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Echo E-Business Launches New Model For Digital Services

E-business strategists at Echo E-Business have unveiled a pioneering new model for digital services, which is set to revolutionise the way organisations do business with their suppliers.

Echo E-Business, a leading E-Business consultancy, has unveiled its complete one-stop shop for businesses looking to streamline their e-business strategy and management and are delivering promises of reduced costs, reduced risk and access to a greater wealth of expertise and skills through the Echo E-Business Authorised Supplier Network.

“Often, businesses know what they need to achieve but don’t know who to approach and what to ask for and so we have devised a totally unique approach to e-business management. We work closely with client teams and experts to ensure business objectives are met and act as independent advisors throughout planning and implementation,” says Deborah Collier, managing director and chief strategist at Echo E-Business.

Echo E-Business’s fully rounded strategy phase focuses on expert and detailed plans for e-marketing, online branding, content, technology, e-commerce, operations, resources and e-risk management before managing the development process, and associated e-marketing.

Within their new model, Echo E-Business manages the entire tendering process, sending out invitations to tender through EchoNet to independent suppliers who have demonstrated particular excellence within their field, within a variety of expertise.

Echo E-Business then filter these tenders and present a selection of suppliers, tools and solutions alongside budget scales and recommendations to the client. “We essentially act as independent advocates as we take no commission or have any affiliation to the suppliers who submit tenders,” explains Collier.

Collier believes that their new model for digital services fills a void in the market and will enable businesses to focus on the general management and development of the business with the confidence that their e-business strategy is being taken care of.

“Online strategies are now an absolute necessity, even for the smallest or most traditional of traders and this service now enables organisations to access a wide choice of available solutions within a variety of budgets, along with the strategic guidance needed to help them choose the best suppliers for their business,” adds Collier.

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Notes to Editor

Echo E-Business is a consultancy specialising in e-business, digital strategy, e-marketing and management.

Echo E-Business's team of technology and marketing professionals are e-business architects helping organisations to build, enhance and market their online presence.

Their unique service model, which focuses on expert strategy and planning, ensures clients gain access to a wealth of design technology and development resources at significantly less cost via their Authorised Supplier Network – EchoNet.

Echo E-Business was founded by Deborah Collier, who specialises in e-business strategy, management and training. She has 13 years experience supporting, advising, training and developing online strategies for both SME's and Large Corporations such as PriceWaterhouseCoopers, John Lewis, Kenwood and the Landmark London.

She runs an e-business advice column, which has more than 2,500 subscribers, and developed a thought-leadership Whitepaper on e-business strategies in collaboration with PriceWaterhouseCoopers, John Lewis, Linden Lab, Cancer Research UK and J.P. Morgan.

You can access a diagram of the Digital Services Model by visiting

<http://www.echoebusiness.com/digital-services-model.html>

For more information visit www.echoebusiness.com

For press enquiries please contact Jenna Gould on 01603 283 503 or email jenna@mediajems.co.uk