



Are you
reinventing
the wheel?



Will this customer
pay the bill?



17.12	+0.75	1.81%
42.15	+0.13	0.48%
27.09	+0.46	2.09%
22.47	-1.26	-5.12%
29.37	+12.51	3.30%
99.66	+0.74	0.78%
95.61	+0.42	1.69%
25.22		

Where and
who are our
competitors?



What is new
in technology?



Why should you use us when it's all free on the web?

The Internet, by its very nature, is a vehicle for transitory, unregulated information; a rapidly changing medium, what you find there today may well be gone tomorrow, when you need it again. Much of the information available is there for commercial gain and may not be accurate or up to date, whilst there are millions of other pages through which search engines cannot crawl, commonly known as the invisible web. The Information Service has access to these pages, via subscription based services and their expertise lies in researching these quality assured resources.



The Information Service helps its clients make the best decisions by providing the best possible information at every stage of the business process.

Product development

At the start of a new product design, research needs to be carried out into the most appropriate technology for the product. Is a competitor using a novel technology? Has someone else patented this idea already? Is there a better alternative? All these questions can be answered quickly and efficiently by searching technical, commercial and patent information databases. Suppliers of novel components or materials for the new product can be sourced. Market research reports

can be consulted to discover the existing competitors for the new product, what the growth potential is for the market and which geographic area offers the most promising conditions for growth.

When moving into new markets, details of standards and regulatory requirements can be provided to make sure the product is not impounded by customs awaiting the correct paperwork! Updating services for standards and legislation are available to keep track of this constantly changing arena.

Regular news of competitor activity can be provided to monitor their product development or market expansion, throughout the life of the product.

Should there be problems of product reliability, searches can be carried out to determine whether similar problems have occurred before in similar products or with similar materials. Equivalents of obsolescent parts can also be found or new suppliers traced.

....The Information Service use a diverse range of authenticated resources to provide the answers to your enquiries....

Innovation support

Successful innovation relies on having an insight into the opportunities offered by new technologies, processes and capabilities as well as market trends.

Are you re-inventing the wheel?

Most modern product developments use existing technologies. It is important to see what is available and how it is already being used. A watching brief over an area of rapidly developing technology can be provided with regular alerts covering the leading players in the field. Regular patent searches can be carried out too. A close eye needs to be kept on competitor activity. To facilitate this, regular updates on company news, new product announcements, new markets entered, expansion of production facilities etc, can be provided for specific companies.

Business risk management

Few companies constantly monitor the financial performance of their existing suppliers, yet this could pose a serious threat to their own production capacity.

The Information Service can provide regular news updates for specific companies, which may give an indication of possible challenges ahead. Have there been unforeseen changes in senior management, has there been a half year profit warning, do the annual accounts show a regular downward trend?



Competitive intelligence is a key to spotting developing trends and the direction the competition is taking. In an increasingly global market place this is becoming ever more important to enable rapid decision making. Timely information can mitigate the risk of losing market position.

In the modern internet-led world it is vital to ensure that the information being used within an organisation is credible. Decisions made without reliable accurate information are dangerous. Authenticated sources need to be used to avoid risk. ERA's Information Service is ISO 9001 accredited.

Regulatory compliance

The Information Service has many years of experience in sourcing legislative and standards information from all around the world. We produce specific products designed to keep you up to date, Standards Alert,

In-depth knowledge of information resources

The Information Service has an in depth knowledge of available information resources and the ability to choose the best source for each enquiry, which they can then search expertly and cost effectively.



Information management ability

The Information Service is expert in the building of bibliographic, expertise and knowledge management databases. We have skills in indexing and thesaurus construction for managing data and ensuring its accurate retrieval. This is a key skill of the information professional. As the information mountain grows, well indexed material is necessary to overcome the problem of information overload.

Procurement advice

Years of using information tools gives our information professionals the ability to evaluate sources from all the major vendors and advise how to negotiate with the chosen supplier. An information audit is usually carried out first to ascertain what sources will answer your enquiries best. Once the new product is available within your organisation, it needs to be marketed and training given to the users, to ensure the widest possible take up to guarantee value for money, which we can also do.

Questions answered by the Information Service

- What is the salary of an electronics engineering graduate in Shanghai?
- Does Bulgaria have legislation governing the use of cadmium, particularly metallic cadmium, in electrical and electronic products?
- Can you find a test facility which can conduct combustion trials of a particulate fuel additive to pulverised coal fuel?
- What were the US RPI figures for August 2000 to June 2006?
- Literature search on the thermal decomposition of PCB.
- Literature search on steam welded pipework operating at 540°C.
- Literature search on biofouling prevention in sea/fire water systems in offshore installations/boats. Comparison of BFCC copper/chlorine systems and hypochlorite injection/generators packages.
- Prices for mechanical/electrical items of plant, including a cost for shipping to Manila.
- Are there any regulations in Switzerland similar to RoHS, and if there are, what is the date of implementation and the requirements of the legislation?
- Can you tell me what regulations there are, if any, which may cover the use of safety glass in the home or in commercial premises, when the products are positioned at various heights on the wall?
- What are the electricity networks in Paris and what voltages are used in Paris?
- Is there any legislation or standard related to the explosive risk of charging lead acid batteries.

- Find local newspaper reports on mobile phone masts and continue to monitor for future articles.

How to access the service you need

Our service is designed to be low risk and highly flexible. The Information Service can carry out small specialist ad hoc tasks or large complex projects. **The process is simple.**

We discuss your requirement with you, advise how we intend to proceed with the enquiry and what the outcome is likely to be.

Prepaid - no paperwork needed!

Designed for those companies who need a full outsourced enquiry service. This arrangement is the best solution for providing quick answers to urgent enquiries and regular standards, legislation or technology updates. No paperwork is needed at the time of the enquiry. Simply pick up the phone or send us an e-mail and we will answer your enquiry no matter what the subject or complexity.

For regular information enquiries our prepaid service will be best. We discuss your likely information usage with you and put together a proposal based on the estimated number of enquiries, document acquisitions and how much online time will be required. The fee will be based on an hourly rate and the time to use up the enquiry time is not limited. We send quarterly (or more frequently if you prefer) usage statements and when the hours are used up, it is a simple matter to buy more.

Complex research

For those customers who require high value, one-off research projects we will put together an individual proposal for that one piece of work, based on an hourly rate and any additional costs, such as online time and document acquisitions.

Subjects covered by our database

Accounts	Energy regulations	Nuclear science
Aerospace	Engineering	Packing technology
Agriculture industry	Environment	Paper technology
Architecture	European business news	Patents
Astronomy	European company directories	Petroleum, oil and gas
Biochemistry	European patents	Physics
Bioengineering	European trademarks	Plastics and polymers
Biosciences	Executive news	Pollution
Biotechnology	Financial industry	Population
Business economics	Food industry	Public affairs
Business news	Foundations and grants	Regulations
Business statistics	General industry information	Safety
CAS registry nos	General news files	Science and technology
Chemistry business news	Geology	Software
Chemical engineering	Geophysics	Standards
Chemical literature	Health and safety	Tax and accounting
Chemical properties	Instrumentation and control	Telecoms business
Chemical regulations	International business news	Telecoms technology
Chemical substances and directories	International company directories	Textile technology
Chemical engineering	Investment	Trade statistics
Company directories	Labour relations	Trademarks
Company news	Legal information	Transportation
Company finance	Magazines and journals	US information
Composites	Management	Water and supply
Computer industry	Manufacturing	
Computer software	Marine science	
Computer science	Market research	
Conference proceedings	Material science	
Defence and aerospace industry	Mathematics	
Defence and aerospace technology	Medical devices	
Demographic data	Medical engineering	
Economics	Mergers and acquisitions	
Electrical engineering	Metals and metallurgy	
Electronics	News	
Energy	Newspapers	

ERA Technology Ltd

Since its foundation in 1920, ERA has evolved from its roots as a research association to become a centre of excellence in engineering technology with a strong brand and reputation, sitting at the forefront of specialist asset integrity service provision.

ERA is committed to delivering professional services to our customers across all business sectors, assisting them in reducing technical and commercial risk, improving the operational performance of their assets and developing and enhancing the competitiveness of their products and systems.

ERA Offers the Following Services:

AccessERA

(Publications, Training Courses, Newsletters & Information Services)

EMC and Radiocomms

(EM Management, Measurement and Modelling)

Engineering Consultancy Services

(Condition Assessment, Power Systems Analysis, ERACS Software, LV Electrical Product Testing, Failure Analysis and Materials & Design Consultancy)

Reliability and Failure Analysis

(Forensic, Analytical and Environmental Compliance Services)

System Safety Engineering and Assurance

(ISA, Safety Management Consultancy, Safety Process Audits, Software Assurance, Product Safety Assessments and Standards Compliance, RAM Engineering and Assurance).

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