

**Keeping Control of Sales & Marketing Data Intelligence
- MKIS LOGIC™ adds Document Library Capability -**

8th August 2005

UK based Marketing Information Systems Limited (MKIS), a specialist provider of marketing and technology services to Business-to-Business organisations, today announced the new data intelligence and security enhancements to their web-based Sales and Marketing application MKIS LOGIC™ (v4.6).

This latest release is able to provide another dimension in collating and controlling important sales and marketing data and documents. It brings together into one place, the ability to store all information and intelligence on prospects and customers, with full security features to keep it safe – and accessible to only those that should be able to see or use it.

Designed to provide a robust cradle-to-grave management of sales and marketing data, MKIS LOGIC™ has added the ability for the attachment, filing and storage of other types of information to contact or company records, such as documents, files, presentations, spread sheets, pictures and scanned files.

Steve Vaughan, Managing Director of MKIS™, explains why this is so important. "So often sales people and marketers need to keep different types of information stored together – such as contact history notes, proposals, pricing spreadsheets – but it's never all in one place or linked appropriately. As well as frustration, this can also lead to missing or losing important facts or figures that could in turn affect sales performance."

Vaughan continues, "When combined with the new legal requirements – such as the Corporate Telephone Preferences Service (CTPS), and preventing unsolicited emailing and spam, plus coupled with trying to keep sensitive documents, or information available for only those that should have it, a management minefield quickly opens up before you".

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Vaughan explains that many of their customers have the added complexity of having to share certain data or information with one or multiple external business partners; so data such as sales leads, quotes, presentations, needs to be recorded, stored and accessible to only certain people. Vaughan adds, "Having this information securely accessible, or hidden, along with the other typical contact record and historical notes, means when it needs to be found or updated, it is where it should be – so assisting the sales processes."

James Knibb, Head of R&D at MKIS, explains, "Storing and sharing data between different people, departments or organisations for marketing purposes is a bug-bear for many companies, and we wanted to create a way that allowed us to make this a simple process, and that meant the ability to continually work a database or contact systems; and adding value as it's used - not losing it. This allows for building greater levels of intelligence, making it more accurate for segmentation and targeting and ultimately delivers better returns." Knibb adds, "It also allows customers to save money by not having to always buy new data, plus the headache of trying to share data between with other internal or external systems".

To support this release, new comprehensive online import, de-duplication and export facilities have been added to allow for old and new data to be combined, including history fields, next activities, additional fields and pick-list data, all automatically added to appropriate companies, contacts and campaigns.

EDITORS NOTES: MKIS LOGIC™ v4.5 is available immediately direct from Marketing Information Systems Ltd. call +44 (0) 1926 494 111, or 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 a range of specialist business services dedicated to supporting sales and marketing operations. MKIS enables greater control, profitability and operational effectiveness to be achieved within sales and marketing activities - delivered by using a unique combination of people, processes and technology. Contact: PR@mkis-uk.com, +44(0)1926 494 111, or visit www.mkis-uk.com.