

The International Garden Photographer of the Year's (GALPA) photographic competition commences in a summer exhibition hosted in Kew Gardens that then culminates in an exhibition that travels throughout England.

### Picture this

As an international competition with a million competition entrants, followers and viewers it has a myriad of sponsorship opportunities. Philip Smith, Director, The International Garden Photographer of the Year comments, "As a dynamic forward-thinking company, GALPA actively seeks commercial business sponsors. We issue a large volume of direct mail and are in contact with a great deal of different people and companies. Monitoring that contact is a priority."

### Growing businesses

The International Photographer of the Year Competition originally implemented Really Simple Systems CRM to track sponsorship opportunities but soon realised that additional functionalities of the software could be utilised to match the complexities of a growing business.



*"Our business would be really difficult to run without Really Simple Systems CRM."*

**Philip Smith**  
Director  
International Garden Photographer of the Year

### Sharing information

Operating across the South East, the International Garden Photographer of the Year has two directors based in Oxford and Devon, two non-executive directors and an assortment of external contractors based in Oxfordshire and London. As a hosted CRM application that can be accessed from anywhere with an internet connection, Really Simple Systems is ideal for maintaining communication across the organisation.

### High service levels

We thoroughly researched the market for a CRM system that could match our demands, Philip comments, "We required a system that was reasonably priced, easy to use and provided

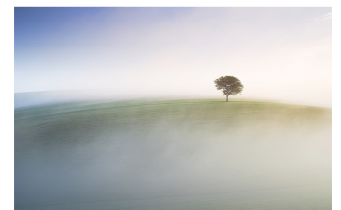


sufficient support to our business. Really Simple Systems was the best option as it allowed for greater flexibility, whereas the other systems were complicated and top heavy with excessive demands on user input." Philip continues, "Once we had evaluated the product we realised that it also offers a unique level of support – a level of service akin to what we provide. Really Simple Systems' response times are very quick and personal."

### Final verdict

"Really Simple Systems was an ideal option for the competition, Philip continues, and immediately looked functional and user-friendly. It has a balance between ease of use and a superior level of support."

Philip concludes, "Our business would be really difficult to run without Really Simple Systems CRM. All our web transactions are fully integrated with the CRM system and all data and details that are inserted on the website are immediately added to the CRM system. It is so efficient and we can easily monitor contact with people and follow correspondence."



For more information on visit:

The International Garden Photographer of the Year at [www.igpoty.com](http://www.igpoty.com)

**Really Simple Systems** Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK, North America, and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

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