



Click Connection Corporation Ltd (CCC) purchases Productive IT (UK) Ltd.

CCC has purchased Productive IT, the company behind the market leading studio management software 'The Photographic Organiser' (also known as TPO).

CCC is the holding company of The Click Group the world's largest and most successful marketing company of portrait and fashion photography studios. With studio members in the UK, Ireland and the USA, Click generates in excess of £20M per year worth of new clients. Known as the "The New Client People" CCC generates this incredible volume of new clients via long established and strong relationships with media titles, FMCG brands and the gift experience industry. Many studio's that are part of Click see their turnovers double and sometimes even treble, making them busier than ever before, so the purchase of TPO, an incredible software solution to help photographers handle their workflow, seemed the perfect addition to CCC.

TPO is the photographic industry's longest established studio management software. First released in 1992 and continually evolving into what is now version 8. Whilst being extremely powerful, it's also amazingly intuitive and easy to use. TPO enables you to manage all your prospects & clients, helps you with your mail-merges, email-merges and now SMS-merges too, manages your diary, invoicing plus a host of image management features, client analysis, weddings, workflow, task reminders, financial reporting and much more.

Charlie Kaufman, CEO of CCC, says, "Most photographers are great with the artistic side of their business, but fail when it comes to the organisation, management and marketing. Many photographers aren't in control of their business but are often controlled by it! In order to help our members businesses grow and become more profitable, Click strongly believes that they needed to get better organised and in our opinion one of the vital ingredients is to use the best studio management software available."

"Studios need to present a professional image to their clients. We knew that studio management was a key problem for many of our members and so looked at ways to help them improve it. Over the next year we will be launching a range of services to help them improve many aspects of their studio, but getting them organised first was of paramount importance. In order to achieve this, we looked at the various software products in the market, considered our members feedback and chose TPO. With every Click studio using TPO, they'll have more time to concentrate on what they do best - photography."

Chaim Bacon, designer of TPO, will become IT Director of CCC and the TPO development team will move into the CCC headquarters in November. CCC will also take on additional staff to further develop and support TPO.

Chaim Bacon says, "This offers huge opportunities for TPO, both in cementing our market-leading position and also for further development and to provide an even better level of support to our customers. With Click's excellent sales & marketing teams and their presence in all the major exhibitions, we will be promoting TPO heavily within the UK photographic industry. We'll also be launching monthly training courses on sales & marketing as well as TPO courses. We look forward to working with all our customers in the near future to help them improve their studio management, organisation, marketing and subsequently increase their profits."

Chaim adds, "Productive IT has also developed a range of other products such as Antiquity, Postcode PA, FMgCal and also provides bespoke development services to a range of companies. CCC has purchased Productive IT in its entirety and will also take on the development and support of all these existing products and services. Although CCC's main interest is in TPO, it is also very much focused on growing all other aspects of the software business."

For more information about CCC or The Click Group visit www.cccuk.co or call 01923 297 417

For more details on Productive IT, please visit <http://www.productiveit.co.uk> or call 08458 62 52 52