

Project: Name Development for KashPro

One unifying idea:

KashPro Accounting and KashPro Solutions nature of business is to simplify workflow to achieve optimum efficiency with minimum wastage of resources. In essence, they are about **lean management**.

The principal of lean management is preserving value with less work. The idea originated from Toyota Production System and was adopted to become a guiding benchmark across industries. So, Toyotism (as it is often called) is borne from a *(1)* **Japanese company culture**. It is viewed as a *(2)* **tool** to assist in identification and elimination of waste.

We shall explore the name development of the company from these two aspects:

(1) Japanese company culture

(2) a tool

(1) Japanese company culture

Keywords in Japanese

simple = *tanjun'na*

tools = *Tsūru* (pronounced 'su-ru')

improvement, change for better = *kaizen*

Tanjun'na is too difficult for the local tongue to pronounce. *Kaizen* is an easily accepted word, but has already been used often for local companies.

Tsuru is a more unique sounding word, and the silent T makes the name more intriguing. *Tsuru* is also similar to the Japanese word for the bird, Crane, which signifies long life.

TSŪRU ACCOUNTING | TSŪRU SOLUTIONS

(2) Tool

One of the first tools invented to significantly impact traditional 'office operations' is the traditional calculator - the abacus. As it is often thought of as a mathematical tool, it seems apt as KashPro is deeply rooted in accounting solutions.

Variations of the word *abacus*:

abacist (user)

abaci (plural)

abakos (greek)

suanpan (chinese)

soroban (japanese)

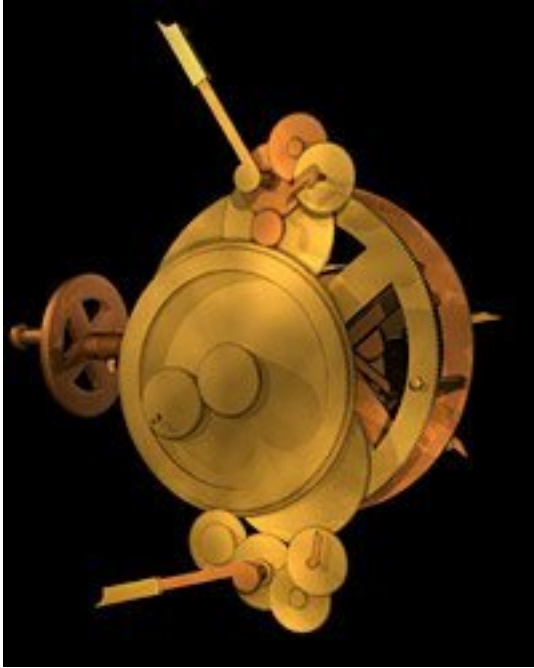
The word *abacus* though commonly used in naming companies has yet to be used in a company with a strong brand.

The word *soroban* is easily pronounced by locals, and is also suited to the Japanese background of lean management.

ABACUS ACCOUNTING | ABACUS SOLUTIONS

SOROBAN ACCOUNTING | SOROBAN SOLUTIONS

Antikythera mechanism (we can shorten it to KYTERA) an ancient mechanical computer used to chart the stars. It was built between 150 and 100BC but has the sophistication of a 19th century Swiss clock



ENIAC (for Electronic Numerical Integrator and Computer) was the first true all-purpose electronic computer

FINALISED NAME:

KYTERA SOFTWARE

Tagline

The existing tagline of "simplicity enabled" is already succinct and effective.

However, I offer another option, which is less direct, and perhaps more refined.

Inspirational quotes:

Simplicity is the ultimate form of sophistication

~Da Vinci~

Out of clutter find simplicity

~Einstein~

Possible taglines:

"Simplicity, Ultimate Sophistication"

"Sophistication in Simplicity"

Possible combinations:

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|----------------------------------------------------------------------------------------------|
| <p>TSūRU ACCOUNTING TSūRU SOLUTIONS <i>Simplicity Enabled</i></p> |
| <p>TSūRU ACCOUNTING TSūRU SOLUTIONS <i>Sophistication in Simplicity</i></p> |
| <p>ABACUS ACCOUNTING ABACUS SOLUTIONS <i>Simplicity Enabled</i></p> |
| <p>ABACUS ACCOUNTING ABACUS SOLUTIONS <i>Sophistication in Simplicity</i></p> |
| <p>SOROBAN ACCOUNTING SOROBAN SOLUTIONS <i>Simplicity Enabled</i></p> |
| <p>SOROBAN ACCOUNTING SOROBAN SOLUTIONS <i>Sophistication in Simplicity</i></p> |