

# Configure One Europe

case study     advanced electronics sector

INVEST Essex case studies highlighting Essex companies who are leaders in their fields

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Jon Lidbury, co-founder

**INVEST**  
Essex



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## Configure One Europe helping companies customise their products

**Configure One Europe**, based in Harlow, is the European subsidiary of its US parent and is responsible for marketing CONCEPT™ Configure One's enterprise configuration software.

CONCEPT™ is an innovative modular software suite that enables companies to design and manufacture quote customised products quickly and easily. The software increases efficiency, reduces costs and improves lead-times to the customer with a return on investment in just 6-8 months.

Jon Lidbury, co-founder of the company, recognised the potential of the growing demand for the software in Europe and beyond. “Our role is wide-ranging,” he explains. “We are responsible for marketing, technical sales, implementation, training and ongoing support. The sales process is complex because a lot of people are involved in decision-making and we find that consultancy and advice are essential to winning the business.”

That means a great deal of travelling for the team. “We're probably flying to Europe or the US four or five times a month,” says Jon Lidbury. “Having London Stansted Airport on our doorstep is a real bonus. We are also close to London and the rest of the UK by train or road, so we can easily reach our customers in this country.”

Essex has proved an important base for the company from the outset, as Jon Lidbury explains.

**“We were very fortunate in finding initial accommodation at the Essex Technology & Innovation Centre in Ongar. It provides great facilities for companies who are starting out, and it's also a technology-based centre so the businesses there can network and help each other with transferable skills. We have now moved to larger accommodation in Harlow which is even closer to Stansted and has great rail links to London, as well as proximity to the motorway network.”**

In its early days, Configure One also welcomed the help available from INVEST Essex. “We had not run a business before,” says Jon Lidbury, “The support of a mentor for six to eight months proved really valuable. We continue to take advantage of the New Ideas Programme and that is helping us to develop our business even further.

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Growth is now firmly on the agenda for Configure One. In its first 12 months of operation, the company secured its first major deal in Europe, selling CONCEPT™ to BT Spain. According to Jon Lidbury, “This was a great coup and demonstrates the versatility of our software which had previously been strongly associated with manufacturing, but is now appealing to the service industry. It's a large contract and a different market for us. It also underlines the considerable potential for our products worldwide.”



INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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### Key



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