

## Case Study

### TestLink Ltd.

TestLink Ltd. is a UK company based in Poole, Dorset. The company repairs and services IT hardware, electronic and electro-mechanical equipment. Typical of the products handled are the ATM machines found at banks and high streets throughout Europe. The company has a semi-skilled workforce trained to follow diagnostic and repair procedures on a range of equipment.



In 2004, the company decided to consider a satellite production facility in the Czech Republic in order to compensate for the difficulty of recruiting and retaining staff in the high labour cost Poole area..

Through their own research, TestLink identified a small company in Prague offering similar skills and, in a process lasting one year, familiarised themselves with the cultural differences in operating in the Czech Republic. After one year, TestLink took over part of the building facility from their partner and transferred the workers who had been employed for their work. The plan for the future is to further increase the workforce and to source components from the region.

Alpha supported the TestLink investment by:

- Setting up a Branch Office for TestLink at an Alpha address
- Providing TestLink's first responsible person
- Providing advice on costs, leases, rental terms, grants and the like



TestLink now has a lower cost repair operation for its customers and the opportunity to take advantage of the larger mainland Europe market for its services.

For details of TestLink offerings, see [www.testlink.co.uk](http://www.testlink.co.uk)