



Scottish Technology Firm, Bloxx Recognised For Its International Success at Industry Awards

Bloxx, the international Internet security company, has just scooped a coveted award for Outstanding Performance in Business Growth at the ScotlandIS Annual Awards ceremony. Fiercely contested, this award was presented to Bloxx in recognition of the company's outstanding performance in business growth during the last year.

Polly Purvis, Executive Director of ScotlandIS said: "This is the first year we have run this industry award, and we were delighted with the quality of the entrants. We are seeing more and more Scottish based technology companies going international, and the recognition of the skills and expertise needed to do this effectively bodes well for the future of our industry."

Business results were a major focus in the award selection process. The judges gave Bloxx top marks in areas such as effective sales campaigns, sales channel strategy transformation, success in new territories/sectors, sustained year-on-year growth, exceptional sales performance and impactful channel marketing. Bloxx has also established an effective indirect sales channel in the UK whilst still growing its direct sales, established a direct sales operation in the USA and significantly grown business in Europe and Australia.

Bloxx's headquarters and research labs are in Livingston, Scotland and they have offices in USA, Holland and Australia.

Eamonn Doyle, CEO of Bloxx commented : "Receiving this award is terrific. It rewards all the hard work the entire Bloxx team has put in to delivering a technology-leading product and implementing innovative marketing and sales processes and campaigns that have enabled us to grow our customer base both here in the UK and increasingly internationally."

Eighteen innovative Scottish technology companies were nominated for the award and a shortlist of five was identified. The judges were looking for a clear understanding of the marketing challenges facing technology companies aiming to build international sales, well thought through plans, and effective delivery. 2nd and 3rd places were awarded to **Inoapps** the Aberdeen based Oil and Gas Industry software specialists, and **FreeAgentCentral**, a software-as-a-service specialist financial management software developers. Special commendations were also given to **Rocela** (Global Oracle specialists) and **brightsolid** (leading provider of Utility and Cloud Computing Services.)

Sponsors of the award, **2in10**'s Managing Director David Farquhar said. "We sponsored the award to highlight the importance of formal marketing and sales expertise within technology companies – so often Scottish businesses are excellent at technology development but struggle to maximise the market for their products. The quality of applications for this award was excellent, but Bloxx was the clear winner."

2in10 is a specialist advisory firm of industry practitioners who have been at the forefront of helping Scottish technology businesses embrace world class marketing principals to grow the value of their businesses. They use a blend of coaching, knowledge transfer and placements to equip client companies to achieve a step-change in revenue growth, through embedding globally recognised marketing and sales best practice in all that they do.

Notes to Editors

ScotlandIS 10Big Things Global Forum and Awards Ceremony was held on Thursday 8th October at the Sheraton Grand hotel in Edinburgh.

Nominations were received for the following companies: Bloxx, Brightsolid, Calnex Solutions, Ciqua, Craneware, Edge Testing, FreeAgentCentral, Gael, HoundDog, Inoapps, Lumison, Logicalware, NSDesign, Rocela, SigmaSeven, Vamosa, and WeeWorld.

ScotlandIS background

- ScotlandIS is the representative organisation for Scotland's software, telecommunications and IT solutions companies.
- ScotlandIS members vary from internationally recognised exporters to very small start-ups and cover a wide range of skills and markets.
- Scotland's software, IT and communications businesses employ more than 70,000 people and currently generate approx. £5 billion: around 5% of Scotland's GDP.
- ScotlandIS promotes the industry and lobbies government and policy makers on issues of importance to the ICT sector.
- ScotlandIS stimulates networking and partnerships between member organisations, providing networking, training and best-practice exchange meetings, seminars and workshops.
- ScotlandIS provides practical support to help members trade, for example, by providing access to industry experts and disseminating market intelligence.
- ScotlandIS members also have access to cost-effective escrow services, which act as a guarantee to clients and underpin clients' confidence.
- ScotlandIS works in partnership with e-skills UK (the sector skills council for ICT), government and academia to create and retain the skills and infrastructure required to support the knowledge economy.

www.scotlandis.com

Bloxx background

Headquartered in the UK with sales offices in Holland, the USA and Australia, Bloxx offers appliance-based web filtering for medium and large organisations in both the business and public sectors. Bloxx has achieved unrivalled sales growth year-on-year to become the preeminent web-filtering solution provider. Leading UK investment groups such as Archangel Investments Ltd and Braveheart Investment Group Plc have invested in Bloxx.

www.bloxx.com

2in10 Ltd background

2in10 Limited are a global company headquartered in Scotland, partners with technology organisations to help them achieve international revenue growth by embedding global best practices in product management, marketing and establishing routes to market. 2in10 Limited, through its offices in EMEA, Asia and North America, creates value for its clients by partnering in organisational development, building go-to-market distribution channels and supplying best in class resources that deliver targeted and measurable programmes.

www.2in10.com

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