ESB Independent Energy Young Business Personality of the Month

Jonathan Kelly (31) and Jerry Staple (38), Directors of Origin Partners Ltd

Digital Duo

Origin Partners Ltd is a creative digital agency, based in Holywood, which is providing world-class interactivity, e commerce and mobile solutions to a range of organisations including, Carphone Warehouse, Alfa Romeo and Victoria Square.

Jonathan and Jerry established Origin Partners Ltd in (June) 2006, and the company's reputation is now growing rapidly having won some prestigious work across a variety of sectors.

In retail, Origin have developed the website for Belfast's premier shopping development, Victoria Square, as well facilitating the centre's collection of market intelligence and customer data, through a hand held mobile survey tool creating an effective customer relationship management database. The company has also designed highly successful ecommerce sites for LifeandLooks; Jason Shankey; D2D Furniture and kitchen company, Make.

Origin Partners have also recently designed and developed touch screen applications for property agents BTW Cairns (then Eric Cairns Partnership) and Remax; and have been recently commissioned to develop interactive software for the new Alfa Romeo showroom at Mervyn Stewart.

"We believe that any business, in any sector, regardless of size can benefit from digital marketing techniques. We are focused on making technology work for businesses and have a proven track record in creating solutions to boost sales, enhance marketing and improve business performance", says Jerry.

"It can often be the case that companies don't understand how technology can benefit them", adds Jonathan. "This can be a challenge so we make it our business to understand a client's operations so we can work together to produce the right results.

We've had a number of instances in which a company has thought it needed one thing and we have identified something completely different, and we have also been in the situation of identifying solutions before a company has even recognised that the need exists."

In fact, Origin's partnership with Carphone Warehouse was a result of an initial cold call from Jonathan to Carphone Warehouse in London, last September. Origin presented a proposal for a touch window application which allowed customers to view and enquire about products, services, prices and packages simply by touching the shop window. Following their pitch, the application was installed in Carphone Warehouses' flagship Oxford Street store in London at the end of last year and is potentially being rolled out to key footfall locations within the UK later this year.

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