

# **SYSPRO ERP specialist K3 pushes boundaries with Naked Truth campaign**

NEWS

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UK SYSPRO ERP specialist K3 Business Technology Group (K3) is once again pushing the boundaries of marketing with its new Naked Truth campaign.

The edgy campaign, featuring a series of near naked office and factory workers in different scenarios, focuses on how K3 can help give businesses the clarity and visibility to make key decisions and run as efficiently as possible.

Experts at the Manchester-based company said the campaign was the ideal way to get across a serious message about the solid and reliable SYSPRO manufacturing, financial and distribution ERP system in a fun and quirky way.

It continues K3's impressive trend of developing innovative approaches to marketing, coming hot on the heels of last year's highly successful viral marketing campaign The Factory featuring a well-known Ricky Gervais look-alike.

Howard Joseph, Managing Director, K3 Business Technology Group, said: Our edgy Naked Truth campaign's message is simple SYSPRO ERP lays businesses bare, showing that there should be no secrets because the people in charge need to know what's going on in order to run them efficiently and have total control. The campaign is certainly eye catching and pushes K3's marketing boundaries a step further following last year's success of The Factory campaign. In both cases, the emphasis is on making a serious business message fun and quirky and appealing to a wide audience.

It also highlights that if they are aware of issues in their organisation then they can be resolved with a good ERP system. SYSPRO has already delivered tangible benefits to a wide variety of customers we work with and could provide the solution for many more firms in helping them run as efficiently as possible during these challenging trading times.

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About K3 Business Technology Group

K3 Business Technology Group employs 90 people at its Manchester head office and its branches throughout the UK and Ireland. The company offers solutions in enterprise resource planning (ERP), customer relationship management, advanced planning and scheduling, warehouse management, human resources and e-business. SYSPRO is used by some 14,000 sites across the world. K3 Business Technology Group is part of K3 Business Technology PLC which is a global leader in providing next-generation enterprise software for businesses in the retail, manufacturing and distribution sectors. With more than 3,000 customer installations in over 30 countries, K3 is recognised as a safe, innovative and reliable provider of world-class solutions, backed by world-class service.

For further information, please contact:–

Editorial – Ellen Hoefste, Marketing Manager, K3 Business Technology Group on 0161 876 4498, or Gary Lillistone, Bridge PR on 024 76 520025, or e-mail [garyl@bridgepr.co.uk](mailto:garyl@bridgepr.co.uk).