

Disintermediating the Long Chain of Middlemen that Normally Pay SMEs 10% of the Final Price with Free E-commerce Catalogs on Google

OpenEntry.com (OE) is a non-profit development organization with 14 years of experience bringing the benefits of global e-commerce to thousands of small and medium enterprises (**SMEs**) in 44 countries.

A United Nations Development Program evaluation of **OE** in Nepal (<http://sdnhq.undp.org/e-comm>) concluded:

- *"The largest impact of implementing this 'pro-poor' e-commerce approach was on income and employment. Firms using it reported jobs that were directly attributable to the on-line promotion...**3918 women**"*
- *"a relatively inexperienced group of young IT professionals could, with the proper tools, create employment for themselves while providing e-commerce services to local SMEs."*



OE recently re-launched its award (*) winning e-commerce platform using powerful, multilingual tools provided by **Google**. This enables **OE** to offer totally free e-commerce catalogs (software, hosting, & user support) to **SMEs** worldwide. These free catalogs are created and maintained with a simple **Google** spreadsheet (no software download) from any computer online (for example, at an internet café or telecenter).

OE also makes it easy for any business network (chamber of commerce, trade promotion organization, industry association) to aggregate the catalogs of its members (even those built with other systems) into a branded "network market". Along with one-click postings to all the major social networking services, these network markets generate the visibility and credibility necessary for global e-commerce for **SMEs**. By implementing the latest Web 2.0 tools and "cloud computing" technology, **OE** has realized the dream of disintermediating the long chain of middlemen that normally pay **SMEs** a small fraction of the final retail price – for artisans it's 10%.

For more information, go to www.OpenEntry.com or contact **OE** Founder & CEO, Dr. Daniel Salcedo (dsalcedo@OpenEntry.com, 240.242.9798).

(*) Global IT Excellence Award for Digital Opportunity from www.WITSA.org ("members represent 90% of the world IT market")