



Scale up to Grow Globally

TECH CASE STUDY

Digital TV Labs was a UK based Quality Assurance and testing services provider offering certification, testing services and test tools for the Digital TV Market. The company was founded in 2004 in the University of Bristol SETSquared Business Incubation Centre.

After the company left the University incubator to its own premises in Bristol the business began to scale up in the UK as it expanded its digital testing and engineering team for digital TV and smart devices.

As the demand increased for their services, consultancy and digital capabilities to international markets, Digital TV Labs opened a sales office in Hong Kong Science and Technology Park to service local clients based in mainland China, Taiwan, and Japan.

As digital devices became increasingly prevalent and smart technologies grew, the demand for Digital TV Lab testing meant the company scaled up rapidly. Hewlett Rand was brought in as the top team expanded, to build top team cohesion, strategic planning and development, as the company began to broaden its reach to new international markets as it scaled up globally.

Hewlett Rand's programme of support included executive team strategic planning facilitation and

high-performance team leadership skills development, as part of a series of regular away-days to maintain strategic focus and progress plans and skills for growth. This support included team and individual coaching and management consultancy, to enable organisational development.

Due to rapid expansion, the Digital TV Labs' team grew into larger premises based out of Castlemead, Bristol, to accommodate an ever-expanding team. In addition, the sales and engineering team in Hong Kong expanded, also moving to larger premises in Kowloon.

During 2015, both Digital TV Labs and Testronic Labs were acquired by Eurofins Scientific, the global €1.5 billion QA group to form the world's largest media delivery and device quality assurance (QA) company; Eurofins Digital Testing.

The new company now provides a range of testing products and services from three sites in Bristol UK, Diepenbeek Belgium and Hong Kong.

Dr Owen Byrne, VP Engineering said: *'Hewlett Rand got involved during a significant expansion phase. The programme helped us to create greater structure and focus to our strategic activities leading to more ambitious growth and expanded services portfolio.'*



As the Eurofins' Hong Kong office team grew, in 2019, Hewlett Rand supported General Manager, Teresa Cheung's sales team to build B2B sales capabilities as Eurofins expanded and diversified its digital testing into new adjacent markets, including cybersecurity.

Teresa said *'Hewlett Rand provided coaching and training for B2B sales training for Eurofins, Hong Kong sales office. Hewlett Rand are professional and tailored their training to suit our needs to boost our sales growth. Apart from the training, Hewlett Rand have extensive business knowledge, they are reliable and trustworthy and always accessible to offer advice and to signpost their extensive network of trusted partners.'*



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