

Synergy of Infinity Group and CSE leads to significant growth.

Interview with,
Mr. Gordon Derham



How it all began.

Three decades ago, I departed from a prominent IT company to launch my own venture, dedicated to providing IT solutions for schools while independently managing marketing strategies. Confronted with a price war from a rival, we were motivated to thrive and witnessed remarkable growth. I brought on board a former colleague as our first engineer, while my wife took charge of accounting. Our daughter's friends, who were trained in cabling, joined us as engineers. Additionally, we hired several unemployed friends from Scarborough, resulting in the establishment of multiple teams and a telesales unit. Today, our team has grown to approximately fifty employees.

Why Educational IT?

Drawing on extensive experience in my previous role, I saw the opportunity to leverage these skills in my business, particularly in the educational sector through established contacts with schools and multi-academy trusts. In response to competition, the organisation developed its own software, including AI integration, creating robust solutions in the ed-tech market. This has positioned them as a reliable and cost-effective choice that adapts to market demands.

Past difficulties and covid19.

Schools' reliance on government funding for IT infrastructure poses challenges, especially with decision-making slowed by budget constraints. The lockdown emphasised the need for strong IT support systems, making existing contracts invaluable. CSE adapted quickly to maintain operations, ensuring continuity and supporting educational institutions during remote learning. This proactive assistance strengthened client relationships and showcased the value of robust IT support. The experience underscored technology's importance in education and provided insights for advocating enhanced IT funding in the future.



Why Hiro was the right person.

As retirement approached, I considered a slower lifestyle and reconnected with Hiro, previously discussed for collaboration. Recognising Hiro's suitable attitude, experience, and values, I prioritised in reaching out to him for the Director position. Their initial meeting, facilitated by a mutual accountant, was positive, highlighting Hiro's achievements at Infinity Group and his friendly demeanor. This common ground led to open discussions about plans for CSE.



Expectations for future of CSE with Infinity Group.

“We believe that sales operations have the potential to be significant and unique in ways we have not previously experienced and are currently in discussing large contracts with our customers. We are confident that Hiro's expertise and the necessary financial resources can support this growth. If

Hiro, in collaboration with the sales team, can successfully execute this initiative, it could lead to substantial success and a promising future for CSE”

