

Sharp Information Systems Races Ahead with MKIS LOGIC™

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UK Technology Company, Sharp Information Systems Ltd, a specialist in web-based analytical software for the Gaming Industry, has selected MKIS LOGIC™ to aid their management and delivery of sales and marketing as they expand into new countries.

Chris James, Managing Director of Sharp Information Systems explains the reason behind the why they needed to invest in this type of solution. “Although much of our business is still centred in the UK, we have quickly gained significant interest from further afield, forcing our organic growth and creating the nice-to-have problem of keeping up with demand. Reviewing the infrastructural changes needed to capitalise on this, we were very aware that this juncture created as much risk as it did opportunity”,

James talks through the evaluations. “We compete in a rapidly developing industry which itself is going through huge growth, so I didn’t want anything slowing us down or restricting how quickly we can grow and respond. I’ve evaluated this type of software on a few occasions now in my career. I found the original quotes we had from two of the best-known systems, in terms of price, time scales and even attitude, both unimpressive and disappointingly similar to what I’ve experienced in the past. I’d hoped involving market leaders would equal less risk. Unconvinced and as we have our own in-house developers, we decided to trial an open source system to bringing things ‘in-house’. We felt this would have the added advantage of ending up with a more tailored approach. However, after just a month the whole management team had to admit there was a lot more to this than even we had first thought – and we’re not exactly naive about this subject. Strangely it was our International Business Link advisor who suggested MKIS LOGIC™. We had never heard of it, but based on our experiences and knowing even the most established CRM systems can be expensive failures, we thought a personal recommendation was worth considering”.

James continues. "We went into the meeting with I guess typical preconceptions. An MKIS sales rep had used the phrase 'evolutionary-step', so I really pushed them on this and was expecting to pull them apart. Looking back, our attitudes were blocking us from seeing what was there rather than what wasn't. It's not immediately apparent until you step back and apply simple common sense, only then does it hit you! What they have achieved with MKIS LOGIC™ – and I say this with an industry insider's hat on - really is different to anything else on the market. Its built around a whole new approach in system design and usability – and it makes a big big difference.

James admits, "MKIS really opened our eyes. We had focused on all the wrong areas typical of what most businesses go looking for. It shows-up why many CRM vendors cunningly reinforce making things complicated, drawn-out and underplay what it will actually take to deliver. What I also really like about MKIS LOGIC™ is what you see is what you get. There's no elaborate consultants fees or lengthy post sales implementation. "

James finishes by saying, "In short, there's only really four critical things these system should address," James counts out on his fingers. "You need to know much is being spent and on what – how much is forecast and by when – what was actually generated – and a way to keep everyone involved accountable for what is going on, and for this, MKIS LOGIC™ truly leads the way. We can work as one joined-up operation no matter where we are or what role we have. It really does help everyone to do their job and gives management a genuine business system to keep driving the company forwards."

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, "Sad but true, customers typically come with bad preconceptions. But the great thing about all this is companies are getting less accepting of 'putting-up' with software that doesn't deliver. So the days of just swapping to another one or trying to make-good what's already been invested in, even if its proclaimed a market leader or well-established, is drawing to an end – and its where MKIS LOGIC™ is filling a long over-due requirement in B2B sales and marketing software."

PRESS RELEASE: Marketing Information Systems Ltd

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 Sharp Information Systems Ltd: Sharp Information Systems is a specialist in software applications for the global gaming industry, providing solutions that advances the recording, measurement, analysis and decision making capabilities of sports data to new levels to enable the highest possible returns with the lowest amount of risk.

About Marketing Information Systems Ltd: Marketing Information Systems (MKIS™), headquartered in the Midlands, 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-uk.com or visit www.mkis.co.uk.