SCOTLAND
THE RIGHT CHOICE FOR YOUR
SOFTWARE INVESTMENT
#SCOTLANDISNOW
WELCOME TO SCOTLAND; the small country making a big impact on the global landscape.

Scotland is where you will find excellence in education, a flair for invention and a passion for research. It’s a place where great minds connect to create a dynamic software and technologies environment.

You’ll find us progressive and pioneering. With a track record of innovation and enterprise, we punch above our weight right across the technologies sector. In fact, Scotland has over 9400 digital technology companies engaged in a variety of activities from software development and IT services to digital agencies, games development and telecommunications. Our dynamic software sector provides products and services across a wide range of end markets from public services through traditional industries such as banking and insurance to the new and innovative industries like renewables and biotechnology.

The shining jewel in our crown is our people; by locating in Scotland, you’ll access a highly educated, skilled workforce with a strong work ethic and we will work with you to meet your business and workforce needs.

You’ll be connected to a culture of research, innovation and creativity through our academic institutions which have an outstanding record of collaboration with the software industry.

Beyond the office, Scotland is a land of great natural beauty and strong heritage and our warmth and generosity are world-renowned. Our friendly communities offer an exceptional quality of life, while progressive government policies strive to make Scotland an even fairer and better place to live and work for everyone.

Our driving determination is the key to our success. We’d love you to join the many global businesses that choose to locate, operate and grow in Scotland alongside our ambitious local companies.

We’re here for you throughout the journey – you will be supported before, during and after you locate in Scotland.

Now is the time to invest in Scotland. So come on in; be part of Scotland’s continuing success story.
WHY SCOTLAND? REASONS TO INVEST

AN ACCLAIMED INTERNATIONAL REPUTATION
By locating in Scotland, you will immediately become part of our thriving and vibrant digital technologies industry which is internationally acclaimed for its software development excellence.

STRONG & GROWING TECH CLUSTER
Now is the time to invest in Scotland - our digital technology sector is forecast to grow by 38% by 2024, making it the fastest growing sector in Scotland and increasing twice as fast as the Scottish economy overall.

A HIGHLY TALENTED WORKFORCE
Scotland has the technology skills you need. With 96,000 people employed in digital technology roles and a steady stream of high-quality graduates, you will find a vibrant market with plenty of specialist talent for your continued growth.

EXCELLENT INNOVATION INFRASTRUCTURE
Our universities and innovation centres are engaged in world-leading research in collaboration with industry, meaning you can take your R&D to the next level and exploit commercial market opportunities at an increased pace.

COMPETITIVE COSTS
Software development can be carried out in Scotland at a lower cost than many other European and UK locations due to lower labour and property costs, plus one of the lowest tax rates in Europe. Our climate also offers lower running costs for cooling systems.

CONNECTED & SECURE
An advanced, reliable digital infrastructure makes Scotland the strategic choice for your software business. You will also have peace of mind that Scotland is one of the world’s most secure, stable and low risk countries in the world.

TOP CHOICE FOR TECH START UPS
Edinburgh was recently named the UK’s top city for start-ups and attracts more foreign investment than any other tech cluster in the UK, outside London.

YOU’LL BE IN GOOD COMPANY
The Scottish software and digital technology cluster includes large multinationals such as Amazon, HP, Cisco, Dell, Capgemini, JP Morgan, Atos, Oracle and IBM, as well as our innovative home-grown companies like Skyscanner, Rockstar North, Axios, IDOX, KAL and Maxima.
We often say that people are our greatest asset and in fact, our workforce is internationally recognised as one of the best trained, most reliable and cost-competitive labour forces in the world. And, with a world-renowned educational system and a high ratio of graduates per capita, Scotland surpasses most countries of comparable size in Europe.

Scotland ranks worldwide among the top three for research productivity and impact with 19 universities and higher education institutions, 4 of which are in the Global Top 200. Our world-leading research centres attract some of the brightest international software engineers, developers and academics. If that wasn’t enough, we will listen to your business, giving you the opportunity to influence skills, education and training provision to maximise your human capital.

By choosing Scotland for your software project, you’ll find a cohort of ambitious, passionate and globally connected leaders across academia and industry and have access to:

Over 96,000 highly-skilled people already working in digital technology roles

A loyal workforce with higher staff-retention rates than other key ICT and Software hubs

Over 21,000 university & college graduates each year in IT, engineering, maths and the sciences, including highly specialised software and computer science

Highly sought-after graduates from Europe’s largest Informatics School at the University of Edinburgh

Workforce-ready talent from Codeclan, Scotland’s first accredited digital skills academy that runs acclaimed intensive coding courses

The Digital Skills Partnership, an ambitious collaboration between colleges, universities and industry, to ensure that our education system is aligned to changing skills requirements

So while you focus on growing your business, you can rest assured that Scotland has a talent pool with the skills and experience you need.

And, with a highly responsive skills and education system, we will meet your needs both now and in the future.
HELP WITH TALENT RECRUITMENT

We understand that recruitment will be vital to your business success here in Scotland. We can help you source the best talent for your business by connecting you to:

SPECIALIST SOFTWARE RECRUITMENT AGENCIES IN SCOTLAND – we’d be happy to introduce you to specialist agencies such as MBN Solutions, Eden Scott, Head Resourcing and Be-IT to discuss talent availability, costs and recruitment strategies.

UNIVERSITIES AND FURTHER EDUCATION COLLEGES – we can help you speak to the right people about internships, company engagement, course content and graduate/postgraduate recruitment.

TALENT SCOTLAND – free support to overcome the barriers to international recruitment, including promoting your vacancies internationally to highly-skilled professionals who are already considering living and working in Scotland, as well as practical employment, immigration and relocation advice.

SCOTGRAD - free service to support your business growth by helping you source talented graduates to complete fixed-term projects.

APPRENTICESHIPS – Scotland operates different apprenticeship models influenced and developed by business, from influencing young people still in school to developing experienced employees seeking vocational training to degree level, including specialisms in software, internet, computer gaming and IT services.
LOWER LABOUR & OPERATING COSTS

Scotland makes financial sense. Lower salary and property costs, along with the high-quality talent you need, makes Scotland a high value location for your software business.

Here are just some examples of how locating in Scotland could benefit your business:

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>£ RANGE - SCOTLAND</th>
<th>£ RANGE - LONDON</th>
<th>£ RANGE - SOUTH EAST ENGLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Manager/Director</td>
<td>60,000 – 100,000</td>
<td>70,000 – 100,000</td>
<td>60,000 – 100,000</td>
</tr>
<tr>
<td>Software Architect / Technical Lead</td>
<td>50,000 – 80,000</td>
<td>70,000 – 90,000</td>
<td>55,000 – 90,000</td>
</tr>
<tr>
<td>Senior Analyst/ Senior Developer</td>
<td>45,000 – 60,000</td>
<td>60,000 – 65,000</td>
<td>45,000 – 75,000</td>
</tr>
<tr>
<td>Developer</td>
<td>35,000 – 55,000</td>
<td>45,000 – 60,000</td>
<td>35,000 – 50,000</td>
</tr>
<tr>
<td>Junior Developer/ Junior Front End Developer</td>
<td>20,000 – 35,000</td>
<td>30,000 – 40,000</td>
<td>25,000 – 40,000</td>
</tr>
<tr>
<td>Senior Front End Developer</td>
<td>45,000 – 55,000</td>
<td>60,000 – 90,000</td>
<td>50,000 – 65,000</td>
</tr>
<tr>
<td>Front End Developer</td>
<td>35,000 – 45,000</td>
<td>45,000 – 55,000</td>
<td>40,000 – 55,000</td>
</tr>
<tr>
<td>Senior Web Developer</td>
<td>40,000 – 55,000</td>
<td>55,000 – 65,000</td>
<td>40,000 – 60,000</td>
</tr>
<tr>
<td>Web Developer</td>
<td>30,000 – 40,000</td>
<td>40,000 – 50,000</td>
<td>30,000 – 40,000</td>
</tr>
<tr>
<td>Junior Web Developer</td>
<td>17,000 – 30,000</td>
<td>25,000 – 40,000</td>
<td>20,000 – 30,000</td>
</tr>
</tbody>
</table>

Source: Hays Digital Technology, IT & Telecoms UK Salary & Recruiting Trends 2019

The following benchmark shows the annual labour and property costs for a software development centre based on a head count of 100 staff across 11 different job functions. Scotland has the lowest operating costs of all the 6 key locations at £4.7m per annum and is 30% lower than the average of £6.83m per annum.

TOTAL OPERATING COSTS (PER ANNUM) - SOFTWARE DEVELOPMENT CENTRE

Source: fdibenchmark.com (2019)

“With all the wonderful talent that we’ve managed to bring aboard in Edinburgh we know we’ve made the right decision... SDI have been integral in helping Actify discover the benefits and opportunities that Scotland has to offer.”

Chris Jones, Actify President and CEO
A POWERHOUSE OF INNOVATION AND INVENTION

Scotland’s long tradition of innovation remains as strong today as it ever has been. Smart, profitable ideas flow from the broad mix of multinational firms based here, and from the diverse business, academic and technology communities that support them.

As a nation at the forefront of software and technology innovation, Scotland offers a connected infrastructure and outstanding level of academic and industry collaboration that can take your R&D to the next level.

If you’re thinking business innovation, think Scotland.

CENTRES OF EXCELLENCE

We’re investing in the development of innovation centres and centres of excellence to help businesses do incredible things. We make the connections which result in transformational collaborations between industry and academia to support business performance through the rapid and efficient translation of solutions to industrial and scientific challenges – creating even greater value for companies like yours.

HERE ARE JUST SOME OF THE CENTRES THAT COULD HELP YOU GROW YOUR BUSINESS:

The Data Lab enables industry, public sector and world-class university researchers to innovate and develop new data science capabilities and value in a collaborative environment.

Scottish Informatics and Computer Science Alliance (SICSA) promotes international excellence in research, knowledge exchange and industry collaboration, representing 14 Scottish universities.

Urban Big Data Centre brings together social and data scientists and industry to address social, economic and environmental challenges facing cities.

Glasgow School of Art – School of Simulation and Visualisation explores imaginative and novel uses of advanced 3D digital visualisation and interaction technologies.

Edinburgh Parallel Computing Centre (EPCC) is one of the leading supercomputing centres in Europe and a major provider of training in high performance computing and industry collaboration.

University Technology simplifies the technology transfer and licensing process, making it easy to collaborate with Scotland’s world-renowned universities in emerging technologies.

As well as our centres of excellence focused on IT, you’ll also find plenty of opportunities and expertise in our network of industry-led innovation centres where software development plays a critical role.
Scotland makes it easier for you to succeed. Whether you’re a start-up or industry giant, we’re here to help you.

With a compact geography, engaged and connected industry leaders and active support from the Scottish Government, Scotland is one of the most accessible, well-connected and collaborative software clusters in Europe.

By locating to Scotland your company can immediately benefit from our established and influential industry networks, enjoying the sharing of knowledge, networks, research and best practice from the moment you set-up here.

STRONG, COLLABORATIVE SOFTWARE INDUSTRY

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SCOTLANDIS

ScotlandIS is the trade association and cluster management organisation for Scotland’s vibrant digital economy, representing technology businesses across a wide range of sectors covering telecoms, software, IT services, infrastructure specialists and digital media companies. As the collective voice of the industry, it takes forward policy issues to government and could help your business grow through networking events, skills initiatives and actively promoting the industry to the Scottish and UK governments, media and the investment community.
KEY LOCATIONS & SKILLS CLUSTERS

If you're looking for the perfect location for your tech business, Scotland offers your company a broad and flexible range of commercial property and development options to consider.

You’ll find that our skills clusters create the ideal environment for your business growth by bringing together talented people in the tech and creative communities, while providing flexible working space and easy access to potential collaborators. Here are just a few available locations:

**CodeBase Digital Tech Hub, Edinburgh**
The largest technology incubator in the UK, CodeBase provides affordable office space, services and unrivalled community support and networking for innovative technology companies.

**Techcube, Edinburgh**
An integral part of Edinburgh’s tech start up success story, Techcube creates a collaborative business hub environment for fledgling companies to grow.

**Creative Clyde, Glasgow**
A flourishing riverside community for media, technology and creatively-minded businesses that already counts BBC Scotland, STV, BIP Solutions, Film City Scotland and Glasgow School of Art’s School of Simulation and Visualisation as its residents.

**Seabraes Zone, Dundee**
Offering a dedicated space to build on Dundee’s success as a digital media and creative industries hub, Seabraes provides flexible commercial space for the digital community.

**The Enterprise Park, Forres, Highlands**
Fostering a culture of collaboration and innovation, the park provides an ideal soft landing and flexible location from which to grow your technology business.

**Nexus, Inverness Campus, Highlands**
Located within the University of the Highlands and Islands campus, Nexus offers a collaborative, innovative and flexible environment for businesses in technology, life sciences and health.
THREE IN SCOTLAND WITH ONGOING BUSINESS SUPPORT

Connected business support from Scotland’s enterprise agencies will ensure that you are supported before, during and after you locate in Scotland.

Locating to a new area can be a daunting task but we can make it quick and easy for your business to settle in Scotland. Working together, everyone from national government and local authorities to universities and advisors, will make the connections which ensure your investment goes smoothly, so that you can focus on growing your business.

We’ll be with you every step of the way and can assist you with:

**PROPERTY SEARCHES AND ADVICE** – we can help you find the right office and lab facilities fast, and get help with feasibility studies.

**FINANCIAL SUPPORT** – we can offer a range of attractive incentives, to help you upskill your staff, develop new products and services and access growth capital.

**CONNECTIONS** – we can introduce you to our university and supply-chain contacts, enabling you to access cutting-edge research and exceptional talent.

**TALENT** – we will listen to your business, giving you the opportunity to influence skills, education and training provision to maximise your human capital.

**PROFESSIONAL ADVICE** – we can connect you to expert advice on pressing issues like visas and contracts, to help you get up and running in Scotland. You can also access a dedicated business advisor, via our Account Management service (subject to eligibility).

And the support doesn’t end when you make the move. We are committed to your growth in Scotland, by taking the time to understand your needs now and in the future. We have the tools to take your business to the next level, whether it’s identifying investment, developing your business strategy, upskilling your staff or improving your business processes.
Invest in Scotland and you’ll be close to some huge markets. Whether you’re heading to London, Europe or the rest of the world, Scotland is well-connected for business travel.

6 AIRPORTS connecting Europe, Middle East and North America

FAST AND FREQUENT rail links to all parts of the UK

FERRY PORTS AND 2 CONTAINER PORTS connect to mainland Europe

Daily DIRECT FLIGHTS TO 150 DESTINATIONS worldwide

130 FLIGHTS PER DAY TO LONDON with a 1hr flight time

44 MINS journey time BETWEEN GLASGOW AND EDINBURGH by train

Beyond our robust and efficient transport network, our advanced and reliable DIGITAL CONNECTIVITY INFRASTRUCTURE makes Scotland the strategic location for your business.

95.5 PER CENT FIBRE BROADBAND COVERAGE, including all major cities in Scotland.

100 PER CENT of Scottish premises will have access to superfast broadband by 2021.

Our future-proofed fibre network makes Scotland one of the BEST-CONNECTED PLACES anywhere in Europe.
GET IN TOUCH
WE’D LOVE TO WELCOME YOU

Connected business support from Scotland’s enterprise agencies will ensure that you are supported before, during and after you locate in Scotland.

We aim to make it quick and easy for your business to settle in Scotland so we will help you to identify premises, academic partners and investment opportunities, recruit staff and access funding for employment creation, R&D and training programmes.

Working together, everyone from national government and local authorities to universities and advisors, will make the connections which ensure your investment goes smoothly, so that you can focus on growing your business.

To find out why #SCOTLANDISNOW for your company or to arrange a visit to experience Scotland for yourself, get in touch and we will be happy to arrange this for you.

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