



calio the **power** behind your wholesale distribution business



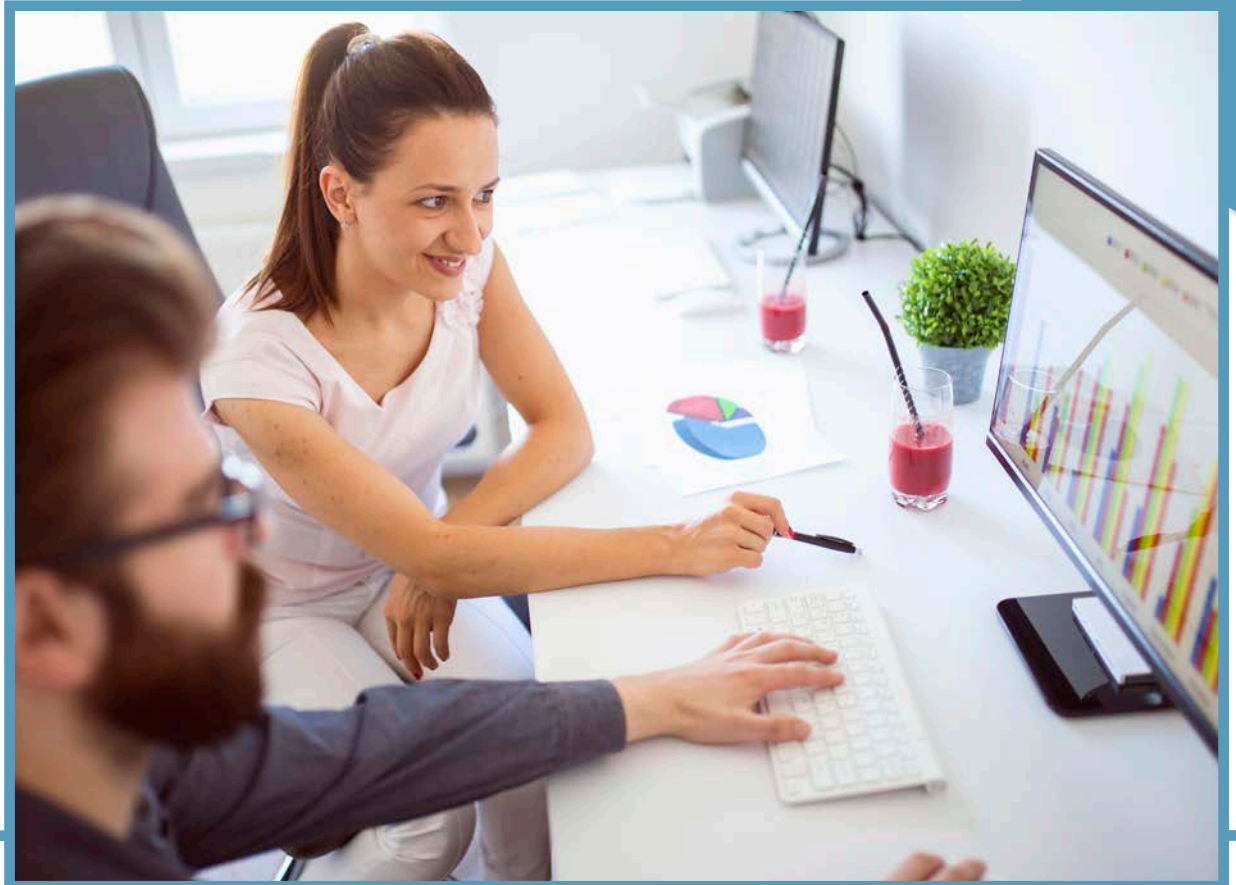
Caliq is now **the software solution of choice** for multi-channel wholesale distributors operating in the Home, Gift, Garden and allied sectors.

Our focus is on you...

Our aims are to provide clarity over all aspects of your business, deliver efficient and effective processes through your supply chain, implement controls where you need them, margin monitoring and performance analysis at all pressure points and the tools for your team to deliver outstanding customer service.

A Solution with no limits...

With Caliq, the people you work with own and develop the software right here in the UK. No reseller structure to get in the way between us and you. From the initial meeting right through implementation and beyond, you are always with members of our team who are dedicated to ensuring that Caliq is relevant, capable and supporting your needs.



Our role is to solve your problems

Grow your business, improve your accuracy, enhance your customer service

Many clients have grown their businesses with us for over 15 years, a few over 25 years. Our people and our software systems evolve with you.



Intuitive Marketing & CRM

- Generate and manage new marketing leads
- Tools to provide exceptional service to your customers at the touch of a button



Flexible Buying & Merchandising

- New Product Evaluation & Launch
- Range Planning & Product Contribution Analysis
- Centrally Manage Product Data for all Sales Channels



Powerful Sales Management

- Seamless Integration with all your sales channels
- Outstanding Customer Communication
- The Ultimate Stock Allocation System



Scalable Warehouse Management

- Optional Mobile Barcode Scanning Operation Throughout
- Optimise Packing and Shipping
- Inbound Container Planning & Receipt
- Shipping Consignment Management



Precision Purchasing & Forecasting

- Comprehensive Forecasting
- Purchasing with Confidence
- Improved Supplier Communication



Complete Financial Accounts

- Comprehensive Integrated Accounting Suite
- Powerful Credit Control & Payment Systems
- Integrated Document Management



Optimised Business Intelligence

- Instant access to all of your real-time key business performance
- Fast and Informed Decision Making
- Departmental Performance Wall Boards
- Instant data



Don't just take our word for it...

Companies like yours who recently chose **Caliq** to support their entire operation

transomnia
the home of giftware

Transomnia's earlier systems used a combination of a home-grown Access database, a series of Excel files and an off-the-shelf financial package. This system allowed them to extract almost any information they needed but over the years had grown cumbersome and it was becoming increasingly difficult to maintain data integrity across the 3 different applications.

With Transomnia's focus being on providing a customer service that is second to none, every aspect of customer communication and documentation was examined and processes put in place to enable Transomnia's customers to be kept informed at all times about orders, back-orders, new products and their buying trends.

"We are delighted with Cali, which not only saves significant administration time, but allows us to offer better customer service and enables us to keep a closer eye on the KPI's of the business"

SHANE O'MAHONY, MANAGING DIRECTOR
TRANSOMNIA

SINCE 1972
LIBRA
DISTINCTIVE INTERIORS

2015 saw the implementation of Cali which is now providing support to every aspect of their business from product design and launch, buying and merchandising, sales and marketing, warehouse management and financial and management accounting.

Libra have implemented the Cali mobile warehouse management system which enables the warehouse team to perform all operations via hand-held bar code scanning terminals which has seen a significant improvement in efficiency and warehouse space utilisation.

"Tony and his team worked tirelessly to implement a seamless launch. Their innate understanding of our industry, ongoing support and evolution of their product is second to none."

PAUL MCLAUGHLIN, MANAGING DIRECTOR
THE LIBRA COMPANY

ONE.WORLD
TRADING CO.

One World Trading are a leading supplier of homewares to major retail chains, independent stores and the consumer. With two warehouses and a showroom, online trade and retail e-commerce websites and a retail store, One World use Cali across their entire multi-channel operation.

With over 3,000 active product lines, the range extends across furniture, lighting and accessories for the home and garden.

One World sought to replace their Sage system with a solution that would support their ambitious growth plans and selected Cali from all the leading business systems.

"The system touches all aspects of our business and has enabled us to improve our accuracy, enhance our customer service and has provided us with a solid base to grow in the future. Nothing is ever too much for Tony and his team".

JASON BENSOHN, ONE WORLD TRADING LTD

Find out how your business can benefit from Cali solutions
visit www.caliq.com call us on 0845 123 5433 or email caliqsales@caliq.com