



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

SPECTRUM LIGHTING

Brookvale NSW 2100

Enterprise Connect helps Spectrum Lighting get to the next level.

The Background

Dramatic growth of a business can bring its own challenges. This is something that Spectrum Lighting has found out in recent years as new markets keep opening up to the innovative lighting company.

Based in Sydney, Spectrum is a lighting distribution business that is at the forefront of the new range of low energy lighting that is not just lowering our carbon footprint, but is also delivering better lighting at a lower cost.

In late 2009, Jason McCoy, Chief Executive Officer at Spectrum, who founded the business in 2002, realised that the business could benefit from some expert help.

"We wanted to get some advice on how to improve the operational aspects of the business, and how to grow the business strategically," says Jason.

The firm applied for the Enterprise Connect Business Review and John Keegan from the Clean Energy Innovation Centre was assigned as Spectrum's Business Adviser.

John's background in engineering, business development and general management, placed him in a good position to quickly understand Spectrum's business model and help develop an improvement plan.

"Spectrum's business model is based on the first mover advantage principle; they are quick to identify trends in the demand and supply side for innovative, low energy lighting," said John.

"However, their rapid growth requires business systems and controls that can grow with the revenue growth and ensure customer service and satisfaction is not only maintained but improved," he explained.



Jason McCoy, Chief Executive Officer, Spectrum Lighting

The Outcome

Acting on John's advice, Spectrum engaged two partner organisations of the Innovation Centre, the Australian Institute of Commercialisation, who undertook a desk based market research study of LED lighting, as well as Newcastle Innovation, who provided technical analysis of current market trends.

"...Spectrum will be in a fantastic position to deliver not just products, but a complete solution to our customers."

JASON MCCOY, CHIEF EXECUTIVE OFFICER, SPECTRUM LIGHTING

The review identified a number of opportunities for improvement in the business systems area as well as the need for some strategic market research to identify those market segments most likely to benefit from the newer LED technologies.

Jason then took the next step, signing up for the Tailored Advisory Service, a dollar for dollar grant of up to \$20 000, to engage professional, consulting services to implement information systems improvements as well as undertake detailed market research.

"I am confident that following full implementation of the Business Review recommendations, Spectrum will be in a fantastic position to maximise the potential of LED lighting by delivering not just products, but a complete solution to our customers," Jason says.

For Further Information

Call Enterprise Connect on 131 791 or visit www.enterpriseconnect.gov.au