

*Dzien' dobry*  
Croeso  
Welcome

**SUE PRICE**

**Objective 1 Head of Branch**

# The Opportunity Wales Partners



AWDURDOD DATBLYGU CYMRU  
WELSH DEVELOPMENT AGENCY



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

# What is Opportunity Wales?

Opportunity Wales is here to help small and medium businesses in the Objective One areas get on to the eCommerce ladder and move up it, one step at a time



# The eCommerce ladder

**Step 6** Advanced eCommerce

**Step 5** Integration

**Step 4** On-line Store

**Step 3** On-line Brochure

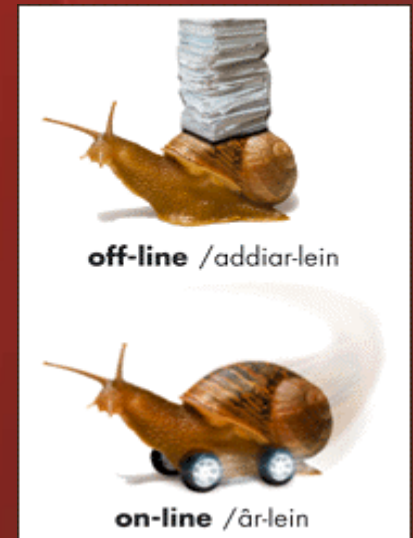
**Step 2** Basic Web site

**Step 1** Use eMail & the Web



# How we help ...

- A personal fully trained eCommerce adviser
- Impartial advice
- eCommerce Review
  - Bespoke
  - Free of Charge
- Subsidised Implementation Support
- Financial Support for agreed Products & Services
- Comprehensive eCommerce Web site



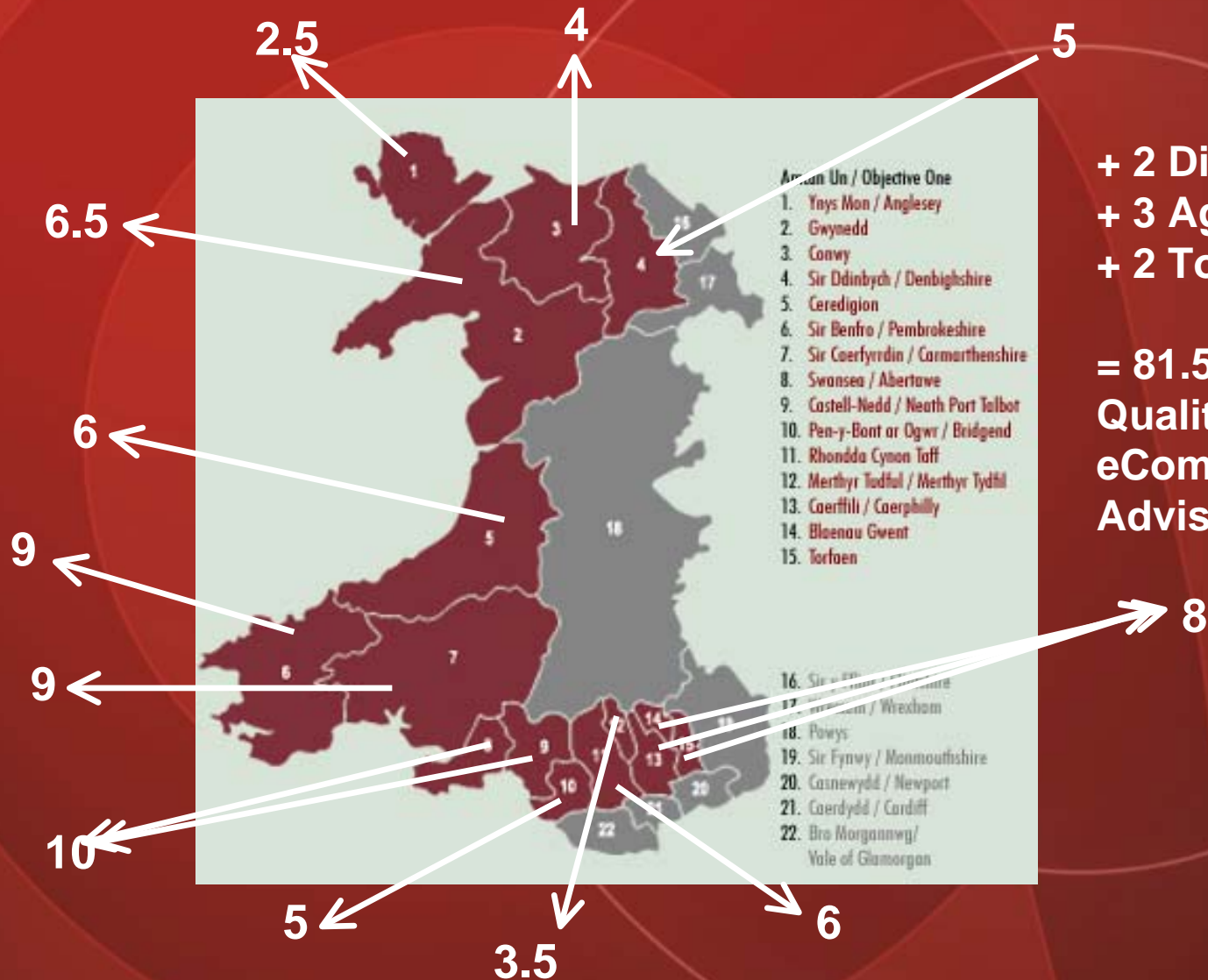


# Opportunity Wales Highlights Adviser Services

- 15 Operational Delivery Partner Organisations:
  - Private
  - Public
  - Voluntary
- Over 80 highly skilled advisers across the Objective 1 area
- Over 3250 businesses supported to end May 03 (ahead of target)
- Integration with other programmes



# Opportunity Wales Adviser Service



**+ 2 Disabled  
+ 3 Agriculture  
+ 2 Tourism**

**= 81.5 operational  
Quality trained  
eCommerce  
Advisers**

- 1000's of pages of eCommerce advice
- Monthly Stats
  - No of hits > 1m
  - No of visits > 30,000
  - Page Impressions > 500k
  - 35min average stay
- Basic or complex info
- How do I? guides
- Newsletter
- Events Calendar
- Fully Bilingual
- Case Studies



The screenshot shows the Opportunity Wales website interface. At the top, there is a header with the 'OW' logo and the text 'Cylle Cymru'. A banner on the right states: 'A non-profit partnership supporting the development of eCommerce in small and medium-sized businesses in Objective One areas of Wales.' Below the header, the date '15 January 2003' is displayed. The main navigation menu includes links for 'Opportunity Wales', 'eCommerce', 'Communities', 'Directories', 'Business Information', 'How do I?', 'Site Information', 'Members' area', and 'Advice for Objective 1 SMEs'. The central content area features a 'Welcome to Opportunity Wales' message, a 'Visiting time...' section with a bar chart, a 'Broad breakfast' section with a mug image, and an 'Events' section. On the right, there is an 'eCommerce ladder' graphic and a 'Step 6 - Advanced eCommerce' section. The bottom of the page includes a footer with 'PROJECT PART-FINANCED BY THE EUROPEAN UNION European Regional Development Fund', a 'Manufacturing' section with a gear image, and a 'Burns Pet Nutrition' advertisement. The footer also contains copyright information: '©2001-2003 Better Business Wales (Holdings) Ltd. Contact us - Terms and Conditions/Privacy Policy'.



# An eCommerce success story ...

**blah & blah**

- Since implementing their Web site
  - Opportunity Wales found them !!
  - 50% increase in turnover
  - 2 new employees, with 4 other positions planned for Quarter 3 of 2003
  - 4 major new clients
  - Confirmed expansion of business to commence Quarter 3 of 2003

# Client feedback ...

- “Nobody has ever done this for me from any organisation”
- “So simple, so straightforward”
- “The first time I have ever had anything in writing from a business support service”
- “I have found user manuals of benefit, but they are nothing like having one-to-one help; going at my speed, and dealing with problems that are specific to my particular needs”.

# Client feedback ...

- “I would not have believed the impact that IT has had on the way I do business”.
- “you gave me the direct answers I needed to help unlock the IT maze”.
- “I tailor my services to my audience and you’ve done that for me”

# Benchmarking national and regional e-business policies for SMEs

- More than 150 regional and national policy initiatives across Europe were identified and further analysed
- Opportunity Wales was one of four examples of good practice identified in the 'E-Business Support Networks for SMEs' category
- It was also singled out "The SME support network policies that have been identified during the benchmarking phase of this study, cover 14 countries and also include a number of regional networks, one of which from Wales (*Opportunity Wales*) has been identified as a good practice policy".

Diolch  
Thank You  
*Dzie, kuje*