

# A portable hub solving everyday challenges for consumers and businesses

## CASE STUDY

# DITUS

## Embracing Your Journey

Rapidly changing communication technologies are transforming how we can solve everyday problems. With 25 years' experience in engineering, the team at start-up business, DIT Universal Solutions (DITUS), has developed a digital solution with wide applications and has been supported in its early stages by the Innovation Support for Business (ISfB) programme.

Co-founder Mehrdad Nikfarjam says: "What we do is provide a single, branded, gateway which anyone can access to read the content when they need it most."

The main challenge for businesses adopting smart communication is to effectively deliver information in a way that creates customer loyalty, repeat business as well as management information and services. The innovation means that information can be provided and shared instantly on portable devices. "We provide a hub, a single gateway, of tools and services.

It helps businesses to be on top of things in today's evermore challenging market. They can establish a presence in the digital world, save marketing costs by converting customers to be brand advocates. That's valuable organic growth. There is a wealth of metrics to be harvested too which will help to ensure a favourable customer experience as well as helping with the management of the business in understanding the commercial impact and, of course, increase revenue."

Innovation Support for Business (ISfB) in association with our Oxfordshire delivery partners funded by:



**European Union**  
European Regional  
Development Fund



It can be applied to a range of different sectors, but restaurants are their first target market. The concept uses diners' own mobile devices to enhance their experience by using contactless technology offering instant details of allergens and ingredients and additional information to avoid the paper menu being unnecessarily cluttered. A quick scan takes customers to a 'smart' menu providing photos, descriptions in multiple languages, a table-to-kitchen ordering facility, customer feedback and SEO marketing services as well as secure digital payment.

The company is a micro business which was founded in 2018 and is geared to exploit the upcoming 5G connectivity for mobile devices. "The platform opens up the potential to provide people with information and additional content such as promotions, video, audio and text. And for business management, it will provide a boost to SEO, web rankings and organic growth."

Other markets where DITUS expect to attract interest are in health and social care where there is potential for doctors or care workers to securely access personal medication and care information instantly, regardless of any memory or communication challenges a patient may present.



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## A boost from ISfB

As experienced engineers, the core team at DIT Universal Solutions had created a strong product, but needed to work on some business skills, including marketing, sales and financial strategy. "We realized we weren't going to make progress without some external input" Nik admitted. "Through OxLEP's Innovation Support for Business programme, we've connected with some great people and had advice and support from consultants who can appreciate exactly what we face."

"The face to face time with our advisor has shaped our approach to the business. I felt I knew how to solve a problem, but I didn't have the knowledge of other aspects of being in business. Now, as CEO, I feel I have a good grasp of my priorities and the future direction of the company. I have a clear pathway towards building a robust enterprise."

## Planning the next moves

Moving from a pre-revenue business to trading is a big step, but DIT Universal Solutions have adopted an operations strategy which makes it easy to recruit people to create content and design clients' platforms. Its user-friendly graphical interface and simple 'drag and drop' tools make it simple, even for relative newcomers to be part of their team.

Nik believes the approach will be effective. "We're reducing the risk of our growth being strangled by a shortage of skilled people. We will be training all our new recruits. In terms of international markets, we're already looking at Sweden and Germany, but other markets could quickly follow."

**About DIT Universal Solutions**  
DIT Universal Solutions are based in Kidlington  
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Find out more about OxLEP Business' Innovation Support for Business (ISfB) programme and how it can help your Business to achieve its own goals.

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