

## Case Study: Lyonesse Software Limited

### THE BACKGROUND

Lyonesse Software Limited was established in 2001. The company sell and support software tools targeted at systems administrators and managers in both the public and private sectors.

The business previously sold their products exclusively through the Internet, with customers finding the Lyonesse website through search engines. As a result of learning that some of their key public customers were implementing e-procurement systems in partnership with @UK PLC, Lyonesse were keen to ensure they could continue to trade electronically with these customers.

### THE SOLUTION

Although Lyonesse had an existing website, it was not connected to the e-procurement systems of their public sector customers. Therefore, after a short consultation with an @UK Supplier Advisor, Lyonesse decided to have an @UK e-commerce website set up which would link them to the @UK marketplace.

Becoming a member of the @UK marketplace meant that Lyonesse could make their products and services available to their existing public sector buyers. Also, with over 80 public sector organisations (including councils, schools and hospitals) and thousands of suppliers signed up to the @UK marketplace, a great opportunity exists to grow their business.

### THE BENEFITS

“We chose to align our business to trade with the public sector for 3 main reasons. Firstly, an extra highly focused marketplace is available to us without the need for training, changing any of our systems and procedures or investing heavily. The system also integrates with our current accounts system, enabling us to use the same accounts system for every sale we make. Finally, as we will be part of a market place, most if not all of the visitors to the site will be genuine potential customers.”

**Brian Desborough - Proprietor**



### CONTACT

Supplier Advisor Team

0870 486 6006

advisors@ukplc.net

### LINKS

[http://websites.ukplc.net/Lyonesse\\_Software\\_Limited](http://websites.ukplc.net/Lyonesse_Software_Limited)

[www.ukplc.net](http://www.ukplc.net)