

MKIS LOGIC™ Gets Put Through its Paces by Repeat Solutions

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Highly respected e-Business Consulting specialists, Repeat Solutions Ltd, have selected MKIS LOGIC™ as part of growing their Midlands-based technology practice.

Managing Director of Repeat Solutions, Adrian Cryer, has extensive and in-depth knowledge of the B2B technology sector. Having built-up his experience first-hand on numerous prestigious projects, including working with the renowned National B2B Centre at University of Warwick, Cryer now runs a successful IT Consultancy and Services business.

Cryer explains, “We specialise in helping business evaluate and implement internet related technology solutions that will leverage the maximum benefits from what the industry has to offer. As failure rates of adopting new technology can be high, we found our approach, coupled with creating ready-to-use packages specifically designed for business’ on-line needs, helps companies to quickly gain the sorts of benefits that are otherwise lost even before get used.”

Cryer continues, “We find this approach works really well – so did exactly the same when looking for a Sales & Marketing application. We knew of a number of web-based packages available – but most are no further on from the old desk-based systems from the last decade still being churned out today.”

Cryer speaks of his first impressions, “We immediately saw a step-change in system design, from being easy-to-use, to being able to properly handle the complexities of both sales and marketing functions. It aptly demonstrated the benefits of a well thought out, ready-to-use system that runs over the internet. ‘Brand-awareness’ aside, the price, usability and functionality still beat anything I’ve seen on the market to date.”

PRESS RELEASE: Marketing Information Systems Ltd

Drawing on his extensive experiences, Cryer points out, "Many SME businesses under-estimate just how much is involved in introducing systems of this type into their business. It should not be seen as just a contact database or a 'big-brother tool'. The business critical nature of such software means Senior Management and IT staff need to drop old attitudes and approaches. Currently I also see many companies sucked into this notion of *free* systems, cheap-licenses, special offers or easy 'bolt-ons'. On the surface, the feature lists and salesman's patter can be alluring. My advice would be to consider your selection like any other business investment – and don't just expect it will work – no matter how long it's been around or popular it claims to be."

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, "There's not much Adrian doesn't know about this industry. He really put us through our paces during the evaluation phase - I can see why he's successful at helping companies achieve results where others fail. Sadly most companies do buy on brand recognition, not on how good the software might actually be – so it was great to be told that MKIS LOGIC's biggest USP is that it does what says – and works as it should."

EDITORS NOTES: MKIS LOGIC™ v4.8 is available immediately 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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Contact Details and Company Information:

About Repeat Solutions Ltd: Repeat Solutions Consultancy understands the challenges facing business today and has the experience, skill and people resource to build upon this, helping you to take advantage of new and forthcoming internet based technologies.

Our adopted proven model framework enables you to make the best-informed decisions at all stages of the process - most businesses know what needs to be achieved - we know how to use ebusiness technology to support your business growth.

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, medium and large organisations. MKIS™ enables greater control, visibility and operational effectiveness to be achieved by truly combining people, processes and technology. Contact: PR@mkis-uk.com or visit www.mkis.co.uk.