

March 2015

Dear Jacek,

I felt compelled to write to express our sincere thanks for the work PureIT have done in designing our bespoke medac CRM system on the Eluzion platform, we had very exacting requirements and have been literally blown away by the PureIT "That's no problem at all" philosophy.

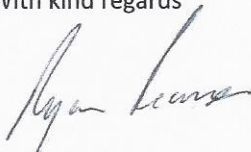
From the earliest quotation phases, scoping discussions through to delivery of the system, the professionalism and dynamism of the entire PureIT team has been peerless. Your ability to respond rapidly to our needs and that of our teams has been really quite remarkable, even when we have unfortunately had to move the goal posts at the last minute. Your appreciation for the issues the field sales teams face on the road and moreover, the metrics that a successful pharmaceutical company require has meant you have delivered the most user friendly and intuitive CRM system we could ever have hoped for.

I had some hesitation that the geography of your office and ours would present obstacles, this has proven not to be the case at all, in fact it has been seamless. We were able to meet up regularly and discuss progress and every deadline set was met with breathing space for dialogue, your level of customer service has been truly excellent. Our team and the management board have very much enjoyed working with you thus far; in fact I must note that I have never seen a sales force and associated teams smiling so much at the rollout of such a system! The feedback received was that you guys had really grasped what it was they were looking to achieve from this system too, which was highly motivational.

We are very excited as to where we will get to in the future as we work with you to roll out more and more functionality of this great system. Already your innovations are increasing efficiency, giving enhanced visibility and allowing even more intelligence led activity. We are now in possession of a superb and evolving system that is a truly valuable tool to the entire business, which works around our needs! As opposed the systems we saw from many of your competitors offering homogenised and standardised software which would have meant us changing many successful behaviours and processes to accommodate their system rigidity, add to that the exceptional technical and customer support and extremely competitive pricing it ticks every single box for us.

Many thanks indeed and may I wish PureIT all the best for the future, you have an exceptional product backed by an exceptional team, I am quite sure the sky is the limit!

With kind regards



Ryan Pearse
Commercial Director