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Cheltenham Gloucestershire, UK

Press Release

3rd IPA SalesWORKS system for Ireland

IPA Systems Ltd have taken an order for a Sales.WORKS system from The Clare Champion Ltd, Ennis Co. Clare.

Due for installation in early November, this is another success for Sales.WORKS following the highly successful implementations at the Wexford People Group and the Sunday Tribune. IPA is delighted at the continued growth of advertising and editorial solutions throughout Ireland.

The order also includes integration projects for the Pegasus Accounts system and the Adobe InDesign production system.

Sales.WORKS Lite delivers much of the functionality found in many higher priced solutions. What sets this product apart from others is that Sales.WORKS LE has evolved from the highly successful Sales.WORKS advertising booking system, currently fulfilling the needs of newspapers ranging from small weekly to large multi-site regional operations producing daily and weekly publications. As the base product is the same in both versions, small to medium sized enterprises can now purchase an entry-level system, then add the functionality and scale of operation to match expanding business needs.

Following the Sales.WORKS installation, IPA will be providing TruEdit, the InCopy/InDesign workgroup solution for the newsroom.

For further information on this or any other product please contact IPA Systems Ltd on 01242 573344 or via email at sales@ipasystems.co.uk.

*IPA Systems Ltd designs, develops, integrates and supports
Powerfully efficient, cost-effective, front-end and pre-press systems for the Newspaper Industry*

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