

Clarity Software
Press Release
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Clarity Software's User Survey Finds Unexpected MIS Trends

In November 2010, Clarity Software, MIS software providers to sign making, digital print and job-based SME companies, conducted an online survey to its 2,500+ users with the results unearthing some expected, and unexpected trends.

MIS Works!

The first and perhaps most dominant result was **100%** of respondents said their business was performing more efficiently since implementing Clarity. This is indisputable proof that MIS software helps simplify and manage business processes, bringing operational and financial returns on investment.

However, on being questioned about their internal review process for their MIS investment, a surprising **58%** of respondents said they *never* reviewed their system to measure their ROI closely and develop new ways of driving business profitability, which was quite unexpected.

What Drives Investment?

When respondents were asked for their primary reason for actually buying a system, **57%** said it was to better organise and manage the workplace and **32%** to help quote and estimate jobs accurately, with only **4%** using MIS as a way to reduce overheads.

This is a welcome and positive response to the current market, suggesting the

majority of investors are ultimately looking to drive incremental profitability from their existing workforce rather than take drastic action to the contrary.

Rent or Buy?

Software as a Service (SaaS) is gathering more and more momentum and respondents were challenged on whether a rental or outright purchase model best suited their business. The response was almost a perfect **50:50**.

Outright purchasers prefer the potential of lower long term costs and being in control of their investment, whilst renters prefer the surprise-free model which guarantees support, upgrades and the ability to prove the system is right for them, without investing a larger sum in advance.

Full Report and Free Trial of Clarity Professional

A full survey report is available on request and for those who would like to experience how MIS 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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