



## COMPANY

- Parcel Shipping Manager (P4D) was established in 2007
- P4D is a business where the leadership team has vast knowledge of the internet and the supporting technologies around it
- P4D designed a parcel delivery system that compares prices from a wide range of providers



## OVERCOMING UNCERTAINTIES

- Developing simulation software
- Trial and error – manually searching and booking in to 3<sup>rd</sup> party systems to test pricing etc
- Extensive market research and experimentation with different software to produce a fast and efficient system



## TECHNOLOGICAL ADVANCES

- Designing a parcel delivery system that compares prices from a wide range of providers and are unbiased
- An innovative and unique database structure with high security
- A system that allows fast placement of bookings and spots problems early on

## MSC Associates

## TECHNOLOGICAL UNCERTAINTIES

- Cooperation from parcel delivery providers
- Direct access to parcel delivery service providers
- Fast 3<sup>rd</sup> party access to provide comparative pricing
- No guarantee of market or customer acceptance of the new way of booking parcel delivery systems

“Like a lot of similar technical companies we were too close to our work to consider whether it was innovative enough to qualify for R&D Tax Relief. In fact the closer you are to your work, the harder it is to see as clever or innovative. MSC Associates reviewed our software and did all of the work that was required to successfully help us make a R&D Tax Relief claim. We like the fact that MSC have a 100% track record and that they managed the whole process for us.

They are professional and easy to work with and the unexpected but welcome cash they got for us is helping drive even more innovative parcel delivery service development ”

**Chris Black, Managing Director at P4D**

