

Strong web presence vital in enhancing impact of healthcare IT solutions in KSA

CompuGroup Medical launches new website for Saudi clients, partners

RIYADH, July 2, 2013 /EINPresswire.com/ -- Riyadh, July 02, 2013: Addressing the growing need for specialized and localized services, CompuGroup Medical (CGM) has recently launched a new website as part of its expansion strategy in the Kingdom of Saudi Arabia. The new website www.cgm.com/sa aims to provide clients and partners better access to CGM's services by localizing all the global marketing information and required material to suit the local needs and match the Saudi market's work environment.

CGM further revealed that the new website will play an important role in boosting the company's presence in KSA and further increasing its share in the lucrative market. CGM operates offices in Riyadh to serve the KSA and GCC markets, while its headquarters in Istanbul and Ankara focus on Turkey and the rest of the Middle East market.

"CompuGroup Medical is a customer-oriented company that constantly seeks out new and innovative ways to enhance the quality of our products and services. To complement our local office in Riyadh, KSA, we have launched a new website that will consolidate our local market presence and help us generate new business opportunities through effective communication and networking activities targeting top market players," said Mehmet Bilginsoy, Managing Director – Middle East, CompuGroup Medical. "The launch of the website is a very important element in our long-term growth strategy in KSA, giving us greater leverage to reach out to a much broader customer base and ultimately expand our share of the KSA market," said Thomas Reitmayr, Vice President Business Development of CGM CEE.

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