



NETWORK LTD CURES GROWING PAINS WITH MKIS LOGIC™

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Network Ltd, a specialist UK software company who provide leading edge internet knowledge management systems, has selected MKIS LOGIC™ to help them keep pace with their rapidly expanding business.

“We’re a fast growing new business and as a result are quickly increasing the size of our UK sales operations, which means keeping track of marketing campaigns and sales leads was getting more problematic, especially as our sales staff are based all over the UK, and rarely together”, explains Ryan Butler, Managing Director of Network Ltd. “Our mantra is ‘making sense of the internet’, and we inherently have a good knowledge of CRM due to the nature of the products we develop, so we had strong views on what we wanted to cater for our immediate and longer term requirements”.

Butler gives a brief overview of the software industry. “Since the dot.com bubble burst, the software industry has had a rough ride and the hundreds of suppliers of CRM applications, particularly web-based one’s, are now being taken to task to perform as they had promised too. Sadly, many companies jumped on the bandwagon, which meant the industry has been tarred. However, it’s forced buyers to look beyond just the marketing brochures, which is giving rise to software-developers, like us, that can make new ground in this new era, and truly differentiating on both technology and service quality.”

Butler continues by saying, “Yes, we were cynical, and had considered developing our own, but on seeing how complete MKIS LOGIC™ was, how practical and perfectly it met our requirements, it was more cost effective and certainly quicker to purchase this out-of-the-box out-sourced service.



Butler concludes by saying, “Our new CRM system from MKIS is unusual, in that it will be the same system that we start with now to cater for our relatively small numbers of users, but will equally managed any number as we grow, including future business partners, and it can be used globally. This means we can standardise our operations now, enabling us to work efficiently in both our internal operations, and provide outstanding levels of services to our customers. It also gives me a confidence boost knowing that I now have complete control over this part of my business, which is a relief, but also incredibly exciting for the future potential of the company.”

“We are very proud to have Network Ltd select MKIS LOGIC™, particularly in light of their knowledge of CRM and the internet”, says Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™). “There are many systems on the market which all look similar, but getting actual benefits from them can often be another matter – and it’s something Mr Butler fully appreciated during evaluation. It’s always great to see a company doing well, and MKIS looks forward to supporting them as they go from strength to strength.

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 Network Ltd: Network Ltd delivers solutions to fit specific needs and provides a new unique knowledge management system and collaboration tool that enables organisations to build business-wide research communities. For further information please contact Ryan Butler on: Ryan.Butler@Network.ltd.uk or visit www.network-ltd.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 within sales and marketing activities - delivered by using a unique combination of people, processes and technology. For further information email PR@mkis.co.uk or visit www.mkis.co.uk