



# Smart-IT

The way to success

**Convenience,** efficiency, performance – we want it now, we want it quick, we want to see results, we want to be successful. That is exactly what Smart-it business tools are about. It offers small and medium enterprises an integrated office management system that saves loads of time and money – and delivers on a promise of efficiency.

After reaching a dead end with available software in 1998, Alfred Minnaar and his associates realised they needed a package that combined management and accounting functions. So they developed Smart-it. “Integrating all other office and management functions with the accounting system in a business will lead to greater control, productivity and efficiency,” explains Alfred.

One of the programme’s biggest assets is that it originated in a retail environment. It offers solutions to day-to-day tasks relevant to any product or service business. Data that must usually be accessed and transferred between programmes, is now contained in one programme.

Smart-it offers a range of features, such as advanced customer relationship management, bank reconciliation, sales and purchase analysis, job costing, customer differentiation, credit management, project tracking, back orders and task scheduling. Other unique functions include the prediction of sales and creditor

reconciliation – features that place Smart-it a big step ahead.

The package increases productivity by enhancing workflow, and the experience of the developers provide ample proof: Stocktaking of over 25 000 items could be done in two hours, without someone checking every shelf manually. Debtor managers could maintain an effective workflow with immediate access to all data, e.g. late payers and age analysis of invoices. Purchasing time was reduced from a full-time activity to two hours per day.

Smart-it also adds value with its marketing and communication features. “It allows the user to do pinpoint marketing through data that shows exactly which consumers buy which products,” explains Alfred. Communication tools such as bulk email, sms and interactive newsletter features enable SMEs to use effective marketing strategies without spending loads of money.

Hitting the individualistic nail on its head, Smart-it offers multiple customising options to suit

customers' needs. Even after the programme has been installed, users can customise the features according to their preferences. Smart-it trains customers on location and facilitates the transfer of data to their package. They effortlessly import the data and assist customers until they are independent.



Every single customer who has started using Smart-it is still using it today. Business owner Louis Smit is one of these satisfied customers. “With over 20 000 items in my businesses, I was initially sceptical, especially about the data transfer. I prepared myself for weeks of work, but within two days everything was up and running. The system is user-friendly and functions perfectly.”

Easy to use, efficient, with proven results – it seems Smart-it is indeed a key ingredient in the success of any SME.

*For more information, please visit [www.smart-it.co.za](http://www.smart-it.co.za), email [am@smart-it.co.za](mailto:am@smart-it.co.za) or phone 087 802 2018 or 082 378 4408.*