



Intelligent Paving Systems uses MKIS LOGIC™ for real-time collaboration with International Partners

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UK based Intelligent Paving Systems Ltd, a specialist environmental research company that provides international manufacturers with expertise in keeping pace with new legislation, has selected MKIS LOGIC™ to collaborate with their worldwide business partners.

“Our customers are major global plc’s with offices and departments spread all over the world,” explains Tim Lowe, Managing Director of Intelligent Paving Systems. “We will typically be working on a range of projects that involves day-to-day collaboration on activities with multiple business partners to deliver complex services, which means logistic and communication challenges are an inevitable part of our working practices.”

Lowe continues, “With any business, it can be easy to loose sight of the basics, particularly when you get involved in such multifaceted projects, so I personally wanted a method of centralising data and activities so that no matter what, everyone involved would be part of the information chain.”

Lowe admits, “ We knew of horror stories of companies who had made serious investments in well known CRM system, and still ended up with little to show for it and a bitter after taste. We set out to be ruthless in getting what we wanted. No one was taking us for a ride, and I’ll be the first to admit I just didn’t believe half of what MKIS claimed - least of all that we would be up and running in under a month!”

Lowe continues, “We set out to see if we could get a web-based system to help with the international nature of our business, and found that MKIS LOGIC™ came with 95% of everything



we needed as standard – so much so that it helped us adopt simple best practices that we thought would take months to get straight. “

Lowé went on to say, “As a fast growing small company, costs are critical. The monthly on-demand payment structure per user, priced on their access rights gives us not just control of costs, but the ability to ensure we don’t waste money on unused licenses as people move around. The other critical factor is that we can add new users in minutes, and they can figure out how to use screens for themselves, which saves on training costs and taking people out of field.

Lowé closes by saying, “In the end the nearest thing to anything negative was I set out expecting a real ball-ache of an experience, and got pretty stressed-out waiting for what I thought would be the inevitable, which I’m still genuinely surprised never happened”.

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, “On the whole, most companies have had a bad experience adopting Partner Relation Management and or CRM systems, and this is a big hurdle right from the start for all parties involved. The industry is struggling to win the confidence of those who have been badly bitten, and suppliers should be prepared to accepted this now as part of the industry, and prove what they say by delivering it, and take satisfaction when those companies become your biggest advocates”.

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 Intelligent Paving Solutions Ltd: A UK based specialist research organisation, providing expert services supporting global industrial manufacturers in keeping pace with changing legislation. Contact: press@intelli-pave.com or visit www.intelli-pave.com.

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 by using a unique combination of people, processes and technology. Contact: PR@mkis-uk.com or visit www.mkis-uk.com.