

MEDIA RELEASE

Date: **25th November 2005**

Release time: **IMMEDIATE**



BCC and Microsoft announce the national winner of the Microsoft Award for Innovation through Technology

Ontracks.co.uk, a member of *ngb2b* - Newport and Gwent Chamber of Commerce, has been named as the national winner of the Microsoft Award for Innovation through Technology at the BCC Chamber Awards 2005.

Ontracks.co.uk is one of the UK's leading internet model and hobby retailers. Since its foundation in 1999, technology has been central to the company's success. In the last two years, Ontracks.co.uk has migrated its entire website to modern "shopping basket" technology as well as investing in bespoke software linking its website and accounts system to eliminate the need for manual administration from its back office order processing. As a result, sales volumes have increased by over 300% in 4 years. Orders are processed within 1 hour and staff have been freed up from manual data entry to focus time on adding value to the services ontracks.co.uk offers.

Natalie Ayres, Microsoft's Senior Director Small and Medium Solutions and Partners Group said: "Microsoft is passionate about technology and the effect and benefit that it can bring to people's lives, whether at home or at work. For small businesses our goal is to develop products and services that help them realise their potential and enable them to compete and succeed in today's economic environment.

"We looked for companies that clearly exploited every opportunity that technology could bring to their businesses either to achieve specific goals or to enhance overall business performance. Ontracks.co.uk is not just a great

advertisement for the use of technology but great exemplar for their industry and other online businesses too.”

Fiona Mulhall, Founder of Ontracks.co.uk commented: “Winning the Microsoft Award is a massive boost to our team. It confirms that they are making a significant difference to our customers and that we are really performing against some of the best British companies operating today.”

Ontrack.co.uk saw off competition from nine other finalists in this award category. More information on these finalists can be found in the regional winner press packs on www.chamberawards.co.uk.

Bill Midgely, President of BCC said: “Ontracks.co.uk is a prime example of how a niche player can exploit technology and revolutionise its business. The company really deserved to win and I hope others will follow their lead.”

ENDS

For further information or requests for interviews please contact;

Simon Thompson
Tel: 07843 279977
simon@chamberawards.co.uk

or

Judy Osborn
Tel: 07834 60 20 30
judy@chamberawards.co.uk

Notes to the editors:

- The British Chambers of Commerce (BCC) is the authentic voice of British businesses.
- The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce serving business across the UK, which employ over five million people.
- Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.
- More information on each of the different categories and winners can be found on the Chamber Awards web site – www.chamberawards.co.uk. Photographs taken at the award ceremony can also be viewed and downloaded from this website