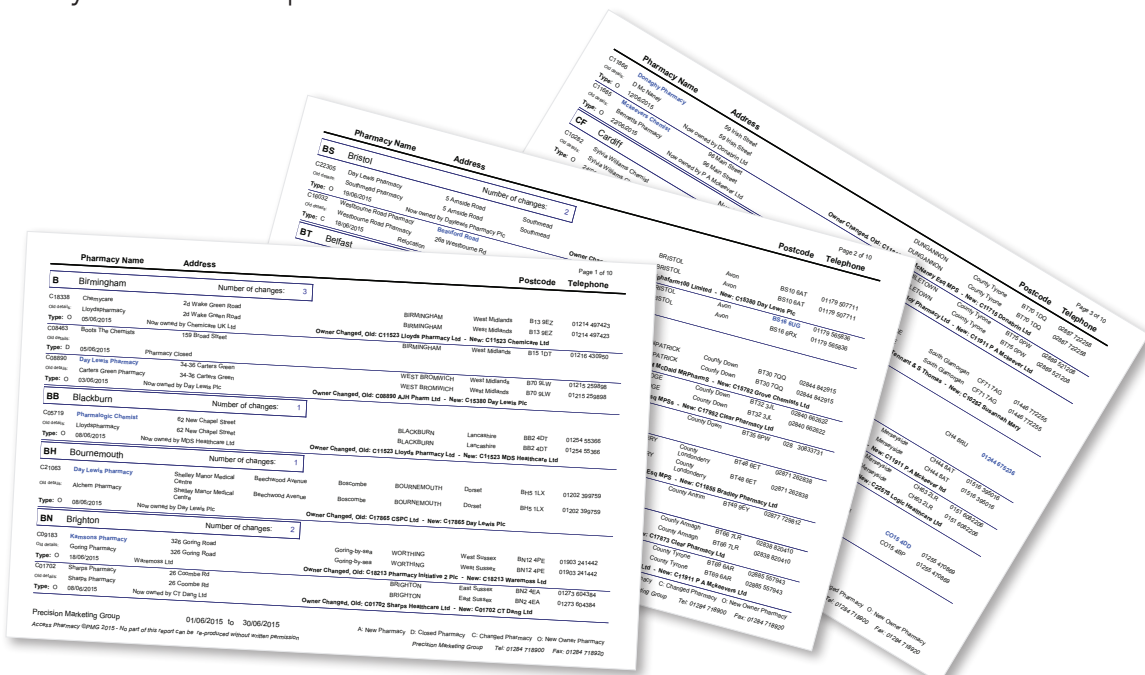


Building networks, out in the field ...

... GMP Software

What they do

GMP Software are providers of a leading sales CRM system, for field sales forces working in the retail pharmacy sector. Reps have access to a wealth of information about their customers and the platform facilitates order taking, auditing, route planning and a variety of different reports.



What we did

Vital to the development of features, operational efficiency and the effectiveness of the system as a whole is the integration of Precision's National Pharmacy Database. As the most comprehensive and up to date UK pharmacy data source available, **Precision** supply GMP with bespoke information and regular updates, enabling them to deliver a best in class solution to their customers.

"For over 15 years GMP Software has worked closely with **Precision Marketing Group**. **Precision's** National Pharmacy Database provides an accurate, up-to-date list which is refreshed weekly for us to pick up new customers. Using Precision data combined with our *FieldStrike* system removes the guesswork when running an efficient sales team in the UK and Eire. A reliable, live information source notifying us of closures, relocations and new store openings is critical for cost effective route planning."

Andrew Meek, Managing Director, GMP Software Ltd