

Panacea shoots for success with GMK



AMERIGO

As one of the country's leading specialist service-based systems integrators, Panacea has provided GMK with a total business solution including:

- *A fully integrated e-business solution*
- *Development of an industry specific gun register & CRM database*
- *Business systems relocation*
- *A resilient infrastructure implementation & VPN.*

GMK is the leading shooting sports and outdoor clothing distributor in the UK. It imports and markets a range of guns and branded sports accessories and clothing from all over the world.

GMK has been helped with its plans for business growth by implementing Panacea's AMERIGO integrated e-business solution to allow real-time, business to business (B2B) on-line trading between GMK and its dealers. By using AMERIGO, GMK has successfully launched a new European brand into the UK market and Panacea has further assisted GMK by delivering a gun register and CRM database to meet UK gun registration laws.

Panacea also implemented a network infrastructure in GMK's newer, larger premises to provide much improved security, resilience and availability.



"We chose Panacea for its breadth of abilities in terms of e-business and CRM which is an area that we have a strong focus on.

The system will free up a great deal of time for our telesales staff so that they will be able to deal faster and more proactively with queries and be able to use their time calling and selling to potential customers."

Oskar Waktare
Financial Director, GMK



GMK aims to the future

GMK is a distributor of outdoor leisure products - from outdoor clothing to sports guns and accessories. The products are distributed directly from GMK to customers who comprise almost entirely of retail outlets.

With AMERIGO seamlessly integrated into the Sage system upgrade, GMK are able to deal with product queries (such as pricing and availability) through a self-help channel rather than over the telephone. This allows telesales staff to be much more productive and far more proactive.

Among the many benefits to GMK is the ability to satisfy customer demand with a level of accuracy and timeliness not previously possible and with round-the-clock availability. Having met the core requirements, Panacea provided incremental benefit by developing a combination guns registration and CRM database that will allow GMK to better monitor and meet the needs of their valued customers.

A complete, end-to-end solution

Panacea expertly upgraded and re-engineered GMK's computer network to provide an infrastructure that offers resilience, security and availability for maximum uptime, peace of mind and greater levels of access control.



AMERIGO - Panacea's e-business business

Panacea's own product offering, AMERIGO Online, was seamlessly integrated into GMK's Sage Line 500 system offering GMK the ability to intensively streamline its business operations.

By providing total B2B e-business functionality, AMERIGO Online gives GMK a range of business benefits including:

- Telesales staff are free to provide a proactive service to their customers and subsequently they are more motivated.
- Ordering errors are dramatically reduced.
- Order status is visible and can be tracked by customers in real time.
- Pricing and stock availability information can easily be checked in real time.
- The ordering process within GMK is automated right up to the point of stock picking.
- Perceived working hours are increased to 24 x 7 x 365.

"The new systems being installed by Panacea will greatly enhance our operations for customers in the future. Panacea also has the UK's biggest support team in the Sage mid-market channel - which is extremely reassuring."

GMK



**LEADING MID-RANGE
SYSTEMS**

If you'd like further information or a more detailed account of this project, please telephone Panacea on 01256 30 50 50 or e-mail enquiries@panacea.co.uk



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