital pen from Logitech. The purchase provides Destiny with a dedicated production capability, manufacturing economies of scale, R&D investment, brand awareness, and a significant increase in the overall value of their business.

Since our inception in 2002, we've raised £5m of equity investment. Shareholders include a number of high profile, high net worth investors. The latest capital event gives Destiny a current valuation of £15m. All this gives us a high level of financial stability and resource which is unrivalled in our sector, and a solid base from which to continue our significant pace of expansion.



Award-winning

Destiny's success in supporting customers and enabling them to achieve outstanding results has been recognised by major national industry awards:

- Best mobile technology partner, Microsoft People Moving Business award, 2007
- Ernst and Young's Entrepreneur of The Year Award for Science and Technology, 2007/08 (won by Edward Belgeonne, CEO and founder of Destiny)

Destiny clients have also won awards in their own right:

- Leeds City Council – Local Government IT Excellence Award, 2005
- Edmund Nuttall - Excellence in the use of ICT in Construction, 2007
- Edmund Nuttall - Most effective use of IT in Construction, Information Age Effective IT Awards, 2007
- Equita - Most innovative use of mobile technology, Microsoft People Moving Business award, 2007
- Advance Peripheral Systems - Technology in Business, Growing Business Awards, 2007

Helping our environment

We make a positive environmental contribution, and actively help our clients to cut carbon emissions and improve their carbon footprint. Dramatic energy savings of up to 30% can be made by managing mobile workforces more effectively. Fuel consumption is significantly reduced since there is far less need for people working in the field to return to base to carry out paperwork. Equally, location mapping and job allocation facilities help to guide the nearest available operator direct to the next assignment. Digital pens consume significantly less energy than larger, heavier alternative devices such as PDAs and hand-held computers. The process also involves less paper than traditional multi-part carbonless forms, since it normally only generates a single sheet which is left with the customer.

Helping people

Destiny's "light touch technology" has little impact on people and their working practices. Easy to understand, use, and integrate, it's readily accessible, and not challenging or threatening for non-technical people. Care professionals have more time to spend caring for their clients, with less time spent on administration. Other users gain from reduced paperwork and travel, enhanced reputation with customers, and greater job satisfaction.

Better security

Digital pens are far more discreet and less visible than alternatives such as laptops or tablet computers, so personal security is enhanced. Data security and confidentiality are assured by rapid, accurate capture and verification, transmission encryption, intelligent routing, dual-site, mirrored servers in completely secure locations with guaranteed uptime, and thirty days free back-up of all transacted forms. Data collected in the field is erased from the digital pen as soon as the form has been transmitted.

Affordable pricing

We make the benefits of Destiny technology available to customers via outright sale or through a tax efficient rental scheme where the customer pays a simple monthly licensing fee plus a cost based on transaction volume.



Professional project management

For each new project, we appoint a professional project manager to help to analyse business processes, design and produce digitised business forms, provide impartial advice and technical specifications for mobile applications, arrange the supply and configuration of digital pens and mobile devices, organise web hosting, ensure effective integration with existing back-end systems, provide any training and user guides, and assist with pilot and full rollout programmes.

Customer support

Our support centre provides rapid first line telephone helpdesk response for any technical queries or problems. Our own technology experts help diagnose any problem and advise the solution, keeping callers regularly informed on progress until it's resolved. Our customer service team carries out regular visits to make sure that customers are getting the best possible results, and maximum return on their investment.

Expert team

The Destiny management team has more than twenty years of experience of the mobile, digital communications, telematics and IT industries, with in-depth understanding of how new technology can be deployed for greater business efficiency. Our area managers develop new business opportunities and provide project management expertise. Our technical people are fully trained in all the technologies we offer. We provide comprehensive and continuing training on products and applications to everyone involved in selling our services, including indirect channels.

Leading partners

By building close working relationships with leading technology companies, mobile operators and system providers, we harness the best available digital technology and integrate it into high-quality service packages which are closely tailored to applications needs. Destiny partners include Anoto, Vision Objects (handwriting recognition software), Salesforce.com, Logitech, Nokia, Hitachi Maxell, O2, T Mobile, Orange and Vodafone.

Sharing success

Our teams are kept fully up-to-date and involved with the progress of our business, our customers' projects and the challenges ahead. Destiny's remuneration policy combines a reasonable basic salary with performance bonuses and an option scheme which enables everyone who works for the company to earn shares based on achievement of objectives.

One expert provider

Buying in products and services from multiple suppliers can create issues with capital outlay, integration, training, supplier management, and varying service levels. Our solution provides best-in-class digital communications technology from one capable and proven source, fully integrated and tailored to meet individual needs.



destiny.

10 Quarry Street
Guildford
Surrey
GU1 3UY

+44 (0) 8458 55 88 55

sales@destinyplc.com

destinyplc.com

