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Use Your Mobile or PDA for Even Quicker & Easier Pipeline Management

MKIS LOGIC™ extends its Sales Pipeline functionality to include special screens and features designed for mobile phones and hand-held PDA web-browsers.

Marketing Information Systems Ltd, whose web-based CRM system, MKIS LOGIC™, successfully supports SME's that market and sell high value products and services directly, or with Business Partners, announces the release of MKIS Mobile™.

Fully integrated within the new version 4.9 of MKIS LOGIC™, MKIS Mobile™ makes receiving leads, and updating and reporting sales pipelines even quicker and simpler, whilst ensuring all the key information for forecasting and sales management is automatically logged in the system.

MKIS Mobile™ is device independent, so any mobile device that has an internet browser can be used. There is no application to install or synchronisation to perform, and it works across a wide range hand-held PDAs and mobile phones.

James Knibb, Technical Director at MKIS explains, "We extended the core SFA functionality of MKIS LOGIC™ to mobile devices to predominately help those users in direct sales, account management, and channel sales roles – and this literally was designed by them to be the quickest, easiest method of receiving and reporting back on pipelines."

Knibb continues, "It's a known industry headache that sales people don't use SFA or CRM system as others think they do – or think they *should* do. So this will significantly help all those who have battled with other systems that have complex screens, or synchronisation issues."

Knibb explains, "By making it truly simple to update a pipeline through your mobile device, everyone across Sales, Marketing and Management benefits. Plus MKIS Mobile™ still provides full security with user defined access rights, and the existing features that users' enjoy with standard browser access, such as auto-entry notes and quick-log updates."

Steve Vaughan, MKIS Managing Director, states, "The Sales person's role is increasingly demanding and IT systems play a common part of their everyday work. Historically, those who buy the IT systems see the 'slick' demo side, but then probably never used it as the sales teams will – and it's proven time and again the situational usage ends-up over-cumbersome, working against sales productivity and moral. At the end of the day, better sales results and bonuses are key drivers – and I believe MKIS Mobile™ goes a long way to achieving these basics with far less hassle".

EDITORS NOTES: MKIS LOGIC™ v4.9 is available direct from Marketing Information Systems Ltd. Visit www.mkis-logic.com for more information. MKIS LOGIC™ can be accessed on Microsoft Windows Explorer v.6 and above, Netscape v.7 and above, Firefox v1.0 and has been tested on Linux, Windows PCs, and Macintosh.

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About Marketing Information Systems Ltd: Marketing Information Systems (MKIS™), headquartered in Warwickshire, UK, provides specialist web-based software and services dedicated to supporting the sales and marketing operations of small and medium organisations. MKIS™ enables greater control, visibility and operational effectiveness to be achieved by truly combining people, processes and technology.

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