

Clarity Software
Press Release
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Clarity Software Enjoys Its Best Month On Record

The end of 2010 proved to be a rewarding one for Solihull-based Clarity Software, with 17 customers from multiple industries choosing to invest in MIS software systems in the weeks leading to Christmas.

Clarity already services businesses such as Hollywood Monster, T James Telecoms and Signs Express, and was delighted to add recognised new acquisitions to its 2,500 users. The superb results were largely down to November's best monthly sales performance since Clarity was first launched in 2001.

Saf Ahmed, Clarity Software Sales Manager, enthused: "To gain the commitment of companies such as ACT Reprographics, Midland Powder & Paint Coating and Signarama is a superb achievement for us. These are fantastic businesses that have been looking for the right solution to help drive them forward in 2011 and beyond. We are only too pleased to help."

MIS System Investment: A Fresh Trend?

If Clarity's results over the last few months are used as a market indicator, then it seems that SMEs are exceptionally keen to invest in software at a time when accuracy and profit retention couldn't be more essential.

"Q4 of 2010 showed how SMEs are firmly prioritising system technologies to help drive their efficiency", explained Emerson Welch, Clarity Software's Marketing Manager.

“Organisation and cost management is essential in the current market. Clarity Professional enables users to be accurate in their quoting, so they can choose to take on, or refuse opportunities with confidence. They can evaluate production requirements early and track job performance and profitability through to a targeted completion.”

Welch concluded: “Our customers can demonstrate a huge return on investment through time and money savings, whilst giving the right information to senior managers for powerful decision making”.

Free Trial of Clarity Professional

If you are a job-based company that would like to experience how MIS software can revolutionise business performance, free trials of Clarity Professional v4.0 can be found at www.claritypro.com/trial.

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Notes for Press:

Developed since 2001, the Clarity Professional software system provides a high quality and easy to use MIS software system primarily to help SMEs in the print, graphic and sign making industries manage and grow their businesses efficiently. Keeping all information in one place, Clarity centralises all internal, customer-facing and supply chain functions making company information available to all users with speed and accuracy.

Clarity gives cost effective flexibility as additional modules can be added easily and quickly, assisting smooth and cost controlled business growth. Cost, simplicity and flexibility are the reasons why Clarity has become one of the UK's leading MIS systems for SMEs. There are over 2,500 users in the UK and the rest of the world benefiting every day from implementing Clarity and there are three versions available: Professional, Lite Edition and Free Edition.

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Clarity Software product information

Web site: <http://www.claritypro.com>

Twitter: <http://www.twitter.com/claritypro>

Facebook: <http://www.facebook.com/pages/Clarity-Professional/123259781061448>

White Papers:

Contact us for free PDF copies of our White Papers 'What is JDF?' and 'An Introduction to MIS Software'

Clarity Software is a trading name of Touch Systems Ltd, which has been ISO9001 certified since 1999 and was established in 1989 to provide MIS and quality assured systems to businesses from its UK headquarters in Solihull, West Midlands.

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