

## BethSoft Ltd

Software provider BethSoft is based just south of Birmingham and run by partners Sam and Chris, who took over the company when its founder retired in 2006. BethSoft provides turnkey software solutions, including full training and on-site implementation, for the manufacturing sector – specifically sheet metal companies and precision engineers.

Franchised from its American developers, the software sold by BethSoft is divided into two categories: Firstly, there is ManuSoft, which aids actual production with flat part measurement which is the first product of its kind to have the option to integrate with both CAD/CAM and an inspection scanner. The second, and newer, system is ManageSoft which includes not only cost control facilities but also all aspects of running a manufacturing company including quoting, can be personalized to the specific requirements of each customer.

Customers are spread around the UK, though they are centred in the industrial regions where manufacturing is still a significant element of local economies. The company has a good reputation within the industry, with repeat purchase and up-grades accounting for over 50% of turnover. With referrals making up another 25% of on-going business, there is little by way of above-the-line marketing. Attendance at trade shows and networking events makes up most of the marketing effort. An in-house developed website acts as a lead generator.

