

## KEYfields and Ban Leong forge a solid and long-term strong partnership

“Our partnership with KEYfields is one that is built based on mutual trust, understanding and honesty. KEYfields has enabled us to focus on our business without the need to worry about whether our backend enterprise system could cope. This partnership has extended to our subsidiaries, both local and overseas.”

Ms. Jenny Teo Su Ching

Head of Operations

Ban Leong Technologies Limited

Ban Leong, a brand name that is associated with the distribution of technologically innovative and quality products needed an IT Solutions Partner that is capable of supporting their regional business growth and dynamic enough to withstand business changes in this fast-paced competitive industry.

“At Ban Leong, we uphold the virtue of honesty and good faith in everything we do and this is also the very same core values that support our company’s mission and vision. Thus when we appointed KEYfields as our IT Solutions Partner in early 2000, we know that the partnership will only continue to strengthen as both organizations share similar beliefs and values.

Currently, KEYfields’ RxDistrFusion is our main IT solutions platform that supports our businesses regionally, connecting more than 100 users at any one time. RxDistrFusion has evolved over the years, from managing core services such as Distribution, Inventory Planning and Finance, to newer services such as Return Merchandise Authorization, Service Centre and Mobile services.

We see our KEYfields partnership growing stronger as we collaborate to challenge the status quo and create new value in our solutions for all our stakeholders.”