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Welsh Government

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Eysys

Eysys was founded in 2012 in Pontprennau, Cardiff, to develop software for the online retail industry. Their product – Holistic – helps websites tailor their output to individual users’ tastes, so that consumers are shown deals and offers that are relevant to their interests.

With Welsh Government support, backed by EU funds, the company developed this product, which required two separate lots of funding, one for industrial research, and another for the experimental development phase required.

The product, which is currently being used by 8 clients, tailors certain aspects of a retailer’s website in order to show customers products that are most relevant to them. It does this by monitoring a user’s activity on the site, and will display items they’re likely to be interested in purchasing, to increase the likelihood of a converted sale.

It can do this in a number of ways. One thing that the programme does is to show site visitors the information that is most relevant to them. Another is to figure out whether they’re just browsing, or looking to buy, and using this to inform the deals that are shown to the user.

Eysys sought out Welsh Government support for innovation in 2013 to produce the Holistic programme. Welsh Government’s SMARTInnovation service was used to ascertain ways in which the company

could get help, and to help Eysys through the application process.

Innovation funding was granted in April of that year, and Eysys have seen substantial growth in the 24 months since funding was received. Eysys has grown its staff from 10 people when the support was received, to 25 now. This is directly linked to the new business that has come in thanks to the creation of the Holistic programme.

The increased number of clients that Holistic has brought in has meant that the company’s turnover has increased significantly. In addition to this, the funding has helped Eysys to enter new markets, including the USA and Canada.

The clients Eysys works with in the UK includes cruise.co.uk, Travel Weekly Group, as well as Destination Weddings in the USA.



Simon Powell, Chairman of Eysys, said: “From our perspective, Welsh Government support has been instrumental in allowing us to deliver next generation tech-personalisation solutions to multiple sectors. Without the innovation support we received, we would not have been able to achieve the success we’ve enjoyed over the last 24 months.”



To find out more about funding and support from the Welsh Government:
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