

February 10th 2017

medac GmbH
Sivulike Suomessa
Jorvas Hitech Center
Hirsalantie 11
02420 Jorvas
FinlandY-tunnus: 2131015-5
Tel.: +358 10 4204000
info@medac.fi
www.medac.fi

Dear Jacek,

It has been a privilege to have a partner like PureIT as our new CRM-system provider. Previously we had faced some challenges with existing system and it did not provide nor bent to the requirements and needs we are experiencing. With PureIT new CRM-system we have been able to establish a system that truly meets our needs and expectations without compromises. The outstanding flexibility and the very fast response to our concerns regarding the changes and needs we have had, has been simply remarkable customer service. Your professionalism has many positive implications to our daily life but most of all to our business. First of all taking care of issues emerging almost daily basis while piloting and testing the system in real life has shown us that you truly care your customers. Secondly, you have always found a solution to a problem at hand. Additionally, you have changed some existing and planned functions on the run as we have noticed that there is need for improvement in the current tailored system. With this mindset, when the future will bring new challenges, I know I can rely on PureIT to know that whatever our needs are we can trust on you to make it happen.

PureIT's new CRM-system has made our business more efficient. Our sales force enjoy working with the system, because it's easy and fast to use – user friendly. Moreover, we are saving a lot of time of our sales force with the new system when all the expense reports and call reports are integrated in one system. For the first time the sales reps are really motivated to use the system which they find themselves very useful. As a manager's perspective we get better quality of reports, but also we get more time spend with customers, where our focus is, and less time with using different reporting softwares.

On the behalf of medac GmbH Finland I want to thank you for all the great work you have done for us so far. May our collaboration be fruitful and longlasting.

With kind regards,



Mikko Ketonen
medac GmbH Finland
Marketing Manager

Head office:
Theaterstrasse 6
22880 Wedel
Germany

Managing Directors:
Jens Denker
Dr. Rainer Dickhardt
Jörg Hans
Dr. Ulrich Kosciessa
Nikolaus Graf Stolberg
Heiner Will

Register court:
Pinneberg HRB 12042 PI