

# IMC's New IT shopping portal for time-poor IT execs

Sydney, 30 August, 2007. IMC, provider-manager of IT infrastructure to the largest and most recognised corporations in the world, is launching an online shopping portal for time-poor IT professionals seeking technology solutions.

"IT professionals are notorious for their chronic lack of time and preference for electronic based communications. IMC's portal was specifically designed to make it easier for them to source quotes, compare prices and order items," said Matt Dixon, Director of Sales, IMC Communications.

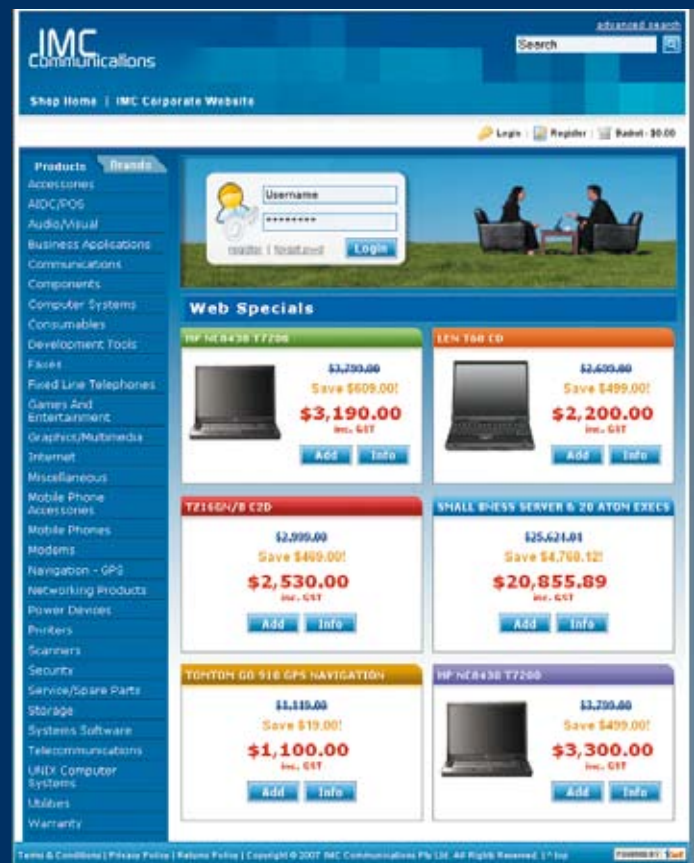
The initiative was inspired by feedback from IMC's customers who cited increasing demands upon their time and a desire to research online prior to making purchasing decisions.

"Using the portal, IMC customers can search thousands of pieces of hardware and software and access pricing and product information as well as product photography. The site is constantly updated by our vendors, with prices and quotes reflecting the latest market prices," said Dixon.

## A customised shopping experience

The portal allows IMC customers to login, browse, purchase items and generate automated invoice. Each ordering interface is personalised, enabling users to save favourites and repeat orders for a speedier shopping experience.

"Our customers can find relevant, value-added services and products to complement their business. By making IMC Shopping Portal exclusive to our customer base, we are able to maintain the very best service level and offer competitive prices," Dixon explained.



He added: "The online shop will complement the efforts of our sales team, providing customers with services that cater for their exact needs and suit their preferred way of researching, purchasing and updating their IT solutions."

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