

**More Information:**

Nick Kyriazis

(727) 954-3834

NickK@syncsite.net

## Syncsite Implements Infor CRM Solution for Pensacola Apothecary

### Compounding pharmacy successfully using CompoundRM, an integrated solution for Infor CRM developed by Syncsite

**St. Petersburg, FL — May 4, 2015** — Syncsite, a premier provider of [Infor CRM](#) customer relationship management software, announced that [Pensacola Apothecary](#), an expanding compounding pharmacy, has successfully implemented CompoundRM, an industry-specific, integrated add-on solution for Infor CRM developed by Syncsite.

“CompoundRM builds on the highly versatile and powerful Infor CRM platform,” explained Nick Kyriazis of Syncsite. “Compounding pharmacies face a unique set of challenges that out of box software typically cannot address. We designed CompoundRM to address these challenges, enabling our clients in this industry to build strong, profitable and long-term relationships. Pensacola Apothecary has a strong commitment to its customers and its patients, and using CompoundRM, they are better able to demonstrate that commitment.”

As Pensacola Apothecary began its expansion outside of the state of Florida, it knew it needed to equip its mobile team of pharmacy educators with the tools to build long-term profitable relationships with doctors and practitioners throughout their territories. The tool they selected is CompoundRM from Syncsite, a purpose-built tool for compounding pharmacies that builds on the successful Infor CRM platform.

Catherin Geri, Assistant Sales Manager for Pensacola Apothecary, related some of the struggles the company faced before it began using CompoundRM. “We had tried a few other CRM programs, including Salesforce®, but nothing worked for us. Our educators were still emailing a report in at the end of each day with a list of whom they saw and what they spent. We then entered that into spreadsheets and other applications to try to get the data we wanted. When we learned that there was an application tailored to the compounding pharmacy industry, we jumped at the opportunity.”

Today, each of the company’s pharmaceutical educators is equipped with an iPhone®, an iPad® or both, running Infor CRM and CompoundRM. They can review address, contact information and notes before each visit. As each visit is logged in the software, geotracking records the educators’ location to allow the company to monitor and audit their travels. Key metrics, such as comparisons of site visits to sales volume enable the company to hone its sales processes. Overall service levels are up thanks to the ability to record and recall relevant information about contacts and by aggressively tracking open issues or questions through to resolution.

###

#### About Syncsite

Syncsite is a premier provider of [Customer Relationship Management \(CRM\)](#) and [Business Intelligence \(BI\)](#) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, Syncsite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships. Learn more at [www.syncsite.net](http://www.syncsite.net) or by calling (727) 954-3835.