



M.S. i-Lead Software Solutions Ltd – Cyprus

M.S. I-LEAD SOFTWARE SOLUTIONS LTD is a software solution provider located in Nicosia, Cyprus. We distribute and support the **Priority** ERP system, including integration services and mobile solutions for warehouse control and sales representatives. Among our customers are some well known names in Cyprus, including: Medochemie Ltd (pharmaceutical manufacturing); MPM Ltd (import & distribution of cosmetics and food); D.J. Demades & Sons Ltd (car dealer and service); Galatariotis Telecommunications Ltd (telecom provider and service); and Aqua-Masters Ltd (construction).

We chose **Priority** and Eshbel because we were looking for a customizable ERP software package backed by a company that could help us through the initial phases in adapting the system to the needs of Cypriot companies. Eshbel as a company, and **Priority** as their solution, have successfully met these requirements.

Priority is a comprehensive ERP system that is very user friendly and therefore easy for end users to learn after training, as well as being intuitive for us as a team to implement. Its flexibility in customizations allows us to be adaptable and responsive to the business needs of our customers. **Priority** is very competitive with other products of similar scope. With very high quality code, software bugs are rare and maintenance costs are kept to a minimum. Eshbel's support and training are always available to us, and are there when we've needed it.

It is always difficult breaking into a market with any new product or idea, especially with a new software solution or one which does not have name recognition. By working closely with our first customers and demonstrating strong commitment to the success of the project, we quickly managed to fine-tune **Priority** to Cypriot business requirements. This would not have been possible without the help of the dedicated team at Eshbel, who stood closely by us during the first few years. Now our customers are very pleased with the choice they made, and recommend us and **Priority** to other companies.

We at iLead think that **Priority's** adaptability is what stands out compared to other software on the market. That adaptability, backed by the support we receive from Eshbel, is one of the key assets that helps us as we continue to grow our customer base.

Eshbel maintains close relationships with its partners in contrast to big companies like Microsoft or SAP. This gives us faster response times to our queries, and our suggestions for future improvements are heard.

We have received training on implementation and programming and therefore can work with minimal help from Eshbel. When help is needed, we can rest assured that this will come very quickly from Eshbel's on-line support, and if required, they will assign an implementation consultant.

Priority is a solid ERP system with years of expertise built into it. The system is continually updated with new features and support is of a high standard.

Michalis Panayiotou, Owner