Accura lifesaver

BOOMART in Sydney's western suburbs was established some 15 years ago by current owner Romio Georges, with the first decade experiencing steady growth, until he got to the point where a computerised management information system become very necessary.

He says, "As the business grew the amount of paperwork was becoming unmanagable, it was becoming harder and harder to keep on top of the estimating, the scheduling, the invoicing and everything else needed to run a smooth operation."

Georges says Boomart is in fact more like three businesses than one, which effectively triples the complications. He says, "We have wide format digital printing, we have screen printing and we have

> Display graphics and digital printer Boomart has been able to grow thanks to Accura MIS, and is now looking at putting in the online module

cut sheet digital printing. Some customers use all three services, some just one or two."

The company began looking for an MIS solution, and four years ago turned to Accura. Georges says, "Virtually straight away it was evident that the MIS supplied by Accura was a real lifesaver. From feeling like my business was almost running away with me I became in control. The ability of Accura to take real data from production for analysis was tremendous, as well as the sheer functionality of the modules such as estimating and scheduling. We produce so many different types of product that for me to keep on top of them all became unrealistic, but with the Accura it is a simple process."

Georges is now at the point of looking at the Accura online ecommerce module. He says, "WE

are looking at business with clients who want to be able to order their print when they want from their own desktops, and they want multiple people within their organisation to be able to do that. The Accura online ecommerce solution will be able to fulfil that role."

Dave Fittler, sales director at Accura says, "Boomart is a typical print business; busy with lots of different products. Through implementing Accura MIS it has been able to streamline its operation, minimise waste and ensure it is running at optimum efficiency.

"The new Accura online ecommerce solution builds on the bi-directional functionality of the MIS, and offers printers the route to closer customer relations, and the opportunity to develop new business relationships and new clients."