

Clarity Software  
Press Release  
Tuesday 01 February, 2011



Starts >

## **Clarity Software Eases into Laser Cutting and Supply Chain Management Sectors**

Solihull-based Clarity Software kick-started 2011 by taking its Clarity Professional MIS software system into two brand new markets.

Largely renowned for helping businesses in the sign making, digital print and creative industries, Clarity's affordable blend of standard and bespoke functionality is now being more universally recognised as the answer to common business process issues.

### **Cutting-Edge Functionality for GF Laser**

Nestled in the Black Country between Tipton and West Bromwich, executives from laser cutting specialist GF Laser were looking for a central management information system to automate and manage their quoting and production processes.

Saf Ahmed, Sales Manager of Clarity Software, explains: "Although GF Laser were looking at specialist laser cutting solutions from across the world, none of them seemed to offer the same combination of user-friendly experience and key functionality as Clarity Professional. Estimating jobs accurately is essential for GF Laser and this is where Clarity really excels," Ahmed expressed.

### **Magellan World Ltd Manages Supply Chain Services with Clarity**

Having used Salesforce.com at the front end of the business and Sage 50 at the back, Magellan World Ltd, an outsourced supply chain management provider based in Basingstoke, needed an integrated package that would provide them with a 'cradle to grave' business system that all their staff could rely upon.

Tagging purchases to estimates, analysing quotes, costing sales and evaluating job profitability were all key KPIs for Magellan as they looked to take their business on to the next level. Clarity ultimately proved the system of choice to deliver these fundamental objectives in its structured and efficient style, whilst also providing a direct link with Sage 50 to create the joined-up solution Magellan were striving for.

### **Cross-Sector Benefits**

Whatever the specific niche within 'job-based' industries, Clarity is proven to offer one of the most detailed and accurate estimating and production systems on the market, allowing users to track jobs from the initial enquiry to final delivery.

### **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](http://www.claritypro.com/trial).

< Ends

*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.*

*Contact details:*

*Clarity Software  
Contact: Emerson Welch, Marketing Manager  
Email: [marketing@claritypro.com](mailto:marketing@claritypro.com)  
Telephone: 0121 248 2448  
Web site: <http://www.claritypro.com>*

*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.*

© Clarity Software 2011 © Touch Systems Ltd 2011