

Marketboomer in \$3m B2B deal

JENNIFER FORESHEW

□ E-commerce

FLEDGLING Sydney company marketboomer has signed a five-year deal with the Queensland Hotels Association (QHA) to provide a business-to-business e-commerce exchange.

Formerly known as Simple Purchasing Networks, marketboomer is a business-to-business commerce service provider (CSP) targeting small and medium enterprises.

CSPs provide the technology to marketers so they can create electronic business-to-business exchanges.

Marketboomer has signed a five-year deal, worth more than \$3 million, to provide the trading facility to QHA members.

"Our dynamic trading exchange allows the purchasers and suppliers to trade on terms that suit the market

conditions on the day," marketboomer managing director and co-founder Joe Ward said.

The service creates a match between the requirements of buyers and the offers of sellers for multiple products, prices and delivery options.

"For example, a purchaser places orders for a range of stationery products on a regular basis," Mr Ward said.

"The best deal on one day may be from a wholesaler and the next day a manufacturer.

"Our trading engines, which have taken two years to develop, instantly massage the order into the marketplace, providing the best deal all round."

Under the QHA deal, which will access a \$300 million-plus business-to-business market, marketboomer will charge a small flat rate to a supplier when they win business.

Mr Ward said marketboomer, which is planning an ASX listing before the

end of the year, can reduce the overall cost of a transaction from end to end.

Marketboomer, based at the Australian Technology Park, secured \$120,000 through the Australian Stock Exchange's capital-raising initiative Enterprise Market.

The company, co-founded by Nathan Gyaneshwar, is currently in the process of securing a third round of funding, which is expected to close in a week or two with strategic investors.

"We will continue to take this business model to the Australian market, and we are starting to get interest from Asia," Mr Ward said.

Marketboomer will target a range of industry sectors, including health care, education and manufacturing.

"We don't want to be too blue-sky at this stage, we just want to get more markets up and running," Mr Ward said.

www.marketboomer.com



Dynamic trading: Mr Ward says online markets reflect daily fluctuations