

ICT and E-Business Strategies for Development

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Summary of “eHouse – an example of successful projects of e-commerce in Russia.eMatrix – first B2B marketplace for the IT market in Russia”

Vladislav Oulendeev
CEO, eHouse Holding SA

First independent electronic marketplace for the IT market participants joining together market participants for mutually beneficial exchange of commercial information and business transactions. Now over 2500 companies registered in the system. More than 20000 orders for more than 120 million USD daily. eMatrix gives real time information about the actual market situation, makes searching for sellers and buyers easier, cuts down expenses, speeds up business transactions.

Distributor or other company specializing in wholesale of computer equipment in the eMatrix has the opportunity to offer its goods to all participants of the market simultaneously. Seller has the opportunity to view actual prices offered by its competitors and basing on the current demand, make alternatives to its offer

Buyer in the eMatrix system gains direct access to offers made by major distributors. Dealer can quickly find and buy products which are available at the moment of purchase at the sellers warehouse. Buyer gets access to basic and constantly updated database of computer equipment and receives detailed technical descriptions and specifications of the products. Any company can easily get detailed information about sectors of the market in which he doesn't work regularly or specialize. This allows it to offer its clients the best services.

eMatrix system solves main problems of the market, optimizes regular business processes of an enterprise (sales, supply) and saves time when searching for products and suppliers Mechanism of the system guarantees optimal prices, cuts down costs and overhead expenses.

eMatrix is open for any participant of the market. It is easy to use without geographical barriers.

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