

Why do you need Accura?

Accura will help you develop and grow your business in five key areas:

- Automate your processes
- Understand your costs
- Build proactive marketing campaigns
- Gain a competitive edge
- Improve customer retention

Automation: Accura automates all of your internal processes via full integration, minimizing re-keying, errors and wasted man-hours, thus allowing you to “**work smarter, not harder**”.

Understanding your costs: Our unique “Cost-Rate-Calculator” lets you quickly and easily determine your TRUE hourly cost rates based on your overheads and productivity. You can have complete confidence in your estimating.

Proactive marketing: Our integrated CRM module allows you to drive proactive sales and marketing campaigns to both new and existing customers, thereby improving communication, building loyalty and attracting new business.

Gaining an edge: What makes your company different? In today's market every business needs to stand out to survive and prosper. Our AccuraOnline module gives you a competitive edge enabling you to offer an unparalleled level of customer service and open up new business opportunities.

Customer retention: Selling to existing customers with whom you have a relationship is far easier than finding new ones. Accura can help you improve client communication and service levels enabling you to retain more customers and build stronger relationships, leading to more business.

Benefits of using Accura:

- Know your profit BEFORE you accept a job
- Estimate quicker, more accurately and consistently
- Increase your quote conversion ratio
- Target more profitable work and clients
- Control and plan workflow better
- Improve cash flow and credit control
- Respond more quickly to clients
- Reduce errors and wastage
- Increase capacity **without more staff!**
- Retain customers and build loyalty
- Proactively market your business
- Gain a competitive edge
- Save time and money!

Why you should talk to us:

- Over 600 printers worldwide use Accura
- We have been suppliers since 1988
- Our staff are from print backgrounds
- On-site training
- Free software upgrades (subject to contract)
- Short learning curve (days not weeks)
- Unlimited telephone, email and remote support
- Distributors around the world
- Dedicated account manager
- Reference sites available on request
- No “gotchas” or hidden costs

Visit www.accuramis.com
for a demo today.



- CRM
- MIS
- Web2Print
- Financial
- Rate Analysis



CRM



Estimating



Production



Proofing



Dispatch



Invoicing



Purchasing



Stock
Control



Job Costing



Remote Data
Capture



Scheduling



Web2Print



Multi
Company



Rate
Calculator



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Whatever the pain-points in your print business... we have the solution!

accura - an introduction

Accura consists of a suite of modules that allow you to build a complete end-to-end solution for your print business. The “Core Module” provides all the essential functionality needed and can be easily expanded by adding user licenses and/or other optional modules.

Accura grows with your business as your needs change and is designed around our key principles of:

- **Ease of use**
- **Flexibility**
- **Expandability**
- **Affordability**

In today's competitive business climate margins are slim and customer expectations on price, quality, and timescale are ever more demanding. To be successful, every printing business needs to control costs, improve efficiency, develop new markets and gain a competitive edge.

An Accura MIS system enables you to manage these complexities with ease and efficiency. The Accura solution will bring benefits and a ROI almost immediately. **In short, it pays for itself.**

“Cost Plus” system

Accura is built upon the industry standard “Cost Plus” system meaning your hourly rates are setup based on YOUR business overhead and productivity calculated at break-even point. Setting accurate cost rates is paramount as **under estimating** will impact your profits whilst **over estimating** will lose you work.



Empower your business

Market forces play a part in any business; however you cannot allow this to dictate pricing unless you know you are retaining a margin. Only by using the “management information” provided by Accura will you know your true costs, profit margins, and how the business is performing on a day-to-day basis.

Some of the KEY questions Accura will answer:

- What are my TRUE hourly cost rates?
- How much un-invoiced work do I have?
- Which are my most profitable job types and clients?
- What is my quote-to-order conversion ratio?
- How much work have we lost this month and why?

accura - the complete print MIS

What makes Accura different?

• Everything you need is standard

Our extensive standard functionality means you often will not need to buy any additional modules.

• It allows you to multi-task

Run estimating, production, invoicing or any module **concurrently in resizable windows** without having to save and return to the main menu.

• It's easy-to-use

Accura is icon and menu driven, which provides visual feed back, and is truly intuitive to setup and use. Processes are broken down step by step using an auto “wizard” or tabbed user interface.

• Fast setup and training

A typical Accura system can be up and running in **days not weeks.**

• It's powerful yet affordable

We believe Accura is unmatched in the print MIS market for price versus features. Our initial costs AND ongoing costs are typically **30-40% below other vendors.**

• It's expandable

Some simplistic systems are dead-end investments which you could quickly outgrow. Accura has a comprehensive choice of modules for easy expansion so you will never outgrow your investment. Development of new modules and features is relentless and ongoing.

• You get full support and upgrades

We place great emphasis on .our aftercare and support service which are second-to-none. We pride ourselves on being **big enough to cope, small enough to care. All minor and major upgrades are free** to support-contract holders.

• You don't need third-party software

With Accura everything is built in - database queries, report writing, document layout design and HTML email templates.

• It includes communication and data exchange

Accura has direct integration for **email, fax, SMS, VOIP**, and optional **shipping integration** to major carriers such as UPS, FedEx, Endicia, DHL and DPD. Accura can also be configured to link to many of the industry standard e-commerce, workflow and accounting systems via **XML data exchange.**

Core Module

The Core Module is the foundation of the Accura MIS, and includes all of the functionality needed to automate the key administration tasks of your print business.

Rate Calculator

Calculate your TRUE hourly rates using our advanced tools, based on your business overheads and productivity using cost-plus principles.

Estimating

Estimate quickly, accurately and consistently for up to 5 quantities then email or fax directly. Unique features include a quote-template library, overs profiles, ink coverage calculation, best-press optimization, markup profiles and auto-includes.

Proofing

Email proof notes and artwork to clients for acceptance and approval. The client response is synchronized back to Accura and the job is automatically released from hold status.

Production

Process orders with ease, automatically extracting estimate specifications and producing the job sheet. Order status windows, visual tracking and over 20 standard production reports allow you to monitor and control workflow effectively.

Dispatch

Streamline deliveries with instant dispatch notification by email to the client and delivery note and parcel label printing.

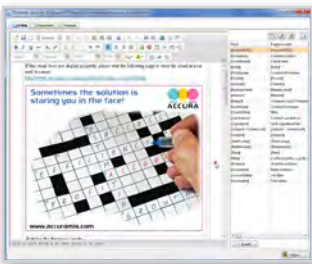
Invoicing

Invoice quickly without re-keying data. Improve credit control and your cash flow, whilst ensuring that extras are charged. Export data easily to range of supported major accounting packages.



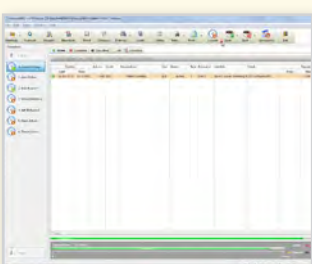
CRM

Our integrated CRM module gives everyone complete visibility of all customer activity whether in sales, production or customer service. Features include “ToDo” lists, diary planner, e-mail broadcasting (with click-throughs), mailings, MS Outlook integration, Google mapping, “service-tickets”, opportunity pipelines, and more.



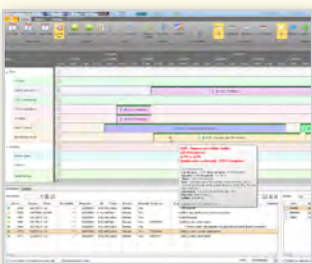
Remote Data Capture

Operators record production data in a simple user interface using start/stop timers via keyboard and/or barcoding. Factory staff can share workstations. Other functions include change-orders, proofing, stock receipts, delivery notes, labels and tracking board.



Scheduling

Plan the processes of your jobs in this visual, real-time resource planner with *drag-and-drop* user interface. Identify spare capacity or use *auto-plan* to fit new orders into production with minimal effort. Tracking status is updated in real time by RDC operators as tasks are started, paused and stopped.



e-Commerce/Web2Print

Our unique “AccuraOnline” module allows customers to access their data 24/7 from their web browser seamlessly integrating in real-time. Clients can generate quotes, place orders, sign-off proofs, upload artwork, get live pricing, call-off stock and modify artwork templates to submit print-ready hi-res PDF files. No other solution offers you this much and is so tightly integrated!



Job Costing

Capture production data including labour times, material and outwork costs to analyse profitability, efficiency and performance. Over 20 management reports include value-added analysis, work-in-progress, estimate versus actual, and cost-centre enquiry.



Purchasing

Create supplier purchase orders with ease and fax/email direct from screen. Book materials into stock and compare purchase invoices against order value to highlight pricing issues.



Stock Control/Inventory

Manage both raw stock and finished products. Set re-order levels, monitor pricing and get instant stock valuation and activity reports. Clients can obtain live stock-levels and call-off products on demand using the online module.