

FOR IMMEDIATE RELEASE

Online bazaar selects SAP Business One from Sapphire

gotothebazaar.com to implement SAP Business One from Sapphire to support increased volume of transactions

Media contact:

Victoria Park
+44 (0)20 7648 2000
victoria.park@sapphiresystems.co.uk

LONDON, UK – 13 November 2006. Sapphire Systems today announced that it is to supply and implement the SAP Business One business management solution at gotothebazaar.com.

gotothebazaar.com is the world's first online interactive bazaar, where visitors to the site can negotiate or barter with "Ali" for great deals on top brand name and high-quality products. An animated character, Ali Barter, is the friendly yet tenacious merchant who guides visitors through the shop. At gotothebazaar.com, customers in the UK can fill their magic carpet (basket) with almost anything from electrical goods and executive toys to jewellery and Moroccan furniture, before they opt to either pay the stated price or haggle down the cost.

Tim Hurdley and the management team at gotothebazaar.com were looking to implement a financial accounting and business management solution since, as a start-up company, they had yet to put a system in place. Reviewing the needs of the company Tim said "Basically we're looking to increase the volume of transactions on the site. We need a robust system as we have a large number of products and lots of suppliers, so it made sense to look at SAP." He goes on to say "We did look at many of the finance and ERP systems available on the market, but only really short listed SAP Business One as it provides everything we are after. One of the main attractions of SAP Business One for us is its scalability."

Commenting further on the use of SAP Business One Tim states "In the retail industry there is a need to operate quickly, with the ability to react swiftly to trends. SAP Business One will give us the information on gotothebazaar.com that we need to respond to - in real time. With gotothebazaar.com we are continually getting products on and off sites, and have high volumes of transactions, all of which are supported by SAP Business One. The solution also interfaces well with ePages – a feature vital for us as our website is built around ePages."

Once the decision had been taken to implement SAP Business One, Tim said "We had a bit of a false start with a supplier that did not provide the goods. This prompted us to really do our research into respected and reliable SAP Business One resellers on the web, and take advice from SAP, all of which led us to Sapphire. We liked what we saw with Sapphire and decided they would be the optimum organisation to implement and support our solution."

Tim concludes "With the implementation of SAP Business One we are looking forward to the benefits of having a system in place that has the functionality to support all of our business requirements - and the size of our product range!"

Ian Caswell, Managing Director at Sapphire also comments "SAP Business One is an ideal fit for companies that have a high volume of transactions, as it covers all aspects of the purchase process without the need to hold information in disparate systems. Also, because all information is held in one central system, there is no need to enter information more than once, which can save considerable amounts of time thereby enabling staff to be more productive."

- ENDS -

About Sapphire Systems plc

Sapphire is the UK's leading reseller of SAP Business One. Since 1986, Sapphire has offered their clients wide-ranging practical expertise in selecting and implementing advanced financial accounting and business management solutions and today provides software, services and support for over 600 customers worldwide from their offices in London and Manchester. Sapphire is a founder member of the British Application Software Developers Association and is featured in the Deloitte & Touche Fast 50 Technology 2005 rankings.

www.sapphiresystems.co.uk

About gotothebazaar.com

gotothebazaar.com is an online store built around ePages 5 where visitors can barter with "Ali" on the price of goods using Flash or HTML. Payments are secure and powered by WorldPay. Products on gotothebazaar.com originate from all over the world, but are sourced by gotothebazaar.com from some of the largest and most reputable UK wholesalers and distributors. The company is based in the UK.

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