



## EndoSoft, USA

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As an international leader in clinical and administrative software and technical services, EndoSoft is at the forefront of advancing the paperless and wireless revolution in healthcare.

EndoSoft is a division of UTECH® Products, Inc. They specialise in medical fields such as Gastroenterology, Pulmonology and Urology, with a range of applications that are designed to be used in all types of medical facilities, from a solo physician's office solution to large multi-site hospital enterprise wide applications.

Headquartered in New York, EndoSoft has a European office in the Netherlands, with other global locations in Dubai, India, Canada, Australia and Russia. To continue its business growth and momentum in Europe, EndoSoft took a business decision to open a new office in the UK.

Bart van der Meer, Vice President Marketing and Sales, Europe, Africa and Middle East explains: "What began as a request from a physician frustrated with excess paperwork had rapidly grown and expanded into a major US operation. We were able to provide 24/7 support for our products remotely but as we began to secure more contracts across Europe it was clear that we needed more local support."

The catalyst was a British Society of Gastroenterology conference at which demand for EndoSoft's products was incredibly high. As a result, Mr van der Meer remained in the UK to begin the search for possible office locations.

"Rather than simply have distributors, we needed support. We had already recruited an IT expert who had joined as a support engineer so the search for premises was the next step. Due to the nature of our industry we had clients in London but we also had them in the North of England, so our key requirement was a central location and proximity to an airport.

"We met with The East Midlands Development Agency (*emda*) who began working with us and regional real estate agents to try to find a site and after visiting a range of options we found the Innovation Centre here in Leicester.

"The Innovation Centre was perfect for us, not only in terms of size and service offering but also its location which was very close to De Montfort University's Nursing School. The rates were also very attractive and the transport infrastructure ensured that we had a rail link close by.

"The assistance we received through *emda*'s International Investment team was vital, especially with regards to real estate, legal, accounting and employment advice and essentially helped us to get on with establishing the business.

"We are still in contact with *emda* through its partner Invest Leicestershire which is crucial as we will probably need to move again in a couple of years' time. There is



currently a major regeneration of Leicester underway with a great deal of office space becoming available over the next couple of years so this should remain an ideal base for us.”

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