

Ridiculously clever

Automation software for the sign, print,
digital and packaging industry.

Just a few of our clients



Hello

**Nice to meet you. And how is your business feeling today?
Any bottlenecks looming? Jobs that aren't generating much
profit? People drowning in administration?**

We can help.

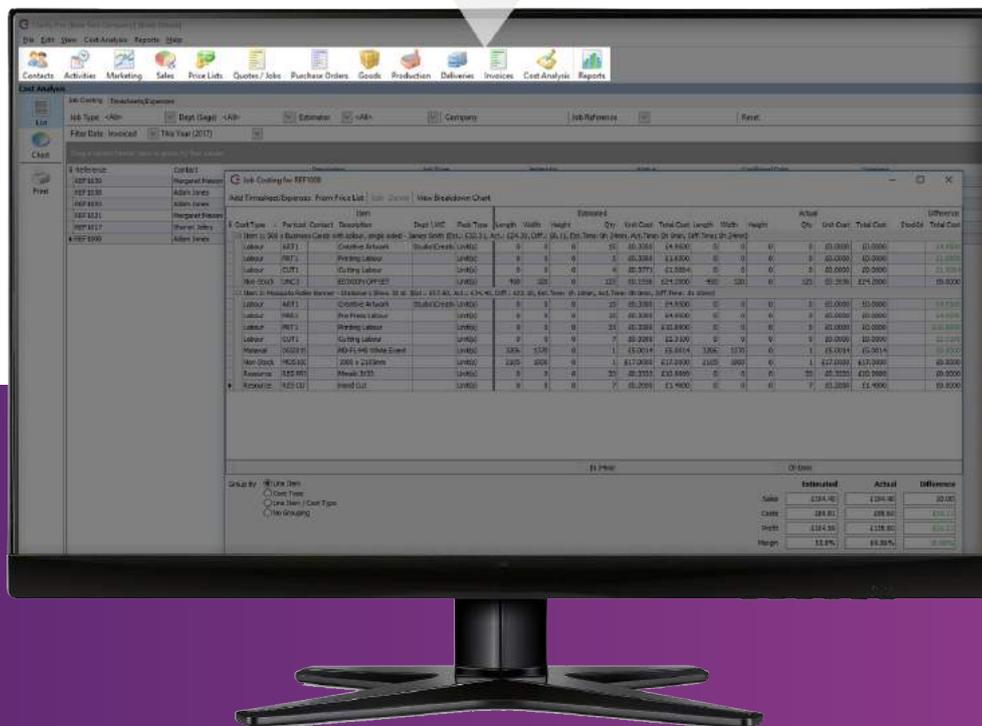
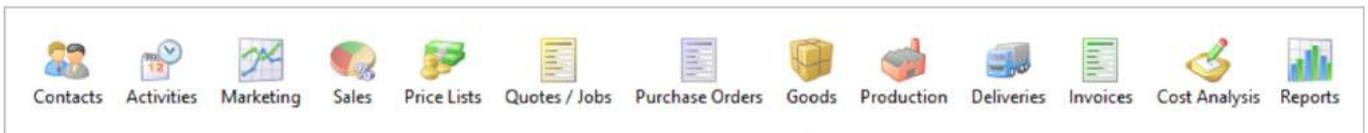
Clarity Software automates many of your day-to-day tasks, helping your business operate at its most efficient and productive. But that's small fry compared to the unrivalled insight it gives you into performance of your business.

Hundreds of sign, print, digital and packaging companies currently use Clarity to get an accurate picture of their true costs and profit – and make the kind of business decisions that turn small businesses into market leaders.

**Take a wander through the world of Clarity.
We think you'll enjoy the view.**

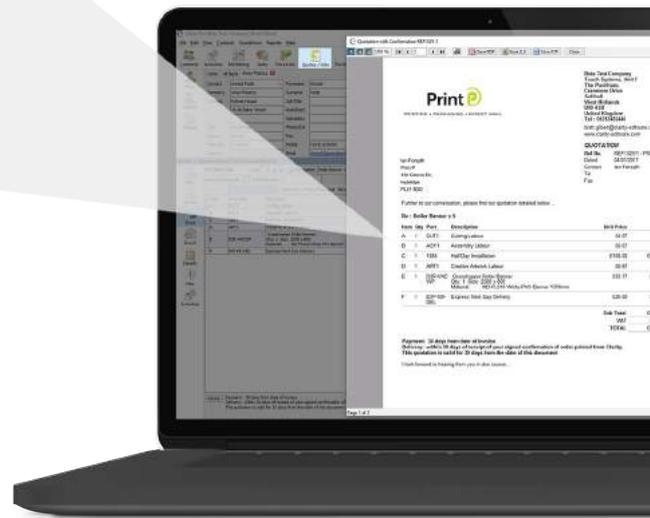
The beating heart of your business

Generate accurate quotes that guarantee profits every time. Increase your shop floor's productivity with no extra overheads. Speed up your end-to-end processes for happier customers and staff. Clarity is your business with its game face on. Every day. You'll wonder what on earth you did without it.



“Our business simply couldn't survive without Clarity. Our sales conversion rate is up and our monthly financial forecasts are more accurate. Turnover is up 46%.”

Robert Farfort – Data Image Group Ltd



Quote at the drop of a hat ...and invoice before it hits the floor

With Clarity, anyone in your business can generate a quote in seconds. Price lists (for everything from materials to labour) are built into the system, removing human error and guaranteeing profit every time.

Now go and give your quote guy a holiday. He looks fried.

Ingenious calc wizards

For ultimate accuracy in your quotes, use our advanced calc wizards. These take into consideration wastage, machine speed, ink consumption and even your shop floor overheads.

Automatic invoices

As your quotes have been generated in the system, creating corresponding invoices is instantaneous. What's more, all your customer-facing documents will be neat, consistent and branded with your logo. You haven't looked this professional since your first job interview.

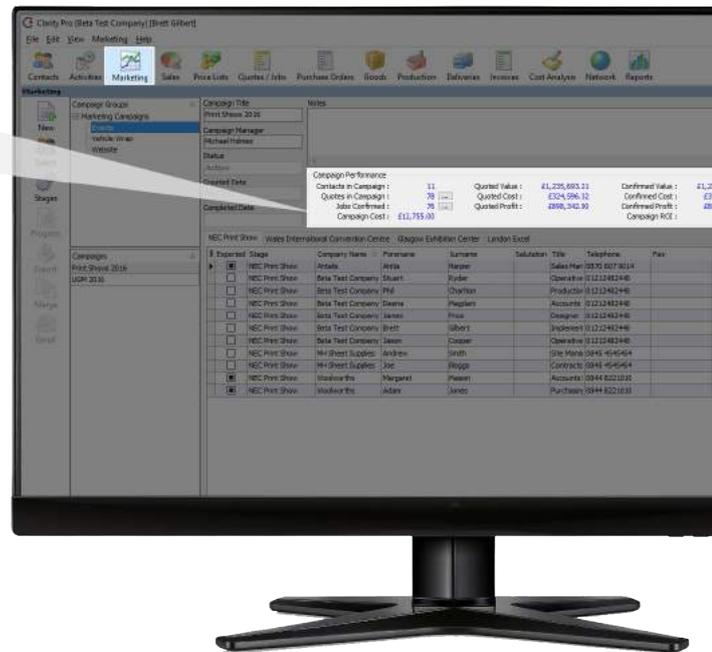
"Our quoting productivity is up by 50%. With Clarity I have the confidence that our quoting is accurate. Consequently, we've been able to increase our margins."

Orlando De Abreu
– Tali Digital Branding Solutions

The best bits

- ➔ Super-quick quoting that anyone can do
- ➔ Crazy-accurate quotes (that can even include ink consumption)
- ➔ Risk of human error eradicated
- ➔ All paperwork digitally accessible on a central system
- ➔ Consistent, professional-looking documents
- ➔ Automatically created invoices and job cards
- ➔ Seamless integration with your accounting systems

Campaign Performance			
Contacts in Campaign:	11	Quoted Value:	£1,235,693.21
Quotes in Campaign:	78	Quoted Cost:	£324,596.32
Jobs Confirmed:	76	Confirmed Value:	£1,230,131.94
Campaign Cost:	£12,755.00	Confirmed Cost:	£319,755.88
		Quoted Profit:	£896,342.00
		Confirmed Profit:	£891,621.00
		Campaign ROI:	6990%



The next best thing to a photographic memory and telepathy

Need information on a customer or lead? Just click your finger and everything is right there: the last time you spoke to them or sent them any marketing, the status of their current order, every quote and invoice, purchase patterns... everything. No more rifling through piles of paper or yelling across the office, just what you need, when you need it.

Measure the impact of your sales team and marketing

As well as using this information to plan highly targeted campaigns you can – this deserves a drumroll – track the return on investment of your marketing campaigns. 'But surely marketing teams have been dreaming of that since the dawn of time?' Yes, they have.

How it works

In Clarity, capture where your leads came from and how they were converted and sit back. When jobs from those leads have been completed, data from the invoices will be matched against your marketing campaigns or individual sales people. Now that's impressive.

"Clarity saves the sales guys a huge amount of time. We can produce quotes, letters, POS, delivery notes and order confirmations all from one client contract. It's made a massive difference."

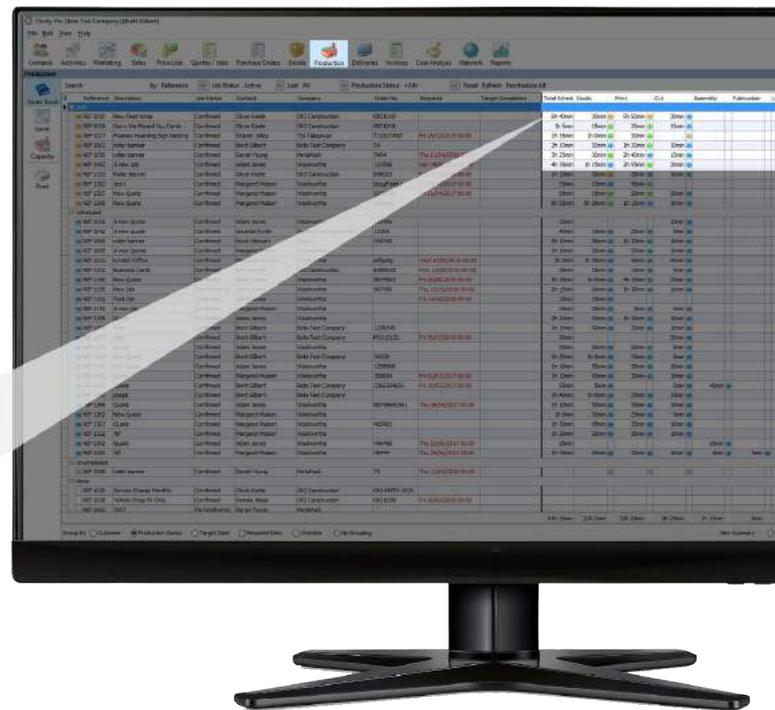
Lee Robinson
– Magellan World Ltd

The best bits

- ➔ Your entire prospects and customer database in one place
- ➔ Record all communications from calls to marketing
- ➔ Easily analyse why you won or lost business
- ➔ Track sales performance in real time
- ➔ Trace profit back to specific sales people and campaigns
- ➔ Intelligently direct marketing spend where it works

Is that your shop floor... or a scene from Minority Report?

Total Scheduled	Studio	Print	Cut
6h 40min	30min	5h 50min	20min
1h 5min	15min	35min	15min
1h 35min	1h 0min	30min	
2h 10min	30min	1h 30min	10min
3h 25min	30min	2h 40min	15min
4h 35min	1h 15min	2h 55min	20min
1h 10min	30min	30min	10min
55min	15min	40min	
55min	15min	20min	20min



When a quote is confirmed, Clarity can schedule the job into your workflow and maximise available capacity. Just let that sink in for a second. Clarity will 'know' what labour, materials and machinery is required and add the job to the calendar. Got a machine sitting idle next Wednesday? Not anymore you don't.

Log actual time spent on jobs

Your staff simply tap 'go', 'pause' and 'stop' as they work on each job. This exceptional level of intelligence helps increase the accuracy of quotes and makes performance management a doddle. Your production manager's hair may actually start to grow back.

Paper-free traceability for every delivery

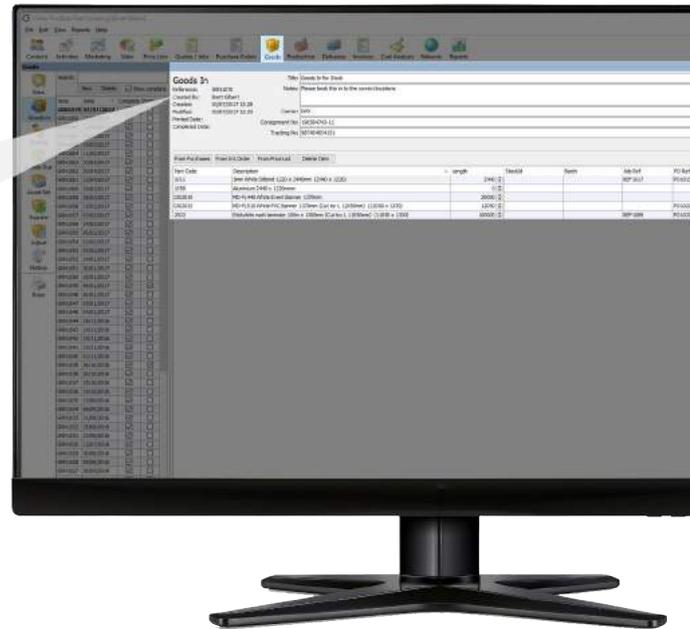
When a job is ready for delivery or installation, Clarity can create a delivery note and even allow for the capture of a digital confirmation signature – with a mobile app. So you can create and send an invoice, with the signature attached, just seconds after delivery.

"We've saved hours of time. To be able to automatically create a works order has saved us hours of wasted time and effort."

Bill Dunphy
– Signs Now

The best bits

- ➔ Automatically plan staffing, resource and machine use
- ➔ Maximise shop floor capacity
- ➔ Generate job cards, timesheets and delivery notes
- ➔ Streamline your workflow
- ➔ Prove delivery with a digital signature and on-site photos
- ➔ Add a high level of traceability to every job
- ➔ Get paid faster



Say goodbye to goods grief

Keep an eye on exactly how much stock you have, where to find it and its value – all without leaving your desk. Warehouse staff will save time locating items, wastage will be reduced and you can count on a safe working environment. Talk about a well-oiled machine.

Only order when you need to

When you need to replenish stock, Clarity will automatically generate requisitions, which you can use to create purchase orders. And when the goods arrive, you'll know exactly which rack, bin or shop floor station it's destined for.

Send out multiple RFQs

If you're in the market for a new supplier, you can use Clarity to send out multiple requests for quotes at once. Then you can compare the quotes to find the highest quality stock at the best price, with the quickest delivery time.

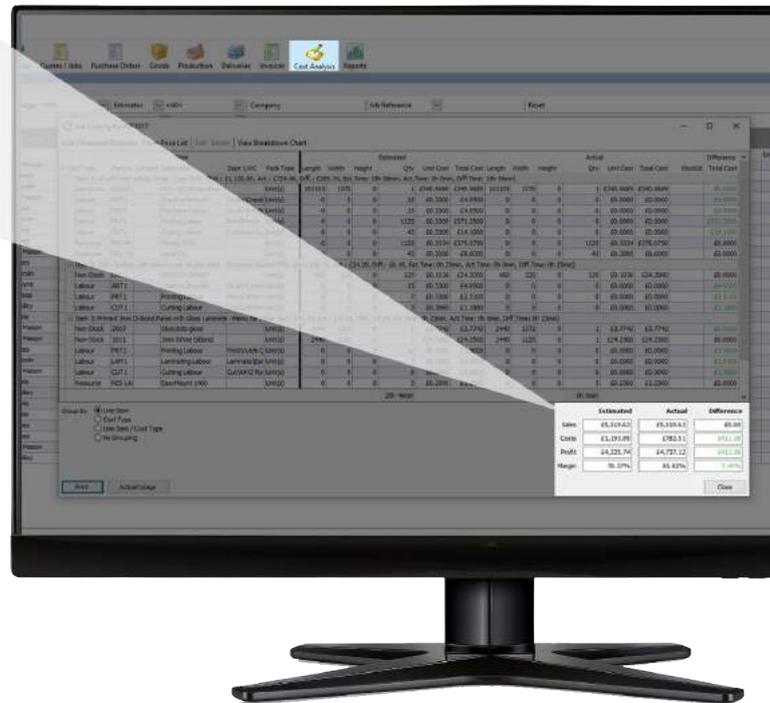
"Clarity has transformed our business. It was the most complete, all-in-one solution I found – and it's so easy to use."

Ashley Moscrop
– Green Graphics

The best bits

- ➔ Total visibility of your inventory
- ➔ Receive and store stock quickly and easily
- ➔ Automatic creation of goods received notes, stock labels and picking lists
- ➔ No risk of over- or under-ordering
- ➔ More control and a safer warehouse
- ➔ Nest stock to specific jobs
- ➔ Get the best deal on new stock

	Estimated	Actual	Difference
Sales	£5,519.63	£5,519.63	£0.00
Costs	£1,193.89	£782.51	£411.38
Profit	£4,325.74	£4,737.12	£411.38
Margin	78.37%	85.82%	7.45%



Warning: running reports in Clarity can become addictive

Who are your top customers by spend? How many quotes are currently outstanding? How many sales conversions has Jimmy made in the last month? How many parts of that van fleet wrap job have been completed? Whatever you need to know about your business, just ask Clarity.

Give your business a health check

Think of Clarity reports like a set of thermometers (albeit less intrusive) – testing the performance of whichever part of the company you like, at any time. As standard, Clarity comes with over 200 different thermometers, but if you need a new one, just ask.

Advanced cost analysis

With the additional cost analysis module you can easily compare estimated costs with actual spend – and see the difference between your estimated profit and actual profit. You can explore your cost breakdown in as much detail as you like, pinpoint improvement opportunities and confidently plan for the future.

“I always recommend Clarity. We now have full visibility of our true costs – and all our business processes are streamlined.”

Jonathan Hughes
– Extreme Graphics

The best bits

- ➔ Track your business in real time
- ➔ Get total visibility of your true costs
- ➔ See clearly where you're making or losing money
- ➔ Forward plan with detailed measurement data
- ➔ Make more informed business decisions
- ➔ Guarantee profit on every quote



Clarity Software,
7 The Pavilions,
Cranmore Drive,
Solihull,
B90 4SB
United Kingdom

Tel: +44 (0)121 746 5270

Fax: +44 (0)121 746 5288

www.clarity-software.com