

Clarity Software
Monday 13 February, 2012



clarity
SOFTWARE™

MIS Software
for Sign and Digital Print

27-29 March 2012, Halls 3&3A, NEC, Birmingham
sign&digitalUK
The UK's Premier Visual Communications Event

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Sign and Print Businesses of:

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Sign & Digital UK Preview

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Clarity Software is the home of Clarity Professional, the leading MIS and CRM software package for digital print, graphic display and sign making companies.

Clarity is the MIS software of choice for growing SMEs in the industry. Offering powerful marketing, CRM, quoting, order processing and shop floor systems that are simple to use, Clarity is designed to increase your accuracy, efficiency and bottom line profit on every job you take on.

Over 3,500 industry professionals experience huge operational cost savings and net margin gains from using Clarity. Recognised companies from around the world such as Hollywood Monster, Tali Digital Branding Solutions, Octink, RPS, Colormix LLC and Total Displays are just a few that rely on Clarity Professional to stay ahead of their competition and exceed all expectations with outstanding customer service.

New Version 4.1 of Clarity Now Available

Clarity Software is demonstrating the new and super-efficient Clarity Professional v4.1 at Sign & Digital 2012. With v4.1 you can use the enhanced Job Costing and Cost Analysis functionality to

recognise the real potential of your business by understanding the true margin on a job, and take advantage of the genuine margin uplift opportunities that could be hiding in your business.

There are new stock management developments in the Goods Handling module to help reduce errors, wastage and stock holding, faster quoting speeds with our enhanced costing calculators and new Cost Types for precise cost management of outsourced jobs and resources, such as a press or a cutting machine.

Optimisation of material usage is paramount to being competitive and driving maximum profit from your jobs, and in v4.1 you can manage your off-cuts and partial roll use to minimise stock.

Accuracy is everything, and with Clarity v4.1 there is no more guesswork.

New Module Launching Exclusively at Sign & Digital UK!

When you visit our stand you can see our stunning new Clarity Professional module, which is used in conjunction with an iPhone or Android app. This game-changing new module will save you hours in administration required at project installation and delivery stage.

Get Targeted in the Cloud

On **Stand M10** we will also be demonstrating Clarity Marketing, our ground-breaking cloud-based e-marketing system. It makes highly-profiled target list building faster and easier than you've ever seen before, using a modern drag-and-drop interface to select contacts based on unlimited combinations of criteria.

Dynamically integrating with Clarity Professional MIS and with you firmly in control, Clarity Marketing is new, powerful and will give you huge returns on investment from bulk email and internet marketing campaigns.

Free Software and Training

Visitors to **Stand M10** can collect a **FREE TRIAL** of Clarity Professional MIS, which you can install whenever you choose. And as an extra thank you, we will be offering **FREE TRAINING** worth £250 to all new purchasers.

Come and visit **Stand M10** to see the difference Clarity Software can make to your business.

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