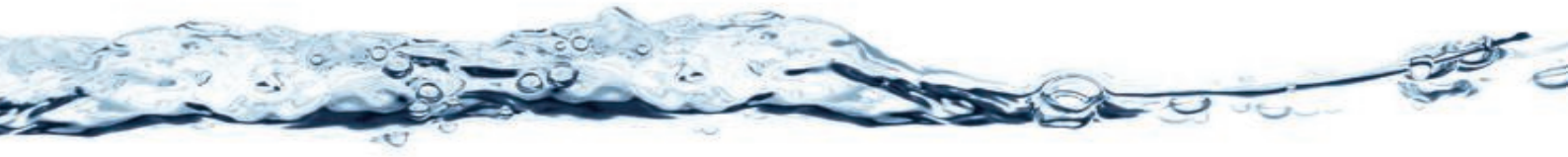




Clarita*Fashion*. The perfect fit.



Fashion and apparel are dynamic, ever changing industries. Pace of change defines them. Identifying and creating trends separates leaders from followers. Staying ahead depends on being able to respond to tastes and demands rapidly, casting a global net and sourcing from around the world. Yesterday's fashions are exactly that; yesterday. It also requires IT systems that can assimilate, integrate, co-ordinate. Are your systems up to the challenge or are they a little frayed round the edges?



Harnessing the empowering capabilities of technology

Born in 1998 Clarita is a Gold Partner accredited, vendor and implementer of Microsoft Dynamics ERP and CRM solutions. With the largest certified Microsoft NAV implementation team in the UK, Clarita has achieved 98% customer retention since inception.

Dedicated followers of fashion

The fashion and apparel industry is of strategic importance to us. We bring years of real world industry experience and a fundamental understanding of the business process realities and challenges you face.

Our team is made up of business consultants first and technologists second - so you can be assured that your business agenda is at the heart of everything we do.

Whether you are a branded distributor, contract supplier, manufacturer or retailer of clothing, footwear or accessories, or all of these, effective control of the supply and distribution chain is vital. The shift towards global sourcing has added new dimensions and resulted in a more complex trading environment. Accurate planning, the balancing of supply and demand and collaboration between supplier and trading partner is critically important not to mention the constant drive to maximise customer service, minimise costs, reduce lead times and maintain margins. With this in mind you need a solution provider you can believe in, one that can support your diverse range of fashion-centric requirements, from multi-channel sales to wholesale, both traditional and online retail, call centres and more.

www.claritasolutions.co.uk



Clarita*Fashion*. Exactly what you need.



The solution tailored for your business needs

From product design to stock control, sales and forecasting to process management, purchasing and production, through to online retailing and financial management, Clarita*Fashion* offers an unrivalled end-to-end solution for the Fashion and Apparel industry. It's designed to meet the specific challenges your business faces to ensure your operations are efficient and effective - not just today but for the long term.

Built on Microsoft Dynamics NAV, and incorporating Pebblestone Fashion, Clarita*Fashion* is specifically designed to encompass the best of both worlds: a system that offers unparalleled industry functionality, business insight and flexibility, yet based on industry leading platforms from Microsoft, offering immediate ease of use, integration and security of investment benefits.

Do you need such a solution?

Consider the multiplicity and sheer diversity of tasks involved in bringing a product to market; inordinately multi-layered when it comes to ranges and collections...then, of course, coming at you in continuous waves when you need to respond to changing demands with fresh inspiration, season after season.

To focus on what your business does best you need complete confidence in your IT systems. You need to know that they can integrate with supplier systems, facilitate cooperation and co-ordination between internal departments and functions and expedite growth without constant upgrades or endless investment. You need to minimise waste and maximise efficiencies, and you need it all in such a user friendly way that you can tell at a glance how well your company's faring in such a competitive industry.

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ClaritaFashion means perfect co-ordination

Just like putting together the perfect outfit, creating the perfect look, co-ordinating each item with each other item to create a harmonious business process, *ClaritaFashion* is of modular design and highly customisable, so you only take what you need to create your perfect solution.

Financial Management

At the heart of every ERP system you need tight control of your finances. With *ClaritaFashion* you are working with tried and tested Microsoft Dynamics NAV software, a feature and function rich solution that equips your people with the information and tools they need to streamline processes, meet business objectives, make better decisions and help improve cash flow and reduce bad debt.



Moreover NAV's capabilities are enriched further with the addition of Pebblestone Fashion which addresses the nuances and specialist requirements of the fashion industry.



“We’re impressed. Our initial system went live nine months ago and we have seen measureable improvements across the board. As we continue to grow, our business is constantly changing. We know where we are going; Clarita is the partner that will help us get there.”

Simon O’Sullivan, IT Manager, Brand Slam .



Critical Path Management

Bringing new products to market creates business growth. With many people involved, from your designers, customers and suppliers, you need to manage the multiple tasks required to design your new product. You need to manage the sampling process, collect pre-sales orders and handle production orders. ClaritaFashion provides the ability to collaborate across your organisation, with your customers and suppliers to oversee and control every step of the process.

Product Lifecycle Management (PLM)

PLM is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to delivery and disposal; integrating people, data and processes.

ClaritaFashion offers centralised control of your PLM enabling you to innovate faster, reacting quickly to market trends whilst ensuring the greatest levels accuracy, product quality and time-to-market are achieved.

Product Design and PDM (Product Data Management)

PDM focuses on the capturing and maintaining information on products through their development and useful life. For example, ClaritaFashion offers an easy and flexible solution to manage stock and record variants in price, design, colour materials, classifying items exactly as you specify to enable accurate analysis and reporting. It will also help you to control and manage overheads.



Clarita*Fashion*. Designed for you.



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“Clarita are committed to the projects they deliver. They substantiate this commitment by investing in the development and skills of their people. Evidence of their success can be found in the consistently positive feedback we get from their customers.”



Paul White, Director, Microsoft Dynamics UK.



Sales and Sales Analyses

Comprehensive functionality ranges from: order confirmation, invoicing and other sales documents in the customer's own language to discount structures and support for EDI (Electronic Data Interchange). You can analyse sales performance as deeply as required, to ensure future collections meet your customers' requirements.

Does it go?

The examples outlined here are just the tip of the iceberg. We invite you to contact Clarita to find out more about a comprehensive solution that measures up to any demand your business might ever make of it.

Count on it with Microsoft.

With Microsoft® Dynamics NAV you are buying into a philosophy that 'Everyone gets it'. Dynamics uses a look and feel that your people know and love. It's just like using Microsoft® Office or Outlook®.

More significantly, this makes the ClaritaFashion very easy to use and adopt, allowing you to empower more staff and maximise productivity, whilst helping your organisation move towards more unified business processes, workflow, and communications through its full integration with other Microsoft® products and technology.

Furthermore with Microsoft you have added security of investment. The Microsoft Dynamics product line is what we call 'future-proofed'. This means that your ERP solution will continue to be supported and integrated with your existing and future technology investments for many, many years to come.

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