

Oi! Want Results? Try MKIS LOGIC™

30th January 2007

With an international portfolio of clients that includes Pfizer, Land Rover, Cadbury and Bayer, leading new media company, Oi!, are recognised as one of the pioneers in online marketing – and recently set out to find a new CRM system that could support their internal sales and marketing operations.

Managing Director of Oi!, David Ashley, shares his experiences on what he has found with CRM software and why he chose MKIS LOGIC. "Oi has an enviable position and a first class reputation within new media, which is an increasingly aggressive and growing sector. We constantly strive to ensure every part of our business is the best it can be, but when it has come to CRM, I have been continually frustrated in my efforts to find something that assists, rather than hinders."

Ashley, explains, "I thought it would be quite simple to have a system that would support my staff and operations - such as managing clients, generating new prospects, tracking pipelines. I also wanted the kind of reports and data that could provide for a strategic approach to our marketing and sales activities. Most systems list all this functionality, but it comes at a price, requiring additional consultancy and professional services, and then if they work at all!"

Ashley continues, "Over the years I've tried ACT! software, GoldMine® software, and even custom solutions. Every time I have been disappointed with the results. Some I found ill-conceived in their design and usability, with custom solutions lacking in completeness. We hadn't necessarily considered a web-based application, but the benefits of only needing a web-browser to use MKIS LOGIC are only part of the reason why we selected it."

PRESS RELEASE: Marketing Information Systems Ltd

Ashley goes on to say, "We immediately picked up on the amount of thought that has gone into the screens and functions, which are very good. We felt confident in choosing a 'Train-the-trainer' approach, which was conducted over the web and took less than 2 hours."

Ashley concludes, "I am delighted to say that within hours of discovering MKIS LOGIC, we were up and running and noticed immediate productivity results - which surprised us. We all agree its easy-to-use and are very satisfied with the quality of the product and the excellent support that we receive. I openly admit I've never been a big fan of such software, but MKIS LOGIC is one of the best decisions we have made."

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, "Oi! are a very forward thinking, creative organisation with a vast knowledge of e-Marketing technology – so have strong, well founded opinions when it comes to the topic of CRM. Their situation was not uncommon and many companies end up trying different systems, only to remain dissatisfied with the outcome. With all that is available on the market, its good to know that what we set out to develop, and our approach to supporting customers, helps them improve not just their sales, but reduce some of the inherent headaches too."

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.

- End -

About Oi Ltd: From concept development to campaign delivery, Oi! works closely with clients to deliver award winning new media solutions and is recognised as one of the pioneers in online marketing.

Oi! have extensive experience in planning and implementing effective strategies to develop brand awareness, increase conversion rates and minimise customer acquisition costs, thus delivering real commercial value for our clients, including Pfizer, Land Rover, Cadbury and Bayer.

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.co.uk or visit www.mkis.co.uk or call +44 (0)870 44 272 96.