



about us

Clarity is an **award winning web solutions and office systems developer**. Since 1997, we have helped our clients hold an effective technical advantage over competitors.

We work with you to assess your business needs and use IT effectively to solve problems and reach new audiences. We work seamlessly with your organisation to put you at the forefront of web and wireless web developments without the expensive overheads of an in-house team.

Clarity's team of programmers, technologists and creatives are up-to-date with the very latest technology.

We specialise in delivering **business benefits** and ensuring that you **don't miss an opportunity to gain an advantage**.

Look to Clarity for:

- Bespoke Software Applications
- Web Solutions and Design
- Office Systems
- Intranets and Extranets
- Database Integration
- Experts in Microsoft Technology
- Extended Customer Support
- Ecommerce and Online Marketing
- Hosting Advice
- Customer Relationship Management
- Formal Project Management Techniques
- Detailed Quotes and Fixed Pricing

Contact us for a free consultation and estimate on 020 7585 0285.

We'd be glad to refer you to clients who can tell you about our work.

technology, strategy creativity

web design

First class creative thinking makes the technical benefits of our work obvious to your users. Clarity's creatives work independently or with in-house teams or agencies to provide mind-blowing **communications which connect with the user and build brand equity to ensure a project reaches its target**. This may mean:

- corporate visual identity
- Illustration, graphics or logos
- 2nd, 3rd or 4th generation websites to meet changing needs
- recommending hosts and setting up sites
- microsites for new product launches or sales promotions
- FLASH sites to further consumer interactivity
- email marketing campaigns
- animation or viral games
- w3c compliant and/or text only version of your site
- useability planning and testing for the best user experience

With Clarity, the trust built within your offline brands is faithfully represented online. Your on and offline offerings will communicate the same messages and values. Our skills, knowledge, and practical experience allow us to build comprehensive solutions across all points of contact: web, email, sms text message, wireless internet and Digital TV. We ensure your messages are clearly heard regardless of the platform.

ideas, ideas, ideas

web applications

Clarity has an experienced team of programmers and database designers.

Most companies use the web for improving their sales function or for distributing basic information. This is simply the tip of a very large iceberg. The really exciting parts of the web are often the ones you don't see.

Market-leading companies in all industries are now starting to develop private internet sites, secure intranet and extranet systems to:

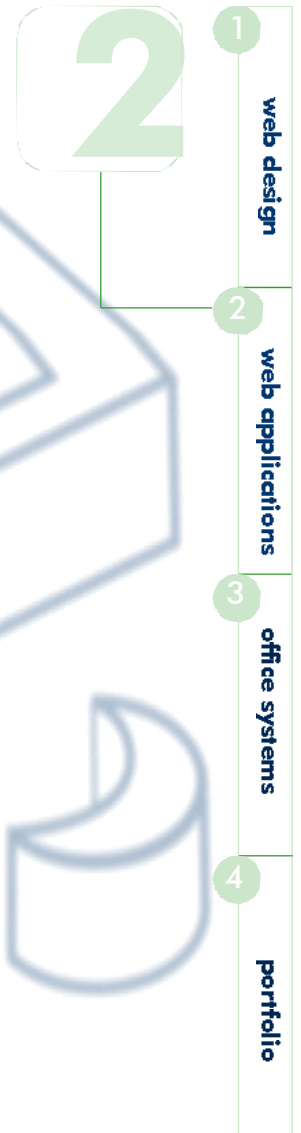
- improve efficiency by automating labour intensive tasks
- reap higher function at lower costs, without the compromise of reduced "portability"
- speed up the flow of information
- integrate office systems and stop duplication of data
- streamline office processes from human resources to finance to sales to internal communications

The overwhelming benefit of these systems is the delivery of solutions across varied locations simultaneously. These systems can be maintained and updated easily regardless of where they are being used, allowing you to rapidly develop needed systems and processes.

Companies now must look at ways of reducing expenditure without cutting back on services. You can discover both time and monetary efficiencies you didn't know were possible.

We believe that organisations must integrate the web into every aspect of their business to stay competitive.

maximise efficiency, minimise resources



office systems

Office-based applications typically run locally on your network where the operator is using the system. The main benefits of localised non-web-based applications are that they:

- are quicker to develop than web applications
- offer greater functionality
- reduce security issues
- increase speed

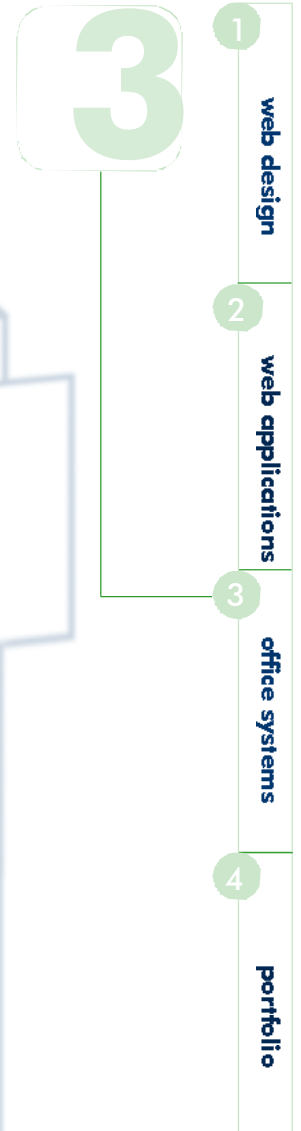
Regardless of whether Clarity are developing a web based or office based application our processes are the same:

Analysis - What is the content of information handled, what is its structure and what are its movements.

Design - Turning our understanding of the business into a specification for an IT system. The design is presented to you in the Functional Specification document.

Implementation - Translate the Functional Specification into a working computer program ready for testing and review.

Improvement - The use of the new system affects the way a company runs, and most businesses are surprised by how much more efficiently they can work. This often leads to improvement and tweaks in the system.



greater functionality

portfolio



The English Institute of Sport site connect users to a nationwide network of training facilities and support services for athletes, as well as the latest news and interviews. Clarity worked with designers Feref to build this extensive site, incorporating an easy-to-use content management system. www.eis2win.co.uk



Business Dynamics is a business education and enterprise charity that aims to bring business to life for young people. Clarity designed this website and integrated it with our simple, but powerful, content management system. www.businessdynamics.org.uk



The New Economics Foundation website is regularly updated with news and events, and allows users to sign up for a newsletter online. Many publications and documents can be downloaded or ordered through the site. www.neweconomics.org



Young people's charity Brook gave Clarity a wide ranging brief to overhaul their web presence. We fully integrated 'Ask Brook' online enquiries and text messages with their back-end systems, implemented full content management using a graphical editor and totally reworked the site with the help of chosen designers Edition. www.brook.org.uk

To see more of our work, go to www.clarity.uk.net and click on "portfolio."

satisfied clients happy users

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