

Clarity Software  
Press Release  
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## **Data Image Group Ltd Understands MIS. Do You?**

By Emerson Welch of Clarity Software

### **Data Image Group Ltd - Large Format Digital Print Experts**

Founded in 1991 and based in Narborough, Leicester, Data Image Group Ltd provides large format graphic and point of sale services to industries including cosmetics, fashion, retail and automotive.

Led by Directors Robert and Alan Farfort, Data Image has successfully grown into a 30-employee, £3m turnover digital and screen print company and has attributed much of its success to the implementation of cutting-edge IT software and print system technologies.

Computerised Management Information Systems (MIS) are now an essential part of any business searching for optimised profit and efficiency. The MIS trend gathered significant momentum at the turn of the millennium when many of the UK's largest companies implemented new systems and started the downward chain of adoption towards SMEs and start-ups.

But many companies will still argue the toss on whether IT systems can really help their business. *'Won't it cause disruption and slow us down?' 'Will anyone actually use it?'* This was certainly not the opinion of Data Image. Not by a long shot.

They believed in the 'leap of faith', knowing that the returns were huge and instantly measurable across a number of key business Key Performance Indicators (KPIs). They knew, as long as they followed a few fundamental rules and afforded 100% commitment to the project on implementation, they were destined for long term rewards.

### **The Dark Days Before MIS**

Imagine you are walking around your premises blindfolded with only the voices of your staff to guide the way. Each estimator gives you a piece of paper with their own quote for a specific job on it. They're miles apart. The phone rings and it's a customer venting his anger due to an order not arriving as promised. You ask out loud for help but everyone has gone quiet, as they each have a different specification and deadline for the job. And the job bag has gone missing.

It may sound theatrical, but this is a stark reality in SME businesses that cannot be ignored. However, as Data Image is fully aware, it can be solved, through the implementation of a suitable Management Information System such as Clarity Professional from Clarity Software.



Robert Farfort, Data Image Group Ltd

### **Let There Be Light**

Clarity Professional MIS, launched in 2001, was selected by Data Image in May 2006 after an investigation into a short list of software options. Clarity addresses a myriad of business-wide issues, providing a centralised job centre for all users to access, and bringing confidence and reliability to sales and operational processes. It removes the business blindfold and integrates the staff.

*"Clarity is not only a superb tailored MIS for digital print but is the glue that holds the company together," Robert Farfort explains. "It allows us to introduce other systems and technologies into our infrastructure such as workflow and nesting software, making us even more efficient. We couldn't do this without Clarity acting as our central brain. The business simply couldn't survive without it as there are so many components that rely on it."*

Utilising features such as customised price lists, promotional price breaks, browser-based workflow estimations and delivery schedules, Robert and the team are making informed decisions on when to take on or refuse new jobs, knowing exactly what their true costs are.

Quotes are faster and more accurate, margins are protected, customer service is improved and delivery deadlines are met. This yields a more profitable and efficient organisation with clear visibility for everyone and the software is easy to use for both new and advanced users.

*Robert continues "We recently took on a fourth estimator who was inexperienced in using MIS, having previously relied upon paper and spread sheets to produce his documents. Within a week he was up and running on Clarity and was sending out quotes that were wholly consistent with the other estimators and our margin guidelines. This quick adoption is testament to Clarity's well thought out user interface and natural user experience."*

### **Quantifying The Returns...Accurately**

The return on investment through MIS is easy to generalise, with all departments gaining in efficiency and simplicity once the migration is complete. But the true scale of return becomes apparent when values and figures are placed upon each KPI to quantify the reductions or increases generated by the system. This is where the benefits of MIS are really understood.

Data Image has analysed its performance since implementation, producing an astonishing set of statistics. You won't need a team of scientists to interpret them:

- Administration errors reduced by 45%
- Savings of £6k per year through paperless working
- Minimised material wastage, saving an average £15k per month (£180k pa)
- Job fulfilment time reduced by 55%
- Turnover has increased by an average of 46% pa since implementation
- 50% productivity increase in raising quotation
- Surplus stock holding reduced by 40%

And perhaps the best short term statistic of all:

- After the first year the system had already paid for itself twice over

### **The Power Of MIS**

It seems illogical for anyone to challenge the value of MIS after such an overwhelming set of results is shared. The large format digital print sector has exploded into MIS investment over the last 12 months, but having installed Clarity in 2006 and paid for the system many times over in ROI, Data Image Group Ltd is now profiting from the system ad infinitum. Wouldn't you like to be in their position?

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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 that helps SMEs in job-based 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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