

Release Date: -

THE ASSAY OFFICE INVESTS IN SALESLOGIX CRM SYSTEM FROM CPIO

The Birmingham Assay Office, has awarded business software specialist CPIO the contract to install a Sage SalesLogix CRM Solution. The new software from CPIO will provide an easily accessible and organised prospect and customer database providing the Assay Office with improved communication and increased efficiency of marketing sales, customer service and support.

The Assay Office also has a gemmological office in London and is responsible for the assaying and hallmarking of precious metals such as gold, platinum and silver. The Assay Office also provides a range of quality assurance services for example diamond certification, watch and jewellery valuations.

Marie Brennan, Business Relations Manager for the Assay Office, says, "As a business we are extremely focused on providing the highest level of customer service and communication with our customers is key. The new SalesLogix system from CPIO will enable us to manage our communications process efficiently from one location."

Brennan adds, "The CPIO system will empower us to move our business forward, improving the communications between our staff, our customers and potential customers, all accessed from a single database."

Brennan, finally adds, "We had consultations with various suppliers, but we decided on CPIO. Their technical expertise, understanding of our business and professionalism of their staff, coupled with the solution they were able to offer us fitted our requirements perfectly."

About CPIO and the Waterdale Group

CPIO is a privately owned business software specialist that provides consultancy, implementation and integration services to companies in a wide range of industries, including manufacturing, distribution, the service and FMCG industries.

Established in 1990, CPIO has over fifteen years' experience in providing 'best of breed' integrated business solutions in finance, manufacturing and distribution, combined with CRM, Business Intelligence and eCommerce.

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A Strategic Partner of Sage UK, CPiO is one of the top five resellers of Sage Mid Range software in the UK – including Sage MMS, Line 200, 500 and Saleslogix and has strategic alliances with third party products and organisations including Microsoft Axapta, IBM, Business Objects Cognos, Oracle, Informix, SuSE Novell, and Linux enabling it to deliver its customers a 'total business solution'.

CPiO is headquartered in Coleshill, West Midlands, and has over 400 customers in a range of industry sectors, including manufacturing & distribution, automotive, plastics & rubber and the service sector. Key customer names include Enta Technologies, Siemens, So Good, Accantia, Esteem Systems, Futaba-Tenneco, Gaskell & Chambers Ltd, Hamworthy Heating, Portal Products, SEAC, Severn Trent Services, Stanford Marsh Group, and the Victoria and Albert Museum.

CPiO has a solid reputation for integrity, professionalism & expertise and a unique culture based on people, promoting an open, straightforward approach to business relationships. CPiO believes in working in partnership with its customers, providing and receiving information freely to create a wider understanding and a solid platform that facilitates the development of practical, value-add solutions to business problems.

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