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Local IT company goes from strength to strength

An IT company based in Nuneaton has gone from strength to strength after quadrupling in size in under a year. Conduce employed just four people in April 2009 but now employs 20 full time staff and is still growing.

As well as staff numbers, their expertise has also diversified. Over the year, the company has amalgamated with other IT specialists to form Conduce Group and customers are now offered IT support, consulting, software services as well as web design, online marketing, print design and branding.

Steve Russell, CEO of Conduce Group, said: "It was obvious that many of our customers were looking for simple solutions; an integrated service which would meet all of their IT and design needs.

"So, we thought about the people we'd been recommending to customers and approached Dreamscape Design – also based in the Eliot Park Innovation Centre – to see whether they wanted to become part of the Conduce Group of companies."

Neville Langston, MD at Dreamscape Design continued: "My business partner, James and I have our roots in Warwickshire – we both studied at Coventry University– and when it came to looking for a partner for the next stage of our growth, it was great to find a fantastic match on our doorstep."

Steve Russell believes the flexibility of the Warwickshire County Council-owned Eliot Park Innovation Centre played a big part in the company's growth.

"We've actually won contracts from customers because of the professional atmosphere at the Eliot Park Innovation Centre," said Steve. "And we're also able to offer doorstep IT and web services to the other tenants.

"But one of the biggest advantages was the centre's flexibility we were able to move our smaller units to one large office easily. I've been involved in a number of business mergers and this one has been the fastest and easiest by far – business was back to normal in only a few hours!"

~ 315 words ~

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