

Neteffekt uses MKIS LOGIC™ to Structure Sales Growth

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Specialist technology company, Neteffekt Ltd, who provide e-Marketing, e-Commerce and e-Service solutions to UK SMEs, have selected MKIS LOGIC™ as part of their strategic plans to manage the growth of their sales and marketing operations.

“Within three years we have built up a very credible position as a highly competent and reliable supplier to the Media, Retail and Telco industries – and as a result, we have a healthy customer base and strong sales pipeline”, explains Adi Toal, Managing Director of Neteffekt.

“We decided to make sure we could keep pace and control of our sales and marketing efforts by investing in a suitable software package that would help us structure our approach and processes”. Toal continues, “ Many companies if they’re honest, end up using or reverting to spreadsheets, but we really wanted to achieve a long-term solution and one that meant we could focus our marketing and service resources, and sales efforts, to best manage growth - and with as little hassle as possible.”

Toal adds, “A Business Consultant we work with recommended MKIS LOGIC™. Although at first we were sceptical of an unknown brand, we quickly realised in our first demo this was a genuine improvement on what’s typically available in this space - easy-to-use, does what its says and we had it live in less than a week from first meeting!”

Technical Director, Dave Holmes, agrees. “It surpassed expectations and is easier to use than spreadsheets and does all the basics really well. We of course use our own leading eMarketing technologies as part of our activities, so now we have a first-class set-up and have achieved what we set-out: structured processes, improved ease and visibility, and increased sales and ROI.

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Holmes goes onto say, "I give full credit to the way MKIS has taken a very practical approach to evolving this type of system to a new level. Like us, they've broken the mould to make software more usable and valuable to achieve real sales and marketing results. What's more, having an outsourced web-based system also means my team and I won't suffer the time, cost and detraction typically incurred with these sorts of systems – which many companies don't realise until they get one – so we can stay focused on developing and managing our own technology products and services."

Steve Vaughan, Managing Director of Marketing Information Systems Ltd (MKIS™) adds, "Its great getting involved with other technology companies, particularly one as technical and ahead of the game as Neteffekt, because they really understand the difference and what it takes to create good software. I'm looking forward to seeing how our achievements in web-based software systems helps Neteffekt to go on to even greater success with theirs... win-win all round for UK software companies!

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 Neteffekt Ltd: Neteffekt is a specialist technology company that provides eMarketing, eCommerce and eService solutions to small and medium-sized Retailers, Telcos and Media companies. Neteffekt has an established first-class reputation for enabling their customers to build leading-edge technology infrastructures and strategies to support customer-centred environments, maximising sales and marketing effectiveness and technology ROI.

About Marketing Information Systems Ltd: Marketing Information Systems (MKIS™), headquartered in Warwickshire, UK, provides specialist web-based software and services dedicated to supporting the sales and marketing operations of small and medium 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.