

Liaison and cloudBuy Partner for Fully Integrated B2B Purchase-to-Pay Processes

Liaison ALLOY™ Platform and cloudBuy E-Commerce Solution Provider Enable Efficient Online Procurement for Enterprises

ATLANTA, October 13, 2015 — Liaison Technologies, an industry-recognized leader in cloud-based integration and data management offerings, today announced a new partnership with cloudBuy plc, a global e-commerce solutions provider, to offer a fully integrated solution for automating the B2B e-commerce procurement process for both buyers and sellers. The new end-to-end solution supports online purchasing portals for enterprises and streamlines purchase-to-pay processes.

Providing e-marketplaces for the social care, healthcare and education sectors; national e-marketplaces around the world; and private purchasing portals for large organizations, cloudBuy connects buyers and sellers to ensure secure, ethical and economical B2B e-commerce. By incorporating Liaison's new ALLOY Data Platform as a Service (dPaaS) into its e-commerce solutions, cloudBuy can now offer enhanced capabilities to integrate and manage both applications and data seamlessly, and at scale across a wide range of finance, purchase order, ERP and other software used by its customers to manage the procurement process.

"cloudBuy is delighted to be working with Liaison to bring additional integration and e-commerce capabilities to both our customer bases. True B2B e-commerce, such as controlled online purchasing from an organization's supplier community using cloudBuy's Purchasing Portal, benefits from tight integration and online document flows between a business's finance, ERP and cloudBuy systems," said Lyn Duncan, CEO, cloudBuy. "As the integration experts, Liaison will provide more options, over and above cloudBuy's existing integration capabilities, which will open up new possibilities for our customers."

With Liaison's ALLOY platform working behind the scenes to integrate and harmonize data from a variety of sources, cloudBuy can deliver a simpler, paperless procurement system that flows smoothly and automatically from PO approval to invoicing. This streamlined process eliminates manual PO and order entry and approval, ensuring buyers get the products they need quickly at the best price and sellers get paid immediately.

"We are extremely pleased to work with cloudBuy to create a fully integrated, automated e-commerce solution for B2B enterprises," said Juhani Sormanen, Liaison Executive Vice President for Europe. "Our ALLOY platform provides the turnkey integration and data management layer that enables cloudBuy's customers to enjoy a faster, complete and more efficient procurement process and to utilize cloudBuy's e-commerce capabilities to their full extent. We also look forward to working with cloudBuy to help their customers leverage integrated data to gather new insights to better understand and improve their procurement processes."

The first dPaaS solution of its kind, Liaison's ALLOY platform offers complex integration capabilities as fully managed services. ALLOY combines the agility afforded by microservices architecture with the flexibility and efficiency of a multi-tenant cloud platform. As an added benefit, ALLOY provides sophisticated data persistence and visualization capabilities that incorporate Big Data technologies to help organizations more easily harmonize and leverage data to gain actionable business insight.

To learn more about ALLOY, visit www.liaison.com.

About Liaison Technologies

Liaison Technologies provides integration and data management solutions to help customers unlock the power of a data-centric approach to their business. Liaison's cloud-based approach breaks down the barriers between data silos to tap into the valuable information needed to make better decisions, faster. Tailored to solve complex data problems today while building a robust foundation for tomorrow's unforeseen challenges, Liaison fosters a seamless flow of information securely and at scale. Founded in 2000, Liaison serves over 7,000 customers in 46 countries, with offices in the United States, The Netherlands, Finland, Sweden and the United Kingdom. For more information, visit www.liaison.com

About cloudBuy plc

cloudBuy plc 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 that are powered by cloudBuy technology.

- *cloudBuy solutions for buyers help B2B purchasers understand and control their spend, to reduce costs and increase value.*
- *cloudBuy's cloudSell solutions enable sellers of all sizes, from start-ups to corporates, to reach new customers and grow their businesses.*
- *cloudBuy's technology platform powers websites, 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.

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