

IT EXPERTISE REAPS REWARDS FOR RHODIUM PLC

The main driving force of Rhodium PLC is Joseph de Saram. A systems analyst, he has both the business acumen to gain contracts globally and the skillset to carry out the project work himself.

Joseph de Saram commenced student life studying medicine at University College, London. However, information technology was a long-standing interest and, after much consideration, he left his degree course to follow a new career path, initially working in a number of system analyst / project manager positions in London. His areas of particular expertise were risk analysis, treasury management and encryption - areas in which this self-taught analyst soon came to appreciate that he had a natural talent that placed him far ahead of his peers. His realisation led to the formation of Sheffield-based Rhodium PLC in 1995.

Five years on, he is globally renown for his conceptual abilities, and is of the decided opinion that UK bureaucracy pushes many of the country's best minds abroad. "In the early years our primary objective at Rhodium PLC was to build the financial strength of the company in order to capitalise on developing software projects as our initial platform for growth," Mr de Saram explained. "It was only after some four years that we entered the hardware market to bring our clients a holistic approach to computing. With this in mind we created our range of Easy PC™ computer systems, fully functional Internet ready Personal Computers built from quality components starting with the Easy PC™ Quickstart™ to the laptop version of RoadWarrior™. Geography was not the prime consideration for the development of



technological success, the main problem for Rhodium at that time being the human resource issues so often found with a growing company. As the client base grew, so did the need to outsource the company's requirements globally and Rhodium utilised the Internet as a medium for both the transfer of data and as a communication forum for software consultants.

A major priority for Rhodium has been the building of an efficient and highly experienced management team, and to this end they have achieved the success that is indicative of the company as a whole.

Rhodium project manager Margaret Cunniffe started her association with the company when it was establishing its grip on the Asia Pacific market and the USA. Her main objective was to source the cream of software consultants worldwide to develop and co-ordinate the bespoke software

assignments. Currently based in the Sheffield offices, she is now involved in Direct Debit 2000SM - a project tipped to revolutionise the banking world.

Barney Markham is 23 yrs old and has been with Rhodium since February 1999. Initially he was employed as a sales executive and has recently taken on a new role as purchaser, handling the day to day running of the hardware division. Envisaging the company for what it is - an exciting, dynamic and rapidly growing company - Barney aspires to take on a management role within the company and views his future with great optimism.

Marcus Hanwell's role entails designing and implementing data management systems and procedures for stock control, dispatch and RMAs, with his numerous responsibilities including the day to day running of the company's Easy PC™ shop. He is currently in

the process of implementing e-commerce on Rhodium's web site and setting up a new web server, and is hoping to progress to a consultancy role within the company, designing web sites, data systems and advising clients upon how best to solve their problems and improve overall efficiency.

"Our primary advantages are our self-contained outsourced consultants - who are extremely well qualified - repeat business through reputation, Internet presence for new clients, and servicing a niche technology-intensive market," 27yr old millionaire Joseph de Saram said. "At present we are focussing on Corporates and 'Blue Chips', and it is our intention to have a dominant position within the IT/Financial sectors. Rhodium PLC moves forward to stock market flotation capitalising on our profitability and extremely strong balance sheet."