

# Are you ready to take the plunge?

Have you determined the scale of the market opportunity for your organisation?  
Do you have a suitable buying strategy in place?

1st April  
2017 -  
Water  
Market  
Opens in  
England

What  
are your  
options?



EARLY  
MOVER



Use the shadow market period to source a contract for execution on 1st April 17



FOLLOW  
THE  
MARKET



Engage with suppliers shortly after market opening



WAIT  
AND SEE



Sit back and do nothing



- Avoid the market opening congestion
- Receive greater focus from suppliers as an early adopter
- Enjoy contract benefits early

- Enjoy benefits at the opening of the market

- Sidestep any early settlement and transfer challenges
- Allow supplier landscape to settle
- Extend window of opportunity to take advantage of any potential further market changes



- Difficulty in determining credibility of new suppliers
- Potentially experience challenges with unrefined market systems & processes
- Potential to be exposed to under-developed products & services

- Become one of many in the market opening rush
- Lose early adopter appeal to suppliers
- Potentially get caught up in unrefined market systems & processes
- Potential to get exposed to under-developed products & services

- Miss out on any early market benefits
- Become one of many in the market opening rush
- Lose early adopter benefits
- Potentially get caught up in unrefined market systems & processes
- Potential to get exposed to under-developed products & services



Working with Schneider Electric's specialist Water division Forbo Flooring UK Ltd has been able to formulate a clear buying strategy for 2017; allowing us to not only secure an improved deal for our site in Scotland now, but understand the benefits available to our site in England.

Their advice has allowed us to set realistic expectation levels around future Water procurement activities and the savings we could achieve, as well as plan how to best approach the market changes in order to take full advantage of them over the coming years.”

Rosemary Norman  
Purchasing Category  
Manager  
Forbo Flooring UK Ltd



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