



## ibcs Management Software now on Twitter and Facebook

**ibcs, ra** Information Systems' total management software solution, for the business centre, science park, incubation and innovation centre industries, is embracing social networking and has launched pages on Twitter and Facebook.

Viky Pearson, **ra**'s Marketing Executive says "The goal of this social media strategy is to engage non-traditional audiences directly with our news, pictures and other information. Those that become Facebook fans or sign up to follow our tweets will receive an inside look at what we might not be able to promote through our mainstream media".

**@ibcs** on twitter, will be used to share information, software developments, behind-the-scenes musings from the **ibcs** team and the general goings-on from the **ibcs** world. The **ibcs** page, on Facebook, will be used as an additional information outlet, to keep fans informed of news and upcoming event, software updates and industry links.

**ra** are also going to use Facebook and Twitter as a way to listen to the things that fans and followers want to suggest and aim to continue the successful development of the **ibcs** software through this feedback.

Noel Kennedy, **ra**'s Business Development Manger states "social media allows us both an inlet and an outlet for useful topics and to stay in touch with people in another way. Already we have created a good following happy to share conversation. I hope we can bring some people together too to create new ideas and benefits to the industry".

Please visit [twitter.com/ibcs](http://twitter.com/ibcs) and <http://tinyurl.com/ibcsfacebook> for more information.

### About ibcs

**ibcs** is designed to make the day-to-day business activities of managing a multi-occupant serviced environment easier, allowing managers to focus their time on providing a first class service to their clients.

The key areas of **ibcs** include:-

- The Most Comprehensive Set of Reports on the Market
- Enquiries and Prospects Management
- License, Lease and Service Charges
- Meetings, Conferencing and Events
- Ad Hoc Service Logging
- Periodic Invoicing and Credit Control
- Forecasting and Sales Analysis
- Document Storage and Facilities Maintenance

For further information please visit [www.ibcs-software.com](http://www.ibcs-software.com) or contact the **ra** office on 0845 365 10 71.

### About ra Information Systems

**ra** Information Systems offer an unrivalled range of IT consultancy, installation and support services, tailored to the specific requirements of their customers business needs. Services include network and infrastructure design and installation, IT maintenance and helpdesk services, Internet connectivity and email solutions, secure data backup and business continuity and software development and support. Please visit [www.ra-is.co.uk](http://www.ra-is.co.uk) for more information.

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NOTE TO EDITORS: For additional company information please visit **ra** Information Systems' [website](http://www.ra-is.co.uk) or call **ra** Information Systems' Media Helpline on +44 (0) 1246 459 431.

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