

City firm acquired by web developer

Edinburgh-based tech support firm, Off Canvas, has been acquired by web and software development specialist Hybrid Anchor in a deal which is expected to create 40 jobs in the next three years.

The move comes as the Coatbridge company marks its third year in business, with a variety of key roles in the capital and also in Glasgow.

Hybrid Anchor is a global company, hiring at home and overseas from its base in North Lanarkshire, with many of the new jobs earmarked for Scotland as well as Manchester.

Details of the acquisition, which aims to address the strain put on resources in the industry by balancing project execution and help desk support, remain undisclosed.

Set up by Phil Holt in the centre of Edinburgh in September 2020, Off Canvas provides day-to-day support for its clients by specialising in PHP-based content management systems.

A prominent client base includes the likes of Colleges Scotland, the collective voice of the college sector in Scotland, agricultural co-operative United Farmers Ltd and Forest Carbon, the UK's leading developer of woodland carbon capture projects audited under the government's Woodland Carbon Code.

The acquisition has seen a 100 per cent client retention, and Glasgow entrepreneur and Hybrid Anchor managing director John Loudon insists it will prove a gamechanger for the digital agency sector.

“I am delighted to conclude the acquisition which allows Hybrid Anchor to further enhance its core competencies in software, mobile applications and website development while offering specialised support services through Off Canvas,” said Mr Loudon.

“Our model is so strong we will be able to not only retain the current staff but recruit as well, with our three-year plan involving creating around 40 jobs.

“By dedicating resources solely to ongoing support, we will eliminate the frantic scramble of firefighting and prioritise efficient issue resolution, ensuring client satisfaction. Off Canvas stands out in the agency landscape for its unique focus on ongoing, reliable and responsive customer support, and we are retaining its independence and strong brand identity.

Hybrid Anchor’s varied client base includes publishing giants DC Thomson, Danish interior designers BoConcept Scotland and Glasgow pharmaceutical supply company Teleta.

“We are a consultancy-led agency putting strategy and digital at the forefront of what we do. We will now continue our focus on web software, web development and mobile application development,” said Mr Loudon.

“I am optimistic about the trajectory of our business over the next few years and with this cornerstone now in place, I expect to grow quickly and several staff are expected to be based in Edinburgh, Glasgow and Manchester.

“It’s a pivotal step forward in our strategic plan, and we couldn’t be more excited about the opportunities it brings. Decoupling our support contracts and taking full advantage of

having an entire company focused on support will allow us to remain agile and working at the pace and quality our clients have grown accustomed to.”

Mr Holt said: “Off Canvas is a unique business model that really helps clients get the best possible ongoing support for their website and web applications. With John’s energy and ideas further elevating the concept I created, I fully expect the business to reach the next level under his guidance.”



Phil Holt (l) is pictured with John Loudon