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## News Release



### **Celtrino claims great opportunity to save hundreds of millions of euro is passing by Irish government.**

**Dublin, Ireland, 3 November, 2010**

**Ireland is falling behind our European counterparts who are moving towards electronic trading across all public sector organisations. As a small open economy we are placing our public and private sectors at a disadvantage by not automating paper-based processes across the supply chain.**

**By mandating electronic trading in the public sector, we will save hundreds of millions of euro, increase efficiencies in both the public and private sectors and improve the attractiveness of Ireland as a European base for foreign direct investment.**

“We looked through all the recently commissioned government reports on the economy and the common thread was that not one of them referenced the potential of automating paper-based processes,” said Michael O’Brien, Head of Marketing at Celtrino. “We found this strange considering that the European Union is forging ahead with several key initiatives in this area and there is a block of EU members states that have already benefitted to the tune of billions of € by mandating their public sectors to trade electronically by automating paper-based processes.”

Celtrino published its response to the lack of awareness among the government to the benefits of supply chain automation in a paper titled ‘Smart Admin for the Public Sector.’ The idea for this paper was prompted by an invitation from Enterprise Ireland to their inaugural public sector event ‘Growth through Procurement, Public Sector & Irish

solutions working together' which was held in their HQ in East Point on November 1<sup>st</sup>. A copy of 'Smart Admin for the Public Sector' is available for download at [http://www.celtrino.ie/about\\_celtrino/media\\_centre/case\\_studies.aspx](http://www.celtrino.ie/about_celtrino/media_centre/case_studies.aspx)

The success of motorTax.ie and LAQuotes.ie is testament to the success that can be achieved by automating key paper based processes," added O'Brien, "so the public sector is not without great success in this area. But real change will not manifest itself unless the government mandates its constituent public sector organisations to adopt electronic trading."

The paper also addresses the spill-over benefits that would accrue were Ireland to embrace Smart Admin. By legally mandating the Irish SME base to trade electronically with the public sector, we are in effect preparing these companies to trade internationally. Thousands of SME's in Denmark, Sweden, Finland and Norway are already up and running and have a distinct competitive advantage over their non-electronic trading Irish neighbours.

In addition, as Ireland looks to compete for foreign direct investment (FDI) projects it is imperative that it puts its best foot forward and demonstrates that this is a country where it is easy to do business. Ireland's success at attracting FDI is very much the envy of our EU colleagues but we can't afford to rest on our past successes. The next wave of FDI projects is smaller and leaner and they expect a lighter footprint in terms of the back office functions they need to place in Ireland. 20<sup>th</sup> century paper-based processes will raise barriers to the free flowing business environment that these businesses require.

On his efforts to bring the benefits of this opportunity to the government's attention, Michael O'Brien said: "Ireland has been at many cross-roads where important political and economic decisions had to be taken. A number of other European countries have already passed through this particular cross-road and are reaping substantial benefits. It makes the Irish decision a much easier one, one that should be taken without further delay. The Irish government should mandate all public sector organisations to automate paper-based processes in the supply chain."

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## **About Celtrino**

Celtrino specialises in business process and supply chain document automation solutions. With over 20 years of successful trading under our belt, Celtrino has consistently delivered outstanding business value to a customer base of over 600 companies of all sizes, from sole traders to multinationals.

As a pioneer in the provision of outsourced managed EDI services, Celtrino has long championed and delivered innovative reliable and feature rich on-demand supply chain solutions via the cloud.

## **Celtrino Platform**

The Celtrino supply chain automation platform is purposely designed to scale to meet the huge volumes of inter-company B2B commercial transactions whilst providing the highest level of performance, reliability and business continuity through a fully redundant and secure architecture. The Celtrino B2B platform enables a suite of touchless services to be delivered via Software-as-a-Service (SaaS) which offer a dramatically faster implementation process.

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