

# Do you wish you were open all hours?



**ProfIT** is the new event that shows businesses like yours how to profit from the smarter use of technology *today*. Take e-commerce. Do you sell to customers on-line? Do your customers and suppliers expect you to trade on-line? Do you want to make better use of your web site. Turn over to learn more...

**E-commerce:** Creating a best-of-breed B2B or B2C value-centric retail experience through enhanced digital functionality

**E-commerce:** Creating a new, and easy-to-manage revenue stream that will help you retain and attract new customers

ProfIT is a business event unlike any other, because the focus really is on helping your company perform better whether your organisation is a novice or sophisticated technology user.

We've ditched the buzzwords and technobabble and instead focused on the *real* benefits that technologies like communications, broadband, computers and networks, software and applications, mobile business and of course e-commerce deliver. What do they cost? How do they work? What's the ROI and when will you see it?

Did you know that with e-commerce:

- There are packages that enable you to trade securely from your web site within hours. For a few hundred pounds you can have a whole new revenue stream serving the increasing number of customers looking to buy on-line.
- Large companies are increasingly adopting e-procurement strategies. Are you prepared?

Motor giant Ford claims to carry out 50% of its business on-line, and has cut transaction costs by 60%.

- In very practical terms, eliminating paper orders and manual tracking will save you hundreds if not thousands of pounds. Think how long you spend taking customer orders manually by phone/fax?

Visit [www.profitevent.com](http://www.profitevent.com) and register now for free entry to the exhibition, seminars and workshops, advice centre, independent consultations, software demos, ask the experts panel and networking functions. While you're there try ProfIT Online for the latest news and guide to technology.

Spend a single day at ProfIT and you'll leave armed with all the information necessary to make an informed judgement on technology for your company.

# ProfIT

THE BUSINESS TECHNOLOGY EVENT

11 - 12 FEBRUARY 2003  
SANDOWN • ESHER • SURREY

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