**Who are We?**

**SME – Family Run**
Small Family Run Company, originated 1994, based in Maydown, Co Londonderry, Northern Ireland.

**Experienced**
35-40 employees, average years of experience is 12 years with 90% of their workforce having 20+ years.

**What we do**
Specialise in installation, relocation & maintenance of industrial machinery with the benefit of having in-house fabrication facilities.

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**The Plan**

**Innovative**
Embedding 3D Design Software into the business:-
- Smooth Integration of customer data
- Shorten Lead Times
- Increase confidence in solutions
- Reduces Cost

**Diversification**
Winning quotes based on the visual representations.

**Growth**
Capable of in-house design, validation and manufacturing of prototypes / new products.

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**The Need**

**Economic Vulnerability**
MiM-NI lost 30% of their business during the 2008 recession due to a lack of diversification / growth.

**Lack of Innovation Knowledge**
By 2014, they failed to see that 3D CAD Technology was deemed to be the next major Technological Revolution.

**Operational Inefficiencies**
60% of drawings were misunderstood due to poor representation of a 2D Image to an operator, lots of rework.

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**The Outcome**

  - Increased Profit by 20%.
  - Increased workforce by 25%.
  - New Markets – New Customers - Exports
  - New Role, Director of Research and Development from September 2016.

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