



AFT ANNOUNCEMENT

'AdvanceFirst Technologies announces the successful 'GO LIVE' for Alexandra Plc on UKProcure's eMarketplace'

Alexandra plc are a leading supplier of work clothing dedicated to innovative garment design. They provide the UK's no.1 range of uniforms and workwear, including medical, hospitality and catering clothing. Great emphasis is placed on "putting the customer first", hence their stated commitment to providing top quality products at the best prices and the highest level of service and support.

"We have always been keen to support e-commerce initiatives with our customers and were one of the early users of EDI VANs during their inception in the 1980's" **says Ken Turner, Alexandra's Systems Manager.** "With the advent of the NHS e-procurement initiative following the Gershon report, we were enthusiastic to support this initiative for all our public sector customers. So the opportunity arose when we were approached by Cardiff Vale Trust to join their eMarketplace initiative".

"Our successful growth has come about both organically and through carefully selected acquisitions with the resultant effect that my department is involved in implementing a wide variety of projects. Therefore, to assist us in our response to Cardiff Vale Trust, we chose AdvanceFirst Technologies, our e-Commerce software provider.

"As Technology evolves so do the many ways to reach your customers" says Peter Thomas MD of AdvanceFirst Technologies. "Alexandra have established systems to handle their e-business which they have developed over the years and are quite rightly proud that they have a single integrated solution which gives them total control of the full e-procurement cycle from order through to invoice. The challenge was to add the communication framework and the new message formats without adding more complexity whilst retaining the single point of control. Alexandra chose us because they knew AdvanceFirst Technologies using Advance Business Collaborator (ABC) could do just this and we would help them manage the process from inception through to the testing and 'go live' phase of the programme. I'm glad to say we've done just that!"

"We have always focussed on business improvement through e-commerce initiatives" said Ken. "They are proven to deliver efficiency that adds to everyone's bottom line. AdvanceFirst's ABC server allows us to manage our connections to multiple marketplaces simultaneously, control multiple file formats and most importantly it does so in real time, automatically & without any need for staff."

If you are interested in finding out about our Advance Business Collaborator suite of products, then please call **Tim Weaver** on: **+44 (0) 1932 753 462** or email him at:

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