



PRESS RELEASE: Marketing Information Systems Ltd

CACHINNARE COLLABORATES WITH PARTNERS USING MKIS LOGIC™

1st February 2006

Midlands-based Cachinnare Ltd, a specialist provider of Business Technology Consultancy to mid-market manufacturers, has selected MKIS LOGIC™ to collaborate with business partners across the UK.

“Our work involves multiple sales and projects running across different divisions of large enterprises, and we engage with a number of different business partners at any one time, anywhere in the UK”, explains Paul Bird, Managing Director of Cachinnare. “To ensure we maintain good levels of communications across all our staff and business partners pre and post winning new contracts, we wanted to centralise our sales and marketing data for knowledge and reporting purposes. We had gone through the typical route of using known-brand contact management systems, and having spent considerable time, money and effort, still found them inadequate to support our needs. We decided to look outside the usual suspects, but were sceptical of finding anything. However, MKIS LOGIC™ was something of a revelation. It stood out straightaway in how user-friendly it was, that it had everything we would need all in one system, and was still very competitively priced.

Bird continues, “Although we did not set out specifically to get a web-based system, we found MKIS LOGIC™ had the right balance of functionality, and then all the added benefits of access via the internet. We particularly liked that fact we didn’t need to install any software, or have to worry about managing the application. The result being staff and business partners would have quick secure access to everything they need from anywhere with just a web-browser.

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Bird goes on to say, “ As a growing company, we recognised the need for managing all the data that gets generated so we can maintain our high standards of services to our customers. MKIS LOGIC™ gives us a structured means of collating all forms of data and information, ensuring good quality record keeping for immediate and historical purposes. We also see a clear advantage over organisations that struggle to maintain control of their information across their organisation, and that of their partners. Being able to specify secure access to selected individuals, and record everything even across multiple projects going on within a company or department, provides both users and management with tools that ultimately enhances our customer’s success.”

“We are delighted to have help Cachinnare, and given the nature of their business, take pride that they recognised the benefits of our system, and approach to CRM”, says Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™). “We see a lot of companies who feel let down by their existing systems, even after having invested considerable sums. We genuinely appreciate their frustrations at having to consider ‘yet another system’, but it makes it all the more worth while when within weeks, they are able to get on with concentrating on their business, and not battling with their CRM system.

EDITORS NOTES: MKIS LOGIC™ v4.7 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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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.