

# Dubai's Top ERP Company Beams Announces New Product 'BITS'

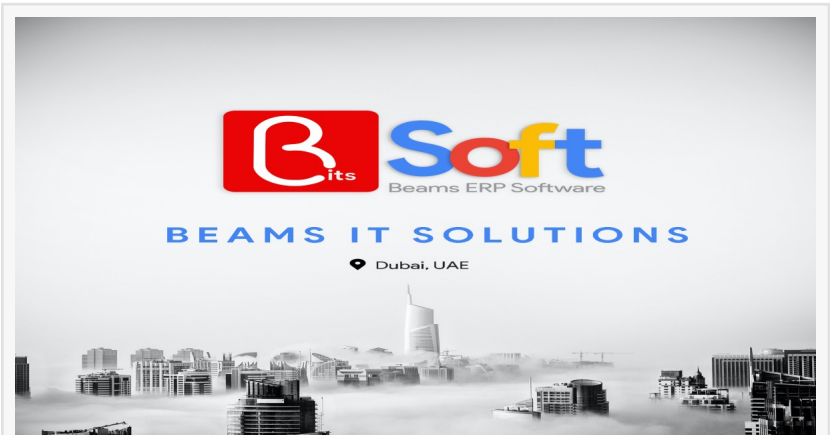
*The leading ERP partner changes its product names to reflect its switch from Beams IT Solutions to 'Bits Soft'.*

DUBAI, UNITED ARAB EMIRATES,  
November 10, 2021 /

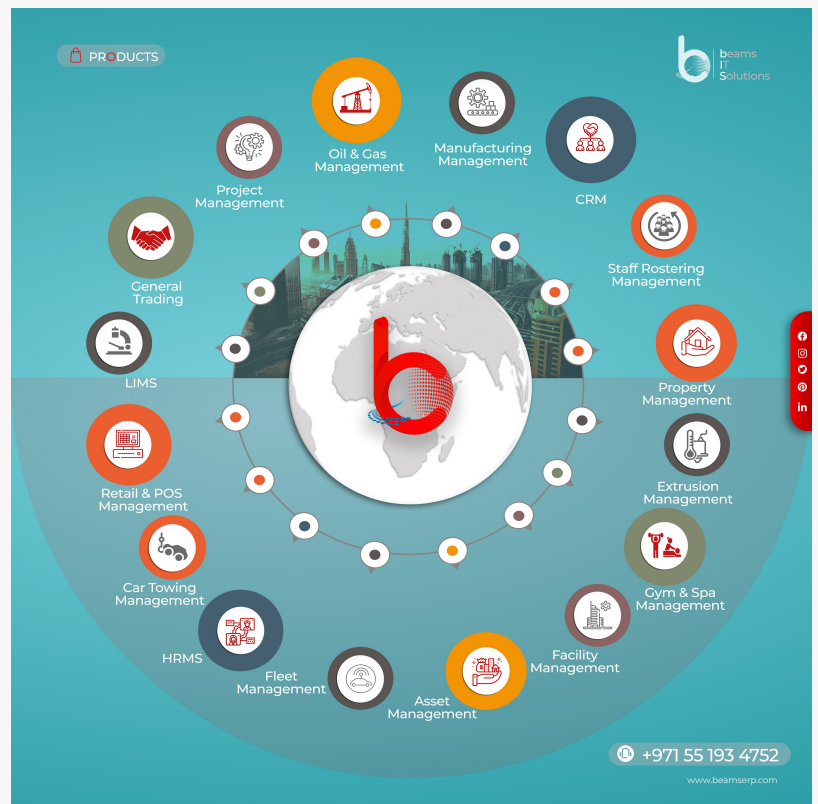
[EINPresswire.com/](https://www.einpresswire.com/) -- Beams IT Solutions, the leading ERP partner in the GCC, announced today the launching of their new product, Bits. The name was derived from shortening the company name, Beams IT Solutions. Along with the launch, a newly designed company logo has been revealed.

Beams IT Solutions has been developing Bits Soft ERP for the last 18 years and is a leader in all GCC countries. The company is based in Dubai but offers services in all GCC countries, as well as MENA and India. Using Bits Soft, an organization can extract valuable insights from raw data in order to make better business decisions faster and with more accuracy. The company will experiment with new solutions to spread Bits by 2022 to increase business growth and operational speed in all industries.

"It is an exciting time for us to announce our new product name and we are confident in the direction we are taking," said Shahim EP, Managing Director of Beams.



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Business management software solutions

## About Beams IT Solutions

Beams IT Solutions is an industry leader in developing customized ERP software, CRM, HRMS, retail POS, mobile apps, digital services, and many other business management solutions.

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