

More Information:

Nick Kyriazis

(727) 954-3834

NickK@syncsite.net

Syncsite Delivers Industry-Leading Infor CRM Solution for Potter's House Apothecary

Compounding pharmacy selects CompoundRM, an integrated solution for Infor CRM, developed by Syncsite

St. Petersburg, FL — June 1, 2015 — Syncsite, a premier provider of **Infor CRM** customer relationship management software, announced another successful implementation of **CompoundRM**, the company's integrated add-on solution for Infor CRM, designed to meet the specific needs of compounding pharmacies and apothecaries. **Potter's House Apothecary**, headquartered in Peoria, Arizona, is a young, rapidly growing enterprise that sought to improve its marketing automation and communication tools to facilitate its growth and expansion.

"We learned about Syncsite and CompoundRM from an industry colleague," said Amber Swaney, Director of Sales and Marketing for Potter's House Apothecary. "We were taking on a new line of business and the paper marketing log system we had been limping along with simply wasn't going to support that growth. Regular Customer Relationship Management (CRM) software could get us close to what we needed, but it just doesn't accommodate the unique aspects of our business and how our sales representatives operate in the community. CompoundRM was built for this industry and it works the way we work. It is very powerful and very flexible."

CompoundRM allows Potter's House Apothecary to best manage the sometimes complex relationships between doctors, clinics, patients and insurance companies. The company's mobile sales force is equipped with iPhones® and iPads® running CompoundRM. With access to all the practices and doctors in their territory, CompoundRM helps them plan their daily routes and select the locations they need to visit. Management relies on CompoundRM to provide a high level of visibility into the activities and travels of the company's sales representatives. Using integrated business intelligence and reporting tools, Potter's House Apothecary is able to create queries that deliver strategic insight, including how each representatives' activities translate into prescription sales.

"Our decision to engage Syncsite and implement Infor CRM and CompoundRM represented a big investment for our growing company," added Swaney. "But we've never once looked back. We now consider it indispensable. We're seeing tremendous success that we can directly attribute to Syncsite, Infor CRM and CompoundRM."

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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 or by calling (727) 954-3835.