



cloudBuy provides e-commerce platform for Historic England

New web shop will integrate with existing systems to deliver a seamless shopping experience for online shoppers

February 29th 2016: [cloudBuy](#) plc (CBUY), the global provider of cloud-based e-commerce solutions, is providing [Historic England](#), the public body that looks after the country's historic environment, with a new web shop built on the cloudBuy e-commerce platform.

Historic England will be using the web shop to sell its range of hundreds of publications to the public. The online catalogue will include books, monographs, research reports and educational materials. Visitors to Historic England's home page will be directed to the new online store when searching for publications.

cloudBuy is providing an out-of-the-box e-commerce platform together with implementation and hosting services. The cloudBuy CMS (Content Management System) enabled the design of the new web shop to match Historic England's corporate branding and style.

Head of Publishing at Historic England, John Hudson said, "In addition to our statutory role of giving expert advice to owners, local authorities and the public, and championing the historic environment, Historic England is also a publisher. We wanted to enhance our capability to make our publications available in the UK and around the world. Previously we had only been able to take orders by email and phone from our site. The cloudBuy solution has provided us with an attractive branded website that handles the whole of the e-commerce process and integrates with our existing systems to enrich the online shopping experience for shoppers."

The new web shop integrates with the stock system of Marston Books Services' Orca distribution operation, a partner of Historic England, to provide availability information and an automated feed of order data. An integration with Booksonix automatically updates product images and descriptions on the web shop.

Lyn Duncan, CEO, cloudBuy said, "It has been a pleasure to collaborate with Historic England to customise one of our cloudSell Professional e-commerce website packages, to create a new attractive online sales channel. cloudBuy's e-commerce platform enables Historic England to manage the whole online shopping process and to take secure online payments from its customers."

All priced publications from Historic England may be bought through the website at <https://retail.historicenglandservices.org.uk>

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About cloudBuy plc

cloudBuy, (AIM: CBUY), provides cloud solutions for buyers and sellers – and brings them together to trade securely and ethically via an increasing number of public e-marketplaces and private purchasing portals around the world, powered by cloudBuy technology.

cloudBuy solutions for buyers help B2B purchasers understand and control their spend, to reduce costs and increase value. Our cloudSell solutions enable sellers of all sizes, from start-ups to corporates, reach new customers and grow their business through e-commerce. cloudBuy's technology platform powers web sites, public marketplaces and private purchasing portals that enable all types of online interactions and relationships including, citizen and business to government; consumer to business; and business to business.

For more information visit www.cloudBuy.com or contact Peter Robertshaw via peter.robertshaw@cloudbuy.com. Follow cloudBuy on Twitter: @cloudBuyplc.