

Digital company secures £2m in export orders

Object Matrix is famous for its Digital Content Governance platform, MatrixStore, which stores digital content and provides protection and governance for its lifetime.

The MatrixStore platform can service organisations in any market, but is currently being predominantly used by companies that create, curate and distribute digital video content. These include major players such as NBC Universal, France Televisions, Orange and EDF, along with many others.

The Economy Secretary said:

“Object Matrix’s work to secure over £2m of trade from a wide range of international markets is real achievement and I would like to warmly congratulate the directors and employees of the company on their success.

“The Welsh Government has worked closely with Object Matrix, providing support and advice to help the company develop and grow the export arm of its business.

“Its continued success is a great example to others and shows that given the right advice and support, many businesses in Wales can successfully expand their operations by seeking to penetrate new markets.”

Nick Pearce-Tomenius, Object Matrix Sales and Marketing Director said:

“Content providers, whether they be large broadcasters, or small companies using a little bit of video, naturally need somewhere to protect that video. But more than that, they need to ensure they can still easily access archived content whilst keeping that content secure with little or no management effort.

“MatrixStore does just that, as well as providing automated and integrated business continuity functionality, so even when the worst happens and all power is lost, for example, you can still manage that content.

“The platform offers several benefits for organisations that require archive storage, content curation, distribution at scale and would like their staff to work on higher value functions. It provides, on-site, off-site or private cloud deployment that can grow and scale with requirements, robust and proven disaster recovery, a business continuity platform, and high levels of

security.”

Object Matrix initially focused on developing sales within the UK market. In 2009, after a successfully securing a number of customers, including the BBC, BT and Gorilla, it began to look at exporting, and visited its first market, France.

Nick explains:

“It is good to prove yourselves locally before you can be successful globally. With good established customers in the UK, exporting was a natural progression for our business. It has helped transform our business, not only through increasing sales but by getting to grips with the challenges of new markets and new trends.

“Exporting can seem daunting at first, but the key lessons we have learned is the importance of good partners, perseverance and visiting your market. Also, access the support that is available. We have definitely benefited from advice and support from the Welsh Government.”