

## Case Study: Combined Office Interiors

### THE BACKGROUND

Combined Office Interiors Ltd sells a wide range of office furniture to commercial companies but was keen to expand sales into the huge and 100% creditworthy Local Authority market. It already had an attractive website as part of its marketing programme, but this was purely an 'online brochure', designed to help support first introductions to their range.

They became aware through one of their target Local Authorities (Bristol City Council), that this level of online capability was not enough, given the requirement from the Government on all councils to purchase all their goods and services online before the end of 2005.

### THE SOLUTION

Because time and expense had already been invested in their website Combined Office approached @UK PLC® and asked if that could be adapted to trade electronically with public sector customers, using the @UK PLC® network to carry orders and invoices securely to and from the authorities.

The exercise was completed in a matter of 3–4 weeks and cost significantly less than the original set up of their non-functional site.

**Combined Office Interiors**  
www.combined-office.co.uk LTD

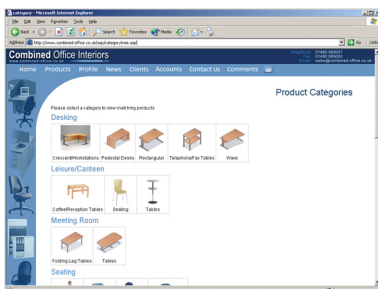
### THE BENEFITS

This was like putting petrol in an empty car.

Suddenly we could approach local authorities all over the south of England and offer to help them solve their problem. Authorities could purchase all the office furniture they need at specific prices already arranged with us, cut out all paperwork and meet their government target. This approach made us more efficient too. Our business continues to boom. Being able to supply online has undoubtedly been a major factor in this.

Put it another way, after the end of this year it seems would not even have been able to trade with Local Authorities at all if we had not taken this step. This would now be a major loss to our overall turnover.

**Combined Office Chairman, Paul Parrin**



### CONTACT

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### LINKS

[www.combined-office.co.uk](http://www.combined-office.co.uk)

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

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