

# NEWS RELEASE

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## Tour target to treble business for Innovit

IT specialist Innovit is launching a new business drive to treble the company turnover in the education sector in the next year.

And to mark the beginning of the initiative, the company is sponsoring one of the UK's premier celebrations of excellence in ICT in schools.

Kidderminster based Innovit will be on the road with the Specialist Schools and Academies Trust (SSAT) for the southern and northern legs of the tour which begins next week in Bristol.

Innovit managing director Andy Dent said the Futures Vision tour was a launch pad for the new business drive.

"Over the last twelve months, we have secured more than 20 contracts in the education sector, due to the expertise and skills we have in this arena," he said.

"It is a key growth area for the business and the tour is essential to our business plan for two reasons.

"The first is that meeting schools which have made such innovative use of ICT is not only inspiring for us, it allows us to gather further information which we can feedback to our potential and existing customers.

"The second reason is that the tour itself is a fantastic opportunity for us to meet and network with schools who are interested in ICT, as well as key decision makers and influencers in the IT and education world."

The tour is also the first project with the company for Innovit's latest appointment, David Martin.

David, a former head teacher who has spent the last ten years working for Microsoft, said he believed ICT in education is one of the leading growth sectors for the next decade.

"It is obvious from the schools we are talking to, including those on the tour, that the use of ICT in the classroom is streets ahead of much of the business world," he said.

"Schools are creating a vision of what they want to do then shaping the ICT to make that vision a reality.

"It is a fantastic sector to be working in and will be a cornerstone for the growth of our business in the coming year."

**ENDS**

### **Notes to Editors**

Innovit is a Midlands based provider of IT solutions for SMEs, professional services and education. The Innovit team work in partnership with client companies to maximise the potential of technology with the businesses, helping them to work smarter not harder.

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