Thanks to all our jewelers, goldsmiths and watch and jewellery brand stores.
More than 20 years ago Florian Henkel created a user-friendly management system, to be continuously developed for the jeweler industry. Specialising in software for jeweler and goldsmiths, his company, CLArITY & SUCCeSS, has developed into a global player among the suppliers of professional jeweler management software. In its retail watch and jewelry sector.

In 1995 the company presented to a group of jewellers they were thrilled. Particularly about his idea to store digital images of jewelry and watches in the stock control and point-of-sale sections. In 1997 the electronic delivery and master stock databases were developed, setting a new standard in the software for jeweler market. Today the CLArITY & SUCCeSS software is indispensable for its users and can, with an intuitive user interface, manage all aspects of jewelry: a good price-performance ratio, perfect service and the maintenance and support concept for all customers. The professional jewelry retailing management system of CLArITY & SUCCeSS is affordable and essential for all jewellers.

Our customers reached advantage club of jewelers and sold more than 10 million products by utilising the digital principle, satisfying all types of jewellers.

More than 20 years ago Florian Henkel created a user-friendly management system, to be continuously developed for the jeweler industry. Specialising in software for jeweler and goldsmiths, his company, CLArITY & SUCCeSS, has developed into a global player among the suppliers of professional jeweler management software.
INTERNATIONALLY ESTABLISHED

Founding of the company by Dipl. Ing. Florian Henkel

Swatch Stores, Thomas Sabo Stores, Ouro Vivo Portugal. Omega Stores, Bluespirit Stores, La Plata Stores Swarovski Partner Boutiques, Nomination Stores, Tourbillon Boutique, Blancpain Boutique, IWC Boutiques, Pandora Stores, CK Stores, Fossil Partner Shops, Okado Stores, Drachenfels/Heartbreaker Spinning Store, ICeWatch, Time To Be, Alex and Ani Pilgrim, endless, rebeligion Trollbeads SeIKO Germany, Belgium, France, Netherlands, Austria, Sweden, Spain England, Luxembourg, Portugal, Greece, Switzerland Gibraltar, Italy, Mexico, USA Denmark, Ireland, Poland, Cyprus, Czech Republic, Australia, Estonia, Finland, Croatia, Singapore, Hungary Arab Emirates, Hong Kong Chile, Latvia, Lithuania, South Africa, Iceland, Romania Mauritius, Bahrain, Lebanon, Zimbabwe, Malta, Norway, Nigeria, Namibia, Kuwait, Saudi Arabia, Canary Islands Oman, Türkey, Jersey

The stock control and management system “CLArITY & SUCCeSS” is launched for the first time at Inhorgenta (Fair in Munich).

The CLArITY & SUCCeSS system includes the first electronic delivery notes and stock lists software for jewellers.

Founding CLArITY & SUCCeSS Ltd. in England.

Move into a bigger office in Stafford.

Construction of a second company building.

Move to first own company building.

Establishing the Advantage Club of Jewelers.

Our customers reached more than 2 billion in sales and sold more than 10 million products by utilising CLArITY & SUCCeSS events.

In 2001 the English subsidiary of CLArITY & SUCCeSS, “CLArITY & SUCCeSS Limited” was founded with family friend John Russell as the Managing Director in Stafford. In 2007 his daughter Karen Russell became Managing Director. Since 2001 the company has seen steady growth.

Today 14 employees of CLArITY & SUCCeSS Limited in England support an ever-growing customer portfolio with independent jewelers and brand names. They have grown into a market leader and are the preferred choice of major brands, the brand own stores and franchisees as well as an ever-increasing range of independent high street jewelers. Over the years, sales offices have also been established in the Netherlands, France, South Africa and Spain. CLArITY & SUCCeSS always remains good accessibility.

Our philosophy is that we are here and everywhere, helping our customers to success and thus become more successful.

With clarity to success.

Karen Russell
Development
Visions & ideas ... become written as SOFTWARE

Samuel Ulewich, BSc. Dipl.-Ing. Oleg Birth, Head of Software Development
Adam Egan, BSc Dr. Jörg Fliegner Dipl.-Ing. Jürgen Stahl
Santhoon Shankar Parthiban Yuvaraj Mohan Kumaresan Jeeva Karuppiah Saravanakumar Remi Christopher Dineshkumar Parameswaran Yogesh Sathish Kumar
Sales
With us the customer is KING

Karen Russell, Managing Director
Adele Edwards, Sales
Raphael Beckschulte, Technical Director
Martin Brosch, Sales
Setting up your Hardware

Pit Stop:

Marc Mellies, Premium Support
Christopher Roden
Mathias Weichert, Premium Support
Liam Edwards, Christoph Spisak

CLARITY & SUCCESS
WE ARE CLARITY & SUCCESS
Training
Competence for your SUCCESS

Oliver Traue  Emma Fillingham
MARKETING AND
Organisation

customer-oriented & focused
we always keep the overview
Our Team

We Are CLArITY & SUCCeSS
Forum Jewellers is an award-winning family-run business established in 1982 and has over 45 years' experience in the trade.

It doesn’t matter what size your business is, embracing products and services that enhance business performance and customer experience has always been high priority for the family. Hence they had implemented a Jewellery specific merchandising system over 20 years ago but as owner Helen Molloy explained, “We were already using a Jewellery based epos system but the customer service was letting it down.”

Many would continue with their current system, feeling it was too difficult, costly or disruptive to switch, but Helen was determined and sought recommendations from fellow retailers in the industry. “CLARITY & SUCCESS came highly recommended by fellow retailers” says Helen. “I was advised by current users it was easy to use and straightforward and, most importantly, the customer focus approach was excellent.”

Helen wisely chose to undertake training in small sections, ensuring she and her staff became increasingly familiar with each element of the system. All staff, no matter what their age or capability, found the new system simple to adapt to. “You don’t need a manual or a degree in computers” explains Helen. Of course, switching to a new Supplier means losing all your current data doesn’t it? No! All the stock, supplier and client information was easily migrated from their old system and was available on the day they switched. Even their existing labels could be scanned and read on the new system meaning the transition was painless and streamlined.

Helen and her staff have embraced many additional features of CLARITY & SUCCESS including integration to their online shop repair bags and customer card printer meaning they can print instantly and on request professional gift cards, certificates and present repairs in a professional wallet ensuring the customer knows they are always getting the absolute best service.

Helen concludes “Changing to CLARITY & SUCCESS was the best decision we made. All the staff at CLARITY & SUCCESS are extremely approachable and customer focused, you never have to leave an answerphone message, someone is always available to help. If you are thinking of taking a system, or switching from another, I wouldn’t hesitate to recommend CLARITY & SUCCESS.”

www.forumjewellers.co.uk

Helen Molloy (centre) and her team at Forum Jewellers
Neil & Barker are a family business with multi-brand and PANDORA stores. They aim to bring the best designer Jewellery and watches for men and women from over 40 top brands.

In 2003 they visited the “Spring Fair” and found a new Company “CLArITY & SUCCeSS” exhibiting for the first time and offering a stock management and point of sale system. Many would be afraid to take a risk on a new Company but owner Michael Aldridge has never been one to follow the crowd.

With the growth of brand names, Thomas Sabo, Pandora and others, Neil & Barker have been pleased to have a Jewellery software system to grow with them. Michael and Allison Aldridge explain “We always knew we made the right decision when we chose to work with CLArITY & SUCCeSS in 2003. They continue to evolve with technology, updates and their expanding databases system, from an increasing number of major suppliers, saves us weeks of precious time from inputting data. Suppliers ranges are transferred to us electronically with full information and images. As the supplier changes any range details or prices, CLArITY & SUCCeSS electronically import them to us so we have no data to type in.

Ordering becomes simple and deliveries of product, by the thousands, are into our stock with only a few mouse clicks.

The information we are able to extract from our system with the ‘Statistics’ software, enabling us to formulate our own reports has been invaluable. We are able to get instant, up to date, accurate information. We can use the record of our system records to mix data by our own choice to give us greater management control. Reports will compare four periods of our own choice for growth comparison, with supplier turnover information, best sales by product, sales turnover and margin by range and importantly, what we are not selling. We no longer accept the suppliers suggestion for what we should stock. Our Clarity system gives us ‘Clue’ information so to what we should stock to maximise our ‘Success’.”

We have grown to know the staff at Clarity as though they were members of our own team. We know that we will get an enthusiastic response to all the questions we may have and enjoy the friendly and speedy reaction we get whenever we need it.

We are very proud to have been the first to recognize the benefits of CLArITY & SUCCeSS and have, and continue to, recommend them to other Jewellers and retailers.

www.neilandbarker.co.uk
Modern Jewellers are successful with a modern stock management system

RUBIROX are an independent, family owned business in Stamford, Lincolnshire specializing in modern brands.

In order to manage such a business effectively, in 2015 owner Ben Stevenson decided he needed to implement a stock management system and sought recommendations from fellow Jewellers in the industry.

Ben’s decision was influenced initially by the need to manage some of the larger brands in store. Ben explains: “At the time, as a Pandora retailer, we wanted a system which would work well for Pandora Sales. After discussing what else CLArITY & SUCCeSS could offer with Karen and the team, we were happy with the system and how it worked, along with the support offered”.

CLArITY & SUCCeSS were able to offer managed electronic databases for many of the brands in RUBIROX including Pandora, Thomas Sabo, Nomination, Swarovski, Guess, Bering, Jersey Pearl, Hot Diamonds and Eternity meaning Ben and his team would never need to manually input stock information and the data supplied also included images which are presented to the sales staff at the point of sale and on any reports.

Decision made, Ben says, “We had training days at ‘The White House’ and got all the team (some with minimal computer experience) up and running on it. The back office at first glance seemed a little technical but we all quickly got the hang of it and it soon became a very easy system to use. Even staff who were a little daunted by the prospect of it soon got the hang of it”.

As well as everyday system use such as stock and sales analysis, client information management and re-ordering analysis, Ben is not afraid to capitalise on the allround package offered by CLArITY & SUCCeSS and installed a footfall counter in store as well as a card printer which integrates with the management point of sale system to produce individually designed Gift cards as required. Ben explains: “Having instant access to sales and stock data of every brand we stock gives us an invaluable and accurate analysis enabling our business to more effectively manage our buying to improve profitability and cash flow. Ensuring we always have the right desired products in store is vital to the success of our business”.

Of course, any product is only as good as its after sales. There are only compliments from Ben who concludes, “Support is fantastic! Always reachable and polite. Remote maintenance works very well. I would absolutely recommend CLArITY & SUCCeSS, great team and great product”.

www.rubirox.co.uk

Ben Stevenson and his team

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www.rubirox.co.uk

Ben Stevenson and his team

Modern Jewellers are successful with a modern stock management system
Instant information improves our business!

Nestled in the world-famous whisky region, Elgin lies on the south coast of the Moray Firth roughly midway between Inverness and Aberdeen and straddles the River Lossie. The town offers many pleasant characteristics, breathtaking scenery and a number of local distilleries including Glen Moray, Gordon & MacPhail and Glen Elgin, most of which have open days for the public and whisky trails. Here, Little the Jewellers have two stores offering a range of brands as well as traditional jewellery and an extensive repair and valuation service. In 2014 they were looking to upgrade their till systems and decided it was time to step away from the original written receipts and, along with a shop refit, bring something a little more up to date in store. They found CLArITY & SUCCeSS at the CMJ event in Birmingham and were taken through a demonstration of the clarity software.

“We chose CLArITY & SUCCeSS mainly through recommendations from other Industry businesses and also after having a brief look into the CLArITY & SUCCeSS system at the CMJ event we decided this would be the best option for us,” explained Sian, store Manager. “We use CLArITY & SUCCeSS in almost every area of the business, from sales to stock take, it is all done on Clarity. One of the only areas which we do not use it in our regular department however we are hoping to attend the more advanced training courses and take this back to the store. Of course, one of the most daunting prospects when implementing a new system is how the staff will cope. Not everyone has a background in IT but this is no problem with a system as intuitive and logical as CLArITY & SUCCeSS.

“The CLArITY & SUCCeSS system is very straightforward to use and therefore everyone can use it without any problems. Each of our sales team has a different background knowledge when it comes to technology but we are all more than happy with the till system,” says Sian. One of their favourite features of CLArITY & SUCCeSS is the ability to instantly access statistical information in a simple way, giving them up-to-date analysis at a moment’s notice enabling smarter buying choices and prepares them for supplier meetings in no time. In addition, their stock taking process, a pet hate of most businesses, has been improved drastically since having CLArITY & SUCCeSS as well as simple daily tasks such as checking if an item is in stock or not. Sian adds, “The support is great! If ever we need any help with the system the support line is always on hand to help. The team are very knowledgeable and patient, we have never been left unsure. We would definitely recommend CLArITY & SUCCeSS to anyone who is thinking about taking it into their business”.

www.littlethejewellerselgin.co.uk

Instant information improves our business!
Barry Bott Jewellers opened in 1973 as a small gallery and over the years has developed into the business it is today run by Sadie Bott. They endeavour to have a great selection of the best in branded jewellery and watches whilst maintaining their individual and perhaps “quirky” image with lots of more unusual pieces.

In 2015 they opened a second shop called BB Too. Sadie had a generic stock management system but needed something better, something a bit more sophisticated but not too complicated!

Having researched the market Sadie found CLArITY & SUCCeSS through the CMJ and sought assurances from other CMJ members and existing customers who gave their recommendations. Sadie explains “We decided on CLArITY & SUCCeSS because we really liked Karen and felt we could understand her and the system. Additionally, the initial costs were very competitive”.

Sadie continues “Training went fine, or as fine as any new system goes. It is NEVER easy. Change is difficult for us all and the computer world is not the jewellery world. Many of us are of an age where we didn’t grow up using computers so that always makes new systems hard to grasp but everyone now gets on well with the system”.

The staff at Barry Bott use the repair system extensively and find this invaluable to take, manage and track any repair in an instant. The repairs system is completely integrated and images captured of the item taken. Historic look up when a customer queries is so simple and the time saved is incalculable.

One of Sadie’s favourite features is the statistics - especially the hitlist offering an instant report of best sellers, current stock and coverage. During a recent refresher training at CLArITY & SUCCeSS’ office in the White House, the order proposal system was demonstrated and Sadie now cannot wait to get back to the shop and test this feature which will propose re-ordering totals by supplier based on actual calculations of speed of sale of each item and accounting for current stock. Of course, this can be amended to suit seasonality but all the hard work is done in seconds and you need only then to check and modify. “The support is amazing! There is always someone at the end of the phone, you are never kept waiting. It doesn’t matter who you are dealing with the people are always friendly and helpful. I am grateful to my fellow retailer that recommended CLArITY & SUCCeSS and would not hesitate to do the same” says Sadie. www.barrybott.co.uk
A new business is an opportunity to try a new software for Asa Cupitt!

Asa Cupitt has almost 20 years’ experience in the retail Jewellery industry having run Cupitt Jewellers in Worcester and opened the doors to a new Jewellery boutique, Ella Bella Jewellery, in Winchcombe, Gloucestershire in 2017.

With a new shop, Asa decided she needed a new business management system and had met Karen Russell, Managing Director of CLArITY & SUCCeSS Software, through the Company of Master Jewellers.

Asa says “I chose CLArITY & SUCCeSS because the system was intuitive and the support and backup is second to none. It seemed like CLArITY & SUCCeSS is a company that follows the times and are constantly developing new ways of doing things. They are also prepared to listen to what their customer have to say about the system”.

Asa goes on to explain, “Training went very well, I spent a day at CLArITY & SUCCeSS offices where they have an excellent training facility and then contacted the support team if I got stuck whilst back at the shop” she continues “The support is great. Always helpful, easy to get hold of and patient which is a necessity when you are not a tech nerd but a middle-aged woman”.

One of Asa’s favourite features of the system is the ability not only to get simple and effective reporting easily but that all report results can be exported to Excel for further analysis. Also the ability to print a label for a stock item as it is recorded into the system meaning that, since the entire system is live, as soon as she has added an item to stock, it is labelled and available to sell at the till. Should Asa be required elsewhere in the business, she can return to the invoice later but the item is already recorded and can be sold.

Asa has been so pleased with CLArITY & SUCCeSS that she is now in the process of installing the software in her other business in preference to her existing system and would not hesitate to make recommendation to other Jewellers in the Industry.

www.ellabellajewellery.co.uk

Asa Cupitt and her daughter on the opening of Ella Bella

Asa has about 20 years’ experience in the retail Jewellery Industry having run Cupitt Jewellers in Worcester and opened the doors to a new Jewellery boutique, Ella Bella Jewellery, in Winchcombe, Gloucestershire in 2017.

With a new shop, Asa decided she needed a new business management system and had met Karen Russell, Managing Director of CLArITY & SUCCeSS Software, through the Company of Master Jewellers.

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www.ellabellajewellery.co.uk

Asa Cupitt and her daughter on the opening of Ella Bella
Grace & Co Contemporary Jewellers was set up in 2010 by two jewellery professionals with over 20 years experience between them.

Since the doors of the Ashby de la Zouch Grace & Co first opened in April 2010, Grace & Co has continued to grow and now stocks world renowned, contemporary jewellery, watches, charms and accessories in five locations across the Midlands.

Under Grace & Co’s banner, there are also three PANDORA Concept Stores. These are based in Corby, Market Harborough and Kettering.

From the beginning the owners knew they would grow their business, so it was important to implement a stock management system that would grow with the business.

Owner Mick McQuillan knew the industry well and chose CLArITY & SUCCeSS ahead of other industry specific software solutions.

Mick says “The initial training was extremely comprehensive, with a very nice lunch provided too! We use the system fully in all 9 shops, these are connected and transmit all information live across the stores and also to our website giving us complete control of our total business”.

As the staff began to understand the system, we have found that stock accuracy has improved dramatically. Ensuring correct items are sold, correct information taken ensures the staff understand the benefits of following the right process through the life of a product which in turn allows us to more effectively manage and re-stock accordingly”.

Improved traffic on the website could also be attributed to the integration with CLArITY & SUCCeSS. Stock information transmits live to the website. When an order completes on the website, this transmits directly to CLArITY & SUCCeSS creating a delivery note which is then picked and converted to invoice, removing the stock and updating the website levels.

“The statistical analysis and reporting functions are my favourite parts of the system” says Mick. “Having an instant overview of a multi-site business is vital”.

One of the many challenges with such a size business is the staff management and knowing they will be supported when you cannot be in store constantly. No need to worry with CLArITY & SUCCeSS support! “The team are helpful, knowledgeable and patient, they really don’t mind what might be silly questions. It’s something I don’t have to worry about as I know all my staff are looked after, that’s why I would have no hesitation recommending CLArITY & SUCCeSS” concludes Mick.

www.graceandcojewellery.co.uk
When Bhavin Chandaria decided to open his first store in Nairobi, Kenya, he carefully chose the best location – the newly constructed Two Rivers Mall, an impressive shopping mall and the largest in Nairobi covering 1.7 million square feet – and was similarly diligent in searching for a stock management and point of sale system for his new business so he thoroughly researched the market for jewellery software providers.

His first recommendation came from a partner to Bhavin in Leicester who had implemented the CLArITY & SUCCeSS system a number of years previously. From there, Bhavin looked at the CLArITY & SUCCeSS website and discovered that many of the brands he intended to stock were managed as an electronic catalogue thanks to partnerships between the brands and CLArITY & SUCCeSS.

Bhavin said "We realised how much initial and continued daily workload would be eliminated by using CLArITY & SUCCeSS with most of our brand databases already pre-loaded on the system including reference numbers, descriptions, prices and images".

It is one of Bhavin's favourite features of the system that the images of items scanned are immediately visible in the till screen, allowing each member of staff no matter how deep their knowledge of the brand may be, to be confident they are selling the correct product. In addition, of course, this ensures minimum stock discrepancies which should make stock taking a far less painful process.

Even the distance in terms of location from Stafford to Nairobi poses no problems for Bhavin and his team. Remote access via the internet allows support staff from CLArITY & SUCCeSS to instantly access the system in the Nairobi shop.

Bhavin says "The support is always great, extremely efficient and always available using remote access".
Christopher Evans Jewellers give the highest recommendation to CLARITY & SUCCESS!

Christopher Evans Jewellers are a master goldsmith business: designers of bespoke jewellery with two shops in the North West of England – Poynton and Warrington.

Chris and his team not only design stunning jewellery, but each piece is hand-crafted on the premises, they also stock a carefully curated selection of fine and fashion jewellery and watches from some of Europe’s best designers. A jeweller who provides only the best also wants the best for themselves and this includes a system to manage such a personal, high quality business.

Eye眉毛

Store manager, Nicky Acton, manages the day to day processes and was using an Industry specific software but explains, “Our existing software wasn’t working for us, it was very inflexible. It wouldn’t have moved forward with any changes we were going to implement with regards to e-commerce without a hefty cost. It was a referral from another jeweller who used CLARITY & SUCCESS and couldn’t speak highly enough about it that prompted me to contact them. We’d looked at a couple of other companies but the staff and systems just didn’t fit with us. Karen and the team at Clarity & Success were just a breath of fresh air from the beginning.”

The next step was to attend a training session prior to their live date. Nicky visited the CLARITY & SUCCESS White House and spent a day learning the basics which she found “Brilliant - fun, informative and useful. Not too much info so you forgot things, just enough to get you going with confidence”.

All the data from their current system was migrated to a clean CLARITY & SUCCESS install and their current labels did not require replacement meaning they switched overnight without any interruption to business.

Nicky and the team at both stores use the system comprehensively for stock management, transfer between stores, sales, sourcing and repairs. Nicky finds it hard to pinpoint one particular aspect of the system that is her favourite, since there are so many.

“‘All the features I presently know about and have used are my favourites’ she says. ‘However, then I progress further and find it can perform another great function and that then becomes my current favourite. It just gets better and better!'”

Of course, any system is only as good as its after sales support and Nicky is as enthusiastic about this as the system itself.

“Customer support is great, the support team are reliable and easily reachable and are a mine of information, only too pleased to help you out. The remote maintenance is so simple, they just ask permission to access the computer, correct up and work on it right in front of you. It’s very simple!”

Would Nicky recommend CLARITY & SUCCESS? Not just yes, not even 100% yes – but a resounding 110% absolutely YES!

www.christopherevansgoldsmiths.com

A warm inviting interior awaits customers at Christopher Evans.