



## Gaining from reflected glory

RESELLERS THAT are deploying innovative ecommerce solutions should put their end user customers forward for the ecommerce awards. For the end user, there is a £50,000 top prize plus other benefits including extended media coverage.

According to past winners, the award also provides intangible benefits. These included better staff morale, easier recruitment, increased turnover and credibility.

The awards have been going now for seven years and in that time it has evolved and changed. CEO of InterForum, the force behind the awards, Philip Flaxton, explains that there are new categories in this year's awards, which reflects the changes in the market. "It is not about the technology, it is about the application of technology. The technology is mainstream now. What we are looking for are the innovative ways in which the technology is being deployed."

Resellers with end users looking to enter can do so from the 29th of March at no cost on the Internet. The closing date for entries is the 29th of July. The 12 regional contests will take place in September, with the finals taking place on the 6th of October at the Grosvenor hotel in London.

**[www.ecommerce-awards.co.uk](http://www.ecommerce-awards.co.uk)**