ASR HR & Payroll software supplier celebrate substantial growth and record sales

Released on = July 13, 2007, 7:39 am

Press Release Author = ASR Computers

Industry = Software

Press Release Summary = **Leading HR & Payroll software supplier, ASR, celebrate their 20th Anniversary with a year of substantial growth and record sales**

Press Release Body = **ASR Sales Director, Paul Dowthwaite**, has stated that he is delighted with the latest figures for 2006 - 2007, the company's 20th year in business:

"We have seen considerable growth across all areas of the business; exceeding all targets forecast at the beginning of the year. We managed to grow turnover by 40% this year and sales by 50%.

It has been an exceptional performance and this upward trend has continued into our new financial year with ASR already being over 85% of target.

Paul continues: "The launch of our latest product offering **.net HR Workflow** has had a really positive effect on the figures after being extremely well received in the marketplace. The demand for driving

greater efficiency within HR will allow us to help HR to take steps in becoming a paperless office."

In 1987, **ASR** was founded on a simple premise, to supply innovative HR & Payroll software solutions and build long lasting relationships with customers. Now celebrating its 20th year in business, this one key idea has turned **ASR** into one of the leading UK suppliers of innovative HR & Payroll software. **ASR** now plays an active and important role in helping HR professionals to improve employee performance, reduce staff turnover, cut absence & recruitment costs and streamline HR processes.

Now boasting over 400 customers across a variety of industry sectors ASR not only provides more than just an HR system, it's a powerful business tool.

Building a successful software company takes more than a vision — it takes constant innovation, quality products, excellent customer service, outstanding employees and the ability to perform in all economic conditions. Throughout its growth, **ASR** has focused on these elements, and as a result has become one of the UK's most successful HR software companies.

"This is an historic year for **ASR**," said Paul Dowthwaite, "Twenty years ago, not many thought we'd make it two years, let alone twenty. It's taken hard work and continuous development by investing in innovative products. Innovation has been the cornerstone. We know that we've helped many HR Directors and HR Managers become integral to the success of the companies that they work for and look forward to helping many more. As well as being able to address all the major issues facing HR departments, HR professionals are now expected to reduce costs and create greater efficiencies. **ASR** is well placed to help HR professionals tackle these with the introduction of its .net HR Workflow module. Paul continued: "**ASR** will never stand still and is already thinking about its latest innovation ensuring that the next 20 years will be equally as rewarding."

Web Site = http://www.asr.co.uk/

Contact Details = ASR Contact:
Tony Flanagan
ASR Computers
ASR House
Arden Grove

Harpenden
Hertfordshire AL5 4SJ