



Evaluating Impact on Clients of our Services

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Enterprise Ireland

Context



Key Facts

Population: 4.5 m

GDP: €166 billion

- **Client focus – non multinationals**
- **Broad Remit**
 - Trade Promotion

but also

- **Technology**
- **Investments**

Corporate Measures 2008-2010

	<u>Number</u>
■ New Export Sales - €4,000 million	
■ Clients achieving global sales of >€20m	225
■ High Potential Startups	200

Export Targets by Sector

- **Food**
- **Cleantech, Industrial & Life Sciences**
- **Software & Public procurement**
- **Construction & Consumer**
- **Internationally Traded Services**
- **High potential startups**
- **Scaling**

Export Targets by Region

- **Western Europe**
- **Eastern Europe**
- **Southern Europe, Middle East & Latin America**
- **North America**
- **Asia/Pacific**

- **Target sales - €400m**
- **Sector:**
 - Software - €70
- **Company**
 - A - €2m
 - B - €1m
 - C - €5m

What we need to do overseas to achieve this target?

- **Significant sales contracts with our support**
- **Buyers to Ireland**
- **Reference Sites**
- **Business Mentors**

Target: €4 billion



Where does this information come from?

Quantitative

- **CSS System**
- **Annual Business Survey**

CSS Screenshot


Client Support System

[Client Search](#)
[\[Integrated Search\]](#)

Welcome [Redacted]


[Home](#) [Help](#)

Management | Administration | Useful Links | Client Profile | Client Reports | My CSS

Trading Name:
Old Name:
Address:

Primary Contact:
Phone:
Fax:
Email Address:
Web Address:
County:
EU Region:
Nationality:
Established:
CRO Number:

Nature of Business:
Innovative business & c.

Agency: EI Company Client - Scaling Client
Sector: Financial Software 
Relationship: Very Active
Services OK: Yes
Trading Status: Trading
Funding Received: [Click here for details](#)

EI Team	
Anne Fitzpatrick (DA)	Scaling Team 1
Philip Singleton	High Growth Markets and Policy Services Development
Judi Blackmur	London
Karen Hallez	Paris
Kevin Buckley	Milan

2009 **ABR** (€ 000's)

 **Significant Export Gains Contributor**

[View/Edit Export Gains](#)

Turnover:	48,905	Employs:	164
Exports:	48,389	Home:	516
R&D Expenditure:	4,869	R&D Employs:	64
R&D In House:	4,869	R&D Out Sourced:	0

[Edit Details](#)

[Action Plan & Pipelines](#)

[Targets/Metrics Achvd](#)

[Client Meeting Reports](#)

[File Updates](#)

[Client Events](#)

[All Client Activities](#)

[Documents \(13\)](#)


[Approval Rules](#)

[Show on Map](#)

[WrkGrps-View/Add\(6\)](#)

[Update EI Team](#)

[Update Export Cont List](#)

Last Updated By:
[John O'Sullivan](#) 
 (22/02/2010)
Verified By:
[Charlene McManus](#) 
 (18/01/2010)

Where does this information come from?

Qualitative Research

- **Programme Evaluation**
 - Trade Mission to China
- **Client Satisfaction Survey**

Comments

- Different stakeholders have different measures
so - Multiple systems may be necessary
- Easier to focus on Inputs not Impacts
but - Inputs are Important
- Clients value supports
which Do not increase Exports

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