

# Accura Print MIS & Web2print: A Modular Solution For Printers

Accura Print-MIS and Web2Print solution is being launched in New Zealand by Australian owned and operated idealsolution, the Australasian distributor for the modular system, but the software is being supported here by two well-known Kiwis.

Shirley Jack, the New Zealand technical support and training manager and Chris Faragher, New Zealand sales manager have spend more than 20 years in the printing industry in similar roles of selling and installing software data systems.

With Accura being launched into the New Zealand market, they say they are excited about the possibilities the software opens up to Kiwi businesses, because it was specifically written and tailored to the printing industry.

Chris says the software which now services around 700 printing companies world wide, was originally developed in the UK by Trevor Cox in 1988. Trevor still owns the software company Data Design Services (DDS) and will be on hand at the Accura stand for visitors to PacPrint 2013.

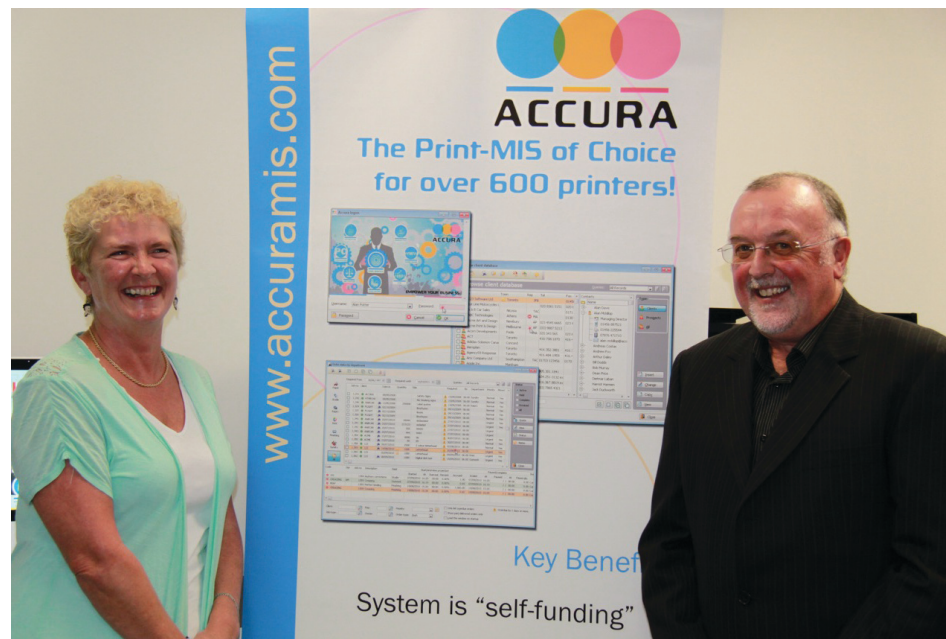
Because it is a modular system, he says all companies can start with the basic system and add modules as the need arises.

Accura includes functions for estimating, production, stock inventory, job costing, purchasing, remote-data-capture, sales-invoicing, customer relationship management and the unique AccuraOnline bidirectional Web2Print E-Commerce module.

Idealsolution, owned by director Andy Molnar, has been operating in Australia for almost 10 years and started business operations in New Zealand in August last year after successfully selling a number of Kodak and Accura systems here.

The company is a modern distributor bringing together industry leading global solutions with traditionally held values in business consultancy and partnerships, Andy says.

"We service the prepress, press, and packaging industries exclusively with a full range of Kodak prepress packaging products, CGS Software & Media Proofing



products, and of course Accura Print MIS and Web2Print solutions to name a few.

"We believe strongly in partnering with dedicated local experts in their field and have therefore formed a significant relationship with Chris Faragher and Shirley Jack in our endeavor to deliver the market leading Accura MIS in NZ.

"Jointly, Chris and Shirley have more than 30 years of quality reputation and experience in the New Zealand print MIS market There is a known and trusted relationship between them and the local print market."

Shirley says she likes the Accura system because of its modular setup.

"A printer can start off with the core system where they can estimate, raise jobs, deliver and invoice but have all the added niceties of professionally presented reports from Quote letters/Job Confirmations/Invoices in emails or hard copy. As a business grows the system can grow with it with added modules through to the online system."

She says she is delighted to be presenting it to printers here because it is an affordable choice for those businesses with older systems that needed to upgrade.

"I was concerned for former clients with older MIS systems who could get left behind in their operations and unable to give their

Shirley Jack and Chris Faragher, delighted to be promoting the Accura Print MIS and Web2Print solution.



idealsolution's Andy Molnar.

clients the services that newer software was able to deliver. Accura not only has all the bells and whistles, but it is easy to install and support and offers reliable follow up if problems occur. It's a system that I like and it makes sense to me."

# Market Leading System Successfully Launches In NZ

PDQ Print director Rick Blewett says they'd been working with a DOS based system for 24 years and while they knew it inside out and it fitted like a comfortable old shoe it was no longer supported by the company who'd originally sold it to them.

PDQ Print is based in Mt Eden Auckland, and Rick says: "The hardware in our old system is now difficult to get and our main concern was that if it crashed we could lose 24 years of history."

Realizing this, he and business partner David Lowe started looking around for other available applications.

"Quite frankly, one of the main reasons we settled on Accura was because of Shirley and Chris's involvement. We felt that anything Shirley was involved with had to be good because she has always provided excellent service."

A big advantage for them is quoting via Accura which has become a simple task but that is just one function that is making a huge difference in terms of logistics and turnaround times.

"The biggest carrot for me is that it is a modular system and we can add to it at will."

Martin Nicholson, director of West Auckland's Westprint says the Accura system has replaced a lot of manual input which had to be done, but was very time consuming.

Where one person was tied up full time quoting and another doing job generation, the automation of Accura has essentially freed an entire person up. The process from quote to job generation is saving hours every day.

"It means we can work on the business rather than administration. Accura has restructured our entire way of running the business from the quote stage to job generation including producing the job bag; it's saved us a huge amount of time."

He says right from the first demonstration, Accura started ticking every box and what attracted them further was its relatively low monthly fee and software updates.

"With starting a new business, Auckland Digital Print, within our existing operation, it's all about trying to improve response times for quotes and lead-times to new and existing clients. Accura is just what we needed to service both businesses because it is a multi-company system."

Westprint is a long-standing west Auckland company started 27 years ago and is now run by Martin and business partner Phil Goodwin.

Warkworth Printing no longer has to handwrite its job sheets, nor is the paperwork the bottle neck in the busy north Auckland business.

Director Barrie Wood says that while their manual systems were working reasonably well, they were time consuming and didn't necessarily tie everything together.

"We do offer a fast turnaround business, but the paperwork got left behind sometimes; this won't happen with Accura."

Barrie who has run Warkworth Printing with his wife Anne for 12 years, used to teach printing quoting/estimating systems at a local polytech so



From left: Chris Faragher (Accura), David Lowe (PDQ), Shirley Jack (Accura) and Rick Blewett (PDQ).



Martin Nicholson, Westprint Ltd ... new software to accommodate growth.

he recognizes quality. "It's a modern system that gives us flexibility; you have to have something adaptable in today's work. Customers want an instant answer and we can now reply in a very short time."

He says the new system also means they can confidently leave staff to run the business later in the year while they go on a well deserved and much needed holiday overseas.

"And we can always go online and see how things are running while we are away," he adds.

Barrie also cites Shirley Jack and Chris Faragher's involvement as a reason they purchased Accura. "They're very well known in the industry."