

It isn't rocket science...

Software is only as good
as the people who make it.



WELCOM
SOFTWARE

People who communicate

Many businesses like to make a mystery out of software. We don't.

27 years in the business has taught us that it's not the software that solves the business problem – it's the people that build it.

And our people ask the right questions. Obvious questions about your business that others (in the headlong rush to sell you their solution) might forget.

- How/What do you want to improve?
- Why do you need to change?
- How do you want to work?
- What business benefits do you wish to achieve?
- What is your timescale?
- What is your budget?



*Nigel Welch
Chief Executive Officer*

People you'd recommend to your friends

Ken Forrest, Managing Director, Forrest Furnishing

“Welcom Software helps Forrest Furnishing stay ahead of the competition. The retail solution from Welcom maintains our purchase, sales and nominal ledgers, together with stock control and delivery planning. The delivery centre is online enabling us to operate a very slick back-to-back operation for customer orders. Welcom Software talk sensibly about our needs and appreciate our requirements. They listen...”

Jon Bartlett, Managing Director, Benefit2Business

“Whilst we are in the early stages of the Land of Leather project, I have been impressed by the professionalism of the Welcom Software project team. Thus far, they have demonstrated a strong understanding of the project goals and objectives and have translated this into clear and precise documentation.”

People who work as a team

You're paying us to do a job. So we do all the hard work.

But don't think for a minute we leave you out.

Whatever software issues you're trying to solve, the problems (and indeed the solutions) are rarely down to one thing.

Getting to the root of the problem takes teamwork. Your people need to talk to ours. Our people need to talk to yours. We all need to talk to each other.

Your company is unique. Our solutions are flexible. The only workable approach is a partnership; an approach we think you'll enjoy.



People with ability

When you hire us, you won't just be hiring our technology. You'll be hiring our people.

That's what makes us different. Our people have what our competitors could never give you. Raw talent.

That's why our people are so important. And why we try to keep them happy.

Happy people are more creative, imaginative and resourceful. Happy people strive for excellence. Happy people are eager to learn and develop. Happy people are more efficient, more productive and deliver better results.

And that's how we keep you happy too.



INVESTOR IN PEOPLE



*John Barrow
People and Culture Manager*



A³ = Ability

Response / Relationship / Return

People who deliver

Change is difficult to manage at the best of times.
People fear the cost; fear the disruption; fear the time
it eats up.

We've seen the pitfalls. We've learned the lessons. And
we understand that you don't go around promising the
world, unless you're damn sure you can deliver.

That's why we plan, persist, then plan some more and
never stop asking questions. Uncertainty after all, is the
enemy of delivery.

When we're sure we can keep our promises,
we'll deliver on them. On time and on budget.

D⁴ = Tactics

Define / Design / Deploy / Deliver



*Sylvester and Fiona
Business Process
Improvement Managers*

People who take responsibility

We don't walk away and leave you.
We care too much to let that happen.
You slip and we're here to catch you.

An issue

A problem

A fix

A new challenge

You only have to ask

*Dave Christie
Operations Manager*



P³ = Attitude

Passion / Professionalism / Persistence

People with integrity

Before you say it. We're sure you have heard it all before. Dress it up, dress it down. It all comes back to one thing.

Results.

And the success of our clients is testimony to ours.

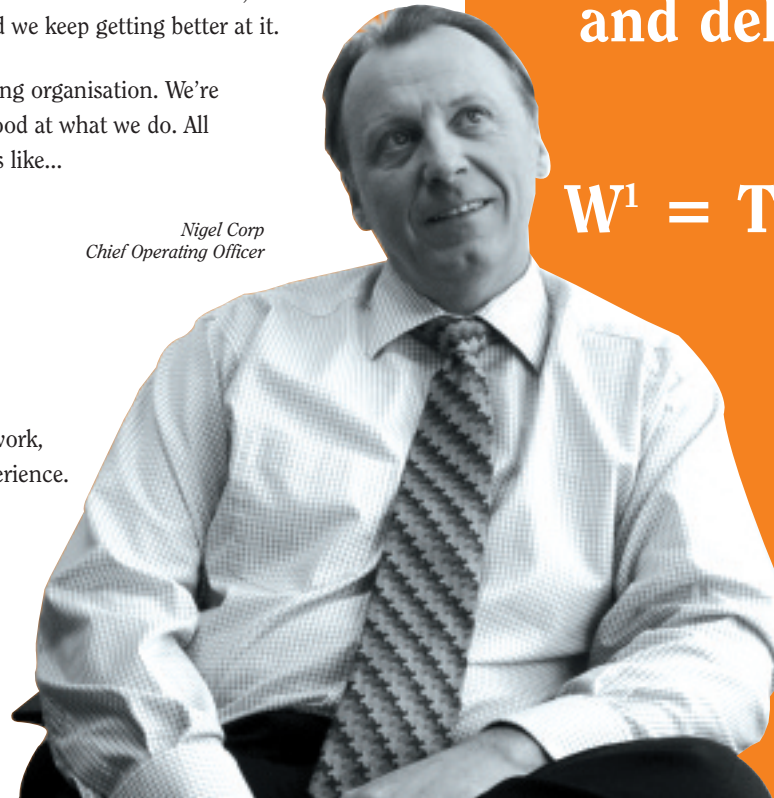
We're proud to have spent the 27 years we've been in business, helping other businesses to grow. And we keep getting better at it.

We have the ability and drive of a young organisation. We're dynamic. We're enthusiastic. We're good at what we do. All you need is good old-fashioned values like...

- Honesty
- Ability
- Discipline
- Dedication

...along with creative thinking, hard work, plain speaking and a whole lot of experience.

*Nigel Corp
Chief Operating Officer*



“Our youthful dynamism and talent come from 27 years of listening, interpreting and delivering...”

W¹ = The power of Welcom

Only by listening to your problems, your ideas, your hopes and your fears can we begin to solve your business problems.

No stone is left unturned. We capture and document everything.
We check our understanding and ask for clarification.
We make decisions based on fact, not assumption.
We arrive at solutions through analysis, insight and instinct, not fingers in the air.

That's when we can tell it how it is.
That's when we can deliver what you need.

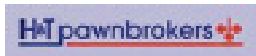
Simple.

$$R^3 = \left(\frac{A^3 \times P^3}{D^4} \right)^{W^1}$$

The proof is in the pudding...

R = Result

Strategic Partnership / Security / Success



Before you talk software...

Talk to the people behind it.

Bespoke Software

Software Consultancy

Software Training

Software Infrastructure

Packaged Software

Retail

Distribution

Accounting

Commercial Credit

Consumer Credit

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