



Piran Consulting Limited
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For immediate release

Specialist mobile consultancy launches in industry merger

- Merging of Piran Partners and Jam ICT Limited
- Focused on helping businesses grow through mobile technology
- Leading-edge expertise in mobile, payments and identity

[Piran Consulting Limited](#) has launched following the merging of Piran Partners LLP and Jam ICT. The new company will continue to trade as Piran Partners.

The amalgamation brings together two of the UK's leading mobile consultancies with a deep insight into the role of mobile in the payments industry – enabling businesses to capitalise on the revenue streams that can be achieved by placing mobile technology at the heart of business strategy.

As mobile continues to emerge as the key interface for business, Piran aims to help businesses use mobile technology to solve problems, create deeper relationships with their customers and realise new revenue streams.

The Piran team consists of world leaders in the field, and works with an impressive client list including Sainsbury's, Colt, Verizon, GSMA, The Payments Council, Virgin Money and Sky. Building on their extensive track record in mobile, the business will focus on leveraging trends in MVNO development, digital identity and digital payments.

As part of the business merger, the company has announced the appointment of Andy Dewhurst as non-executive Chairman and Julian Sawyer as Managing Director.

Piran Partners' Chairman Andy Dewhurst said:

“Mobile has emerged as the dominant interface for technology and is shaping the development of many technologies, so bringing together two companies whose strengths lie in this rapidly developing area was an obvious move.”

“Both companies' expertise lies in helping businesses think about using mobile technology to solve problems, creating new and game changing propositions that allow them to unlock new revenue streams and carve greater relationships with their customers.”

Managing Director Julian Sawyer said:

“The Piran team brings grounded and practical consulting capabilities that cover the spectrum of business strategy, customer-centred proposition design, commercial analysis and benchmarking. Coupled with our expertise in programme delivery and technology scouting, we are quick to deliver real world benefits to our customers.”