

Objective IT Announces Development of Web-based Sales Database

The Essex software development company has announced the development of a new web based sales database for client GT Exhibitions.

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With offices in the United Arab Emirates and the UK, GT Exhibitions is an international exhibition freight forwarding and event logistics company.

Previously using a large number of spreadsheets and documents to manage events, quotations, company details and contacts, GT Exhibitions found their processes were resulting in duplications and inconsistencies in their data, resulting in the sales team spending a vast amount of time managing records.

Objective IT developed a new and innovative web based sales database that includes company, quotation, event and maintenance modules, as well as providing alerts for staff within the sales department.

Accessible via a web browser, the database has been built for use on both desktops and tablets.

The new development ensures data is kept consistent as is accessible from one centralised database. Document generation improves efficiency and brand consistency, and filters and search boxes allow for ease of use by users.

For more information on the wide range of database development solutions available from Objective, please visit the website or contact the team directly.

Boilerplate:

Objective IT is a leading software development company based just outside of Chelmsford, Essex and serving clients throughout the UK. Specialising in building forward-thinking bespoke software, cross-platform mobile and tablet apps for SMEs (including Windows-based apps), Objective has remained a respected Microsoft Partner since 1992. The company's data insights consultants also offer Microsoft business intelligence solutions and can assist in the creation of marketing intelligence data warehouses.

Press Details:

Contact: Karen Harding, Marketing Manager

Website: www.objectiveit.com

Telephone: 01245 330360

Email: [karen.harding\[at\]objectiveit.com](mailto:karen.harding@objectiveit.com)

Contact Information

For more information contact Karen Harding of Objective IT (<http://www.objectiveit.com/>)
01245 330360

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