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UK county council could be set to give blur another boost

E-commerce enabler Blur Group PLC (LON:BLUR) could be set to receive another boost, this time from a UK county council.

The unnamed council is continuing its programme of spend which could lead to a "multiple six-figure rollout" of blur's Indirect Spend management platform.

The AIM-listed group has already completed the first project for this particular customer and it hopes to build on this relationship in the coming weeks.

"blur has been working with this county council for several quarters, particularly in addressing the complex procurement environment within which the UK public sector operates," said chief executive Philip Letts.

"By gaining a deep understanding of this environment, blur has been able to tailor a programme that addresses the organisation's marketing spend requirements. This experience and reference should prove valuable to blur as we look to engage with the wider local government market."

The company changed its strategy 18 months ago or so to focus more on the enterprise market, i.e. larger companies.

Its platform is optimised for both private and public sector organisations.

Blur's proposition appeals because in many cases, especially in large corporations, it is difficult to get a handle on just how much is being spent and by whom.

Blur shares more than doubled recently after it announced it had entered into final negotiations with a global electronics group for a multiple six figure on-boarding programme across three territories.

Shares opened 17% higher at 15.75p on Thursday morning.

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1 Year Share Price Graph



December 2018 March 2019 June 2019

Share Information

Code: MAIS
Listing: AIM
Sector: Software & services
Website: www.maistro.com

Company Synopsis:

We are an online B2B Marketplace designed to make corporate buying fast, agile and cost-effective. Enterprises around the world come to us for on-demand sourcing to quickly tap into innovation, refresh their supply chain and optimise their spend. MAISTRO EXPLAINER VIDEO

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