

Phase is Ladbrokes' Odds-on Favourite

Ladbrokes is the world's largest off-track bookmaker. With over 2,000 high street shops in the UK, as well as other office bases, Ladbrokes' purchasing requirements are extensive. Office supplies is a key area for the gaming giant, with millions of betting slips alone needed every month.

The smooth running of an operation of this size is dependent on supplier efficiency, and the highest standards of service. When Scott Seaman-Digby took up his new role as Ladbrokes' Buying Director, the company was experiencing on-going problems with its incumbent supplier. As Scott said, with over 2,000 shops and offices, any problem could result in over 2,000 complaints, which is a huge administrative headache.

When Ladbrokes' previous supplier gave them just 6 weeks notice to terminate the contract, Scott contacted

Phase. He had worked with Phase in the past, and knew they could provide the level of service he needed. He wasn't disappointed. Phase's handling of the change-over was so seamless, none of the shops realised there was a new supplier on-board!

Ladbrokes, working in partnership with Phase, is mid-way through a programme to make savings of £0.5 million. Currently this is on target, with savings of £250,000 already made.



The reason we use Phase is they offer a quality service and make it clear our interests are their interests. We would recommend Phase, without hesitation, to businesses of any size. Anyone wanting a reference is welcome to contact me



Scott Seaman-Digby

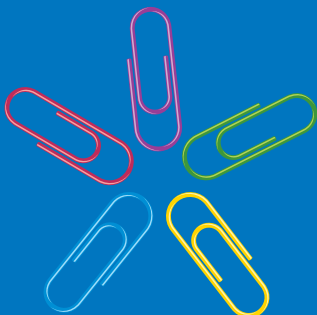
Buying Director,
Ladbrokes plc.



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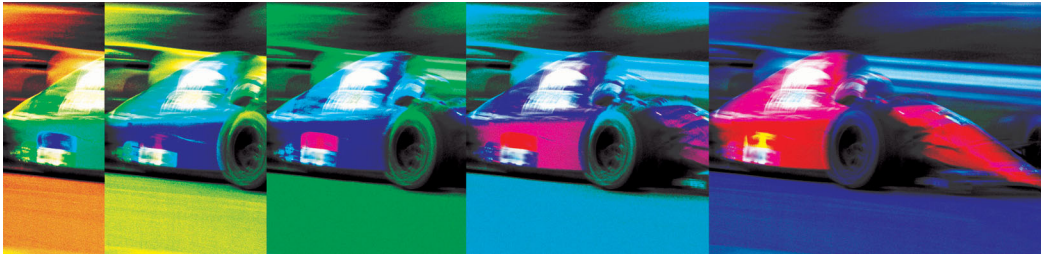


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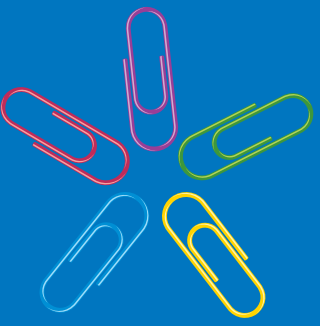
These have come from a reduction in overtime costs as a result of Phase's delivery system, order processing, and by outsourcing all their problems to the Phase team. This has allowed Ladbrokes to redeploy two members of staff, previously employed in this administration. In addition, Phase rationalise the processing, and manually over-ride excessively large orders, which has also reduced the overall spend considerably. Each Ladbrokes shop places its orders electronically using a 'basket' system. Items are added to the 'basket', and orders processed once a month. Because deliveries are made by logistics partner Officeteam, Phase can guarantee delivery across the UK, and focus their attention on delivering the service, not the goods.

Ladbrokes is a hard task master, but successfully managing an operation of this size calls for tight controls and open lines of communication. Working with Phase allows for these essential controls, without the need for micro-management.

Ladbrokes was so pleased with the Phase service, that the betting giant awarded them with its 'Best New Supplier of the Year' award in 2006 and its coveted 'Customer Service' award in 2007.



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