

New development partnership for PDMS & Cyrane

Cyrane Systems is pleased to announce that it has secured a technology partnership with software engineering specialists PDMS. Cyrane Managing Director Ian Bland explains, "having developed a comprehensive and affordable direct marketing system (Cyrane Merchant Server) we recognised the need to strengthen both our customer support and ongoing product development capability to meet the needs of this demanding market." "The partnership combines the industry knowledge and expertise of the Cyrane team and the proven success of Cyrane Merchant Server, with the software engineering and project management know-how of PDMS".

PDMS have a long history of involvement in the direct marketing sector through their content and product information management systems and had been actively considering developing a general business system for this market. Chris Gledhill Managing Director of PDMS commented "We have long recognised that there was a gap in the market for a genuinely scalable business system in the direct marketing sector and we are delighted to be able to work with Cyrane to deliver a product which can meet the needs of all sectors of the market."

The essence of the partnership is that PDMS will provide the technical backup and development resource to allow Cyrane Merchant Server to meet its potential as a fully integrated business solution for multi channel retail and trade businesses. The relationship has already proved itself through the integration of the Cyrane system with Access Accounts and the development of a touch screen e-Pos system as a fully integrated add on to the Cyrane system. There are a number of other new products and initiatives in the pipeline including a fully managed (ASP) service and a Cyrane specific version of the successful PDMS CD / DVD catalogue and ordering system.

David Le Prevost of Duke Marketing, one of Cyrane's larger customers said "we have worked with both PDMS and Cyrane in the past and are extremely pleased with the prospect of this partnership which will greatly strengthen the Cyrane proposition as they develop the business. From our perspective this gives us great confidence in the long term future of the Cyrane product which is business critical for Duke."

Existing customers can expect to benefit from faster product development, greater scalability and new service options without sacrificing the personal customer service they have become accustomed to from Cyrane. Whilst new customers can come to Cyrane with the confidence that the product combines a thorough understanding of the industry with world-class software engineering standards.

As for the future, Ian Bland said "As well as developing the Cyrane product we are working with PDMS on an enterprise version of the system based on their Foundations TM platform which provides the framework for 100 + user systems for larger organisations."

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