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New On-Line Matching Service connects buyers with suppliers

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Focus on sales, service, back office niche

Matchboard, a web-based service matching companies' sourcing needs with the suppliers best placed to meet them, launched today.

The company is focusing on the supply chain around sales, service and back office operations, where popular sourcing categories include technology, outsourcing, recruiting, training and consulting.

Matchboard's free online matching service helps procurement professionals quickly connect with the best-fit suppliers to fulfil a particular need, saving time and reducing the risk of overlooking key players.

"We like to think we're a procurement professional's best friend, since our matching engine enables a company to submit their sourcing need through a targeted, category-specific questionnaire, and link with the market in a very efficient way," Matchboard managing director, Sharon Melamed said.

"As a way of finding suppliers, Matchboard offers a compelling alternative to search engines, which match key words rather than business needs. Further, the company vets suppliers, minimising the risk of picking an unreliable supplier which might be ranked near the top in an online search."

Prior to launch, Matchboard worked with 20 companies to test its service off-line. The three most requested products and services were: contact centre technology, outsourced field sales and consultants to assist with cost reduction, sales capability and social media strategy.

While the matching tool is designed to help clients build a supplier shortlist, Melamed emphasises that it does not replace a tender process and Matchboard does not stay in the middle of any discussions or negotiations between the parties.