

## **PRESS RELEASE**

29 September 2006

### **Oxfam appoints Graham Oakes to help strengthen its online presence**

Thanks to guidance from Graham Oakes Ltd, Oxfam has selected the systems that will underpin the next generation of e-commerce for its websites. The technology and management consultancy has helped Oxfam navigate the complexity and rapid change that surrounds e-commerce to choose partners who will deliver reliably over the coming years.

Oxfam's online commerce presence is led by Oxfam Unwrapped ([www.oxfamunwrapped.com](http://www.oxfamunwrapped.com)), a site selling unusual gifts such as goats, camels and donkeys. When people purchase, they provide essential facilities direct to the communities in which Oxfam works, as well as helping general fundraising. Unwrapped has been extremely successful, so it needs systems which can reliably handle large volumes of transactions during peak times such as Christmas.

Graham Oakes Ltd has helped Oxfam select systems which will extend the functionality of Unwrapped while providing the necessary reliability. These systems will also enable Oxfam's 700+ high street stores to expand their online presence, for example allowing them to auction valuable items online.

Andrew Hatton, Project Manager at Oxfam said: "Everyone in the project team felt that Graham's input added real value. He was able to advise not just on technology but also on areas of business strategy, and he communicates in a

way that both technical and business people can understand, helping cross the traditional divide between these two areas.”

Graham Oakes said: “Oxfam are doing really important work and it’s great to be a part of that. As well as their commitment to doing good, they operate with a high degree of professionalism so it’s very satisfying to be able to provide value to them through the independent perspective and breadth of expertise that I can bring. I look forward to seeing the next version of their e-commerce systems go live.”

Graham Oakes Limited helps people untangle complex technology, relationships, processes and governance. For more information, please contact [www.grahamoakes.co.uk](http://www.grahamoakes.co.uk).

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**Notes for Editors:**

Images are available on request and media interviews can be arranged.

**For press enquiries**, please contact Mark Perry / Danielle Newman, Pazang Ltd, on 0845 090 0171 or email [mark.perry@pazang.co.uk](mailto:mark.perry@pazang.co.uk) / [danielle.newman@pazang.co.uk](mailto:danielle.newman@pazang.co.uk)