PRESS RELEASE

RA Information Systems announces IBCS name change to CLARITY CORE

FOR IMMEDIATE RELEASE - 27th April 2020

RA Information Systems, software company and IT providers, announced today that their IBCS software brand name will be changing to CLARITY CORE.

Since inception the company has offered its workspace management software solution to the market under two distinct brand names, each targeting a specific market segment: IBCS for the business centre industry (the name was originally an acronym for 'Integrated Business Centre Software') and CLARITY CORE for the innovation and science park sector.

Releasing the following statement, RA announced: "The drive for our client's business success has enabled our software to evolve within the changing landscape over years in both segments; however, we have realised that our two brands have started creating a certain level of confusion due to their similarities in functional benefits. The value proposition between the two product offerings has become less distinctive, and the product audience has changed substantially over time, with operators in other market segments having shown significant interest in our solutions. Furthermore, carrying two different brands has become excessively time consuming in maintaining and promoting both brands, detracting resources from product development.

After serious consideration, we have decided to reassess our brand structure and revise our branding in order to reflect the company's plans to expand further from a niche solution to a powerful brand, benefiting both the company and our customers. **We have taken the decision to propose that our IBCS software solution be known under the CLARITY CORE brand name.**

Building on the company's heritage in technology and data, the decision to focus on a single brand will enable us to:

- improve our response to customer's needs and challenges, such as space use optimisation, general and admin workload efficiencies, as well as enhancing our customer support, and offering the most comprehensive, revitalised brand and product today and in the future;
- better reflection of service offering and clarify positioning by highlighting unique strengths;
- promote our software in front of a broader audience and connect with new potential customers;
- enhance distribution and management of the brand maintenance and marketing resources;
- eliminate confusion and competing between brands.

The use of the IBCS name will be phased out in the course of the year, giving current customers time to gradually learn to recognise the new visual brand elements before the final changeover."

Annette Dabbs, director at RA Information Systems, comments on these changes: "I would like to take this opportunity to say a heartfelt thank you to all our IBCS users for the faith they have shown over the years, it is very gratifying to see how far we have come. We will continue to grow and evolve our software offerings to them, under the new banner of CLARITY CORE. We will make sure our service and support remain unaffected by these changes and that nothing will change our existing client's day to day operations. However, some visual brand related desktop settings will be gradually changed. We will make changeover as simple and easy as possible."

A new website has been recently launched aiming to increase the company's online presence, whilst helping to communicate with current and prospective clients (www.ra-is.co.uk).

Notes to Editors

RA Information Systems was established in 1988. Based in Chesterfield, the company employees 30+ members of staff. RA Information Systems offers IT infrastructure, UK IT support & telecoms services. CLARITY CORE and ezytreev are software products created and developed by RA's in-house team of developers.

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