

# Marketboomer alliance offers online purchasing to Aust local governments

Australian business-to-business trading solutions developer Marketboomer has entered an alliance with IT services provider iPlatinum in order to make a mark in the local government purchasing arena. Under the terms of the deal, iPlatinum, which specialises in local government services, will offer its clients online procurement solutions based on Marketboomer's Dynamic Trading Engine and tailored to meet their specific needs.

Michael Preedy, CEO of iPlatinum, commented that local governments are big buyers. "An average council could make between 10,000 and 15,000 purchases per year at an estimated cost of A\$100 to A\$120 for each transaction. This is a tremendous opportunity to provide solutions that will save them time and money."

Preedy noted that there are about 700 councils in Australia, and the alliance intended to address their procurement requirements

through a regional shared marketplace approach. "Many local government organisations don't have the resources to implement fully integrated procurement solutions," he said. "The Marketboomer solution is ideally suited for regional organisations of councils (ROCs), allowing each council to have its own system operating as part of the ROC's trading zone. Councils can access suppliers that are unique to that council or leverage off their group's power." [www.iPLATINUM.com.au](http://www.iPLATINUM.com.au)

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***"The benefits to suppliers are considerable too, as the system can lower the cost to serve customers and open new markets"***

**Michael Preedy, CEO of iPlatinum**

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