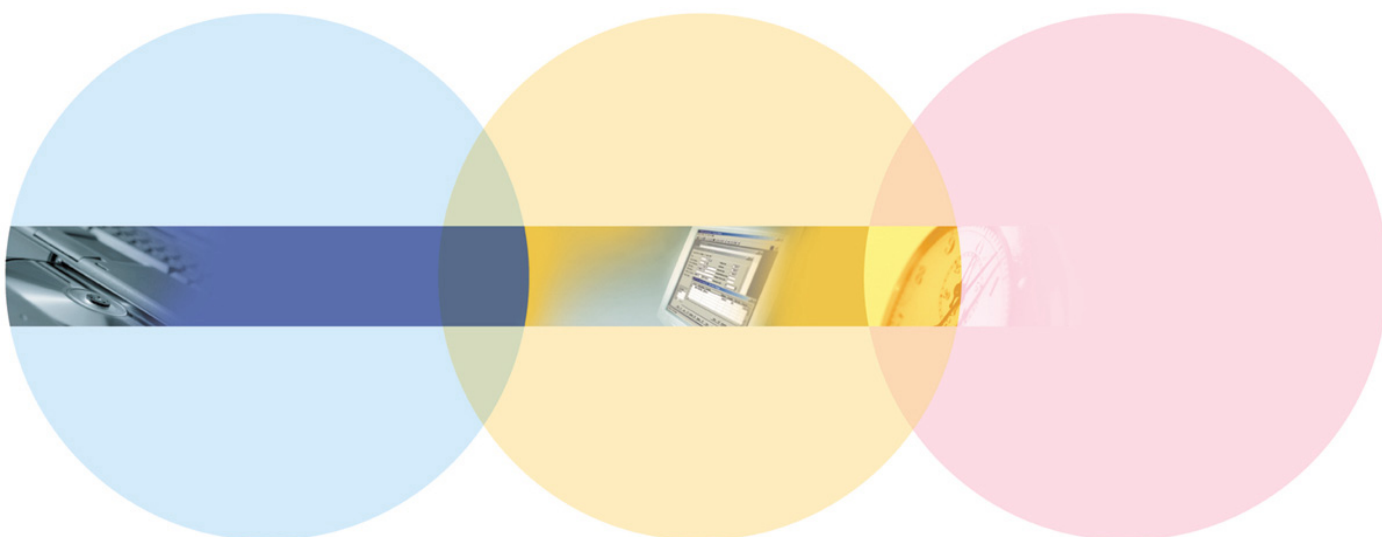


THE 32Bit Windows™ Print Management System

Company Profile & Overview



...EMPOWER YOUR BUSINESS



DATA DESIGN SERVICES

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Chandlers Ford
Eastleigh
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SO53 5SS

Tel: +44 (0)23 8024 0470
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Company Overview

Data Design Services was founded in 1988, after many years of research into the printing industry, and introduced “IMS” – Integrated Management System.

Through a continuous policy of listening to client's ideas, comments and problems – DDS has continued to consistently improve products and services and to lead the market.

Since 1988 DDS has built an enviable reputation for supplying high quality, cost efficient, reliable software backed by quality training and support.

Our client base exceeds 600 in the UK alone, covering the whole spectrum of business size from the quick printer to the large commercial operations.

The staff of DDS combine years of experience originating from both printing and computer backgrounds. This offers a unique perspective in dealing with clients to offer both technical assistance, and an understanding of the industry.

In addition to supplying our own software, DDS also offer hardware, Consultancy, Bespoke Programming, and Modem Linked Technical Support.

Client Services

DDS as a company has always put great emphasis on customer support, realising that a companies products are only as good as the level of support provided, and that paramount to any business is the comfort level of knowing that any occurring problems will be resolved quickly and efficiently, ensuring minimum downtime and maximum productivity.

Customer support is provided in three forms: Telephone, Modem and on-site. All products supplied by DDS are supported by on-site training, installation and technical support.



“The Best Investment you will ever make”

Data Design Services Ltd provides Management Information Software exclusively for Printing companies, and related sectors of the graphic arts industry. The first product was launched in 1988, and since that time, both the company, and the software, have developed to keep pace with the new technologies and needs of a modern printing company. At IPEX 1998 the revolutionary 32 Bit Windows product **Accura** was launched to great acclaim, with over 50 systems installed in the first year of its release.

The **Accura** system is now considered to be one of the leading products in the market place, it is comprehensive, fully integrated, and runs on all Windows platforms. It can run on both standalone (single user) systems, as well as multi user networks. The software is modular, flexible, easy to learn, and utilises all of the modern technologies such as e-mail and Fax, and offers import/export connectivity with other data bases and all Microsoft Office products.

Data Design Services believes strongly in the concept of delivering the very best products and support to our clients at competitive prices, and are very proud of the fact that over 600 companies in the UK have invested in our software to date.

The integration of an **Accura** system with Job Costing into your company will enable you to accurately monitor and control your business costs. It will help you analyse the profitability of the business by department, sales person and job type, as well as helping to track every step of the process, eliminating costly time delays, and ensuring all costs extra to the quote are picked up and invoiced. In short, enabling you to make effective decisions instead of half educated guesses.

It is our belief that **Accura** offers you the most cost effective solution to meet your companies needs, fully supported with the most competitively priced on-going support package on the market today.

Accura is a complete windows-based Management Information System designed exclusively for sheetfed litho, screen, and reel-fed printers alike. Accura is the result of over 16 years experience developing software for the printing industry. In designing Accura we set out to achieve several key objectives: Ease-of-use, Flexibility, Expandability, and Fast operation.

System Overview

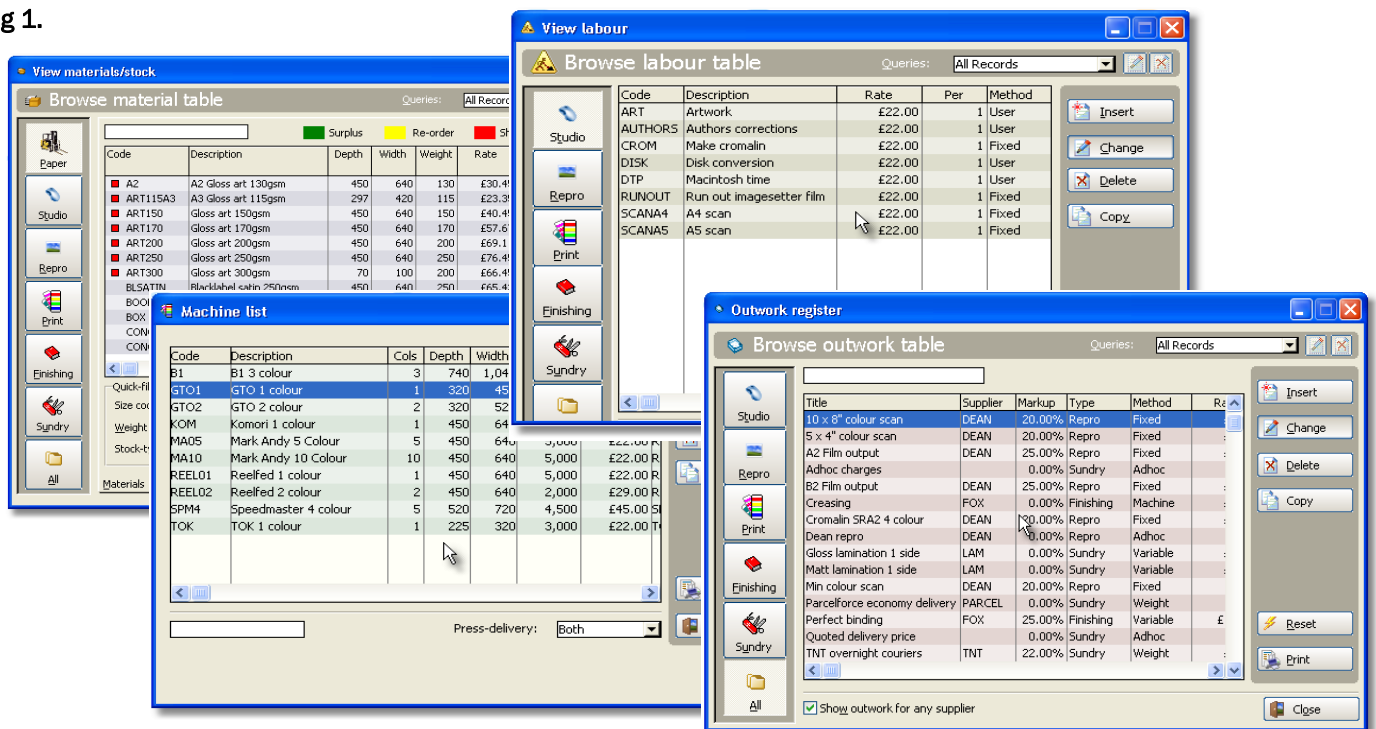
Accura is a true 32Bit program which runs on Windows 98,2000, ME or XP and comprises the core print business activities: Estimating, Production and Sales invoicing - with optional modules for Sales Prospecting, Purchase ordering, Job Planning, Job Costing and Stock Control. Accura includes many sophisticated features as standard including: -

- 32 Bit multitasking
- 5 quantities per quote
- Press optimisation (speed vs. cost)
- Template library of re-usable quotes
- Standard phrase library (types the letter for you)
- Predefined customer mark-ups
- Fax/Email direct from screen
- Spell checking
- Integral WYSIWYG layout designer
- Links to various accounts packages
- Page preview (view documents before printing)
- File import/export (ASCII)

Setup

Accura is based around a set of costing "tables" which store your own rates for both in-house, and subcontract costs - Materials, Labour, Outwork and Machines (Fig. 1). Each can be setup in a variety of ways based on Time, Rate/1000, Rate/kilo, Speed, or Fixed charge. The "Defaults" file is used to setup company-wide preferences, for example: ink allowance, minimum charges, or overs.

Fig 1.



Estimating

Estimates are generated by several methods: **Custom quote**, **copying another estimate**, or using the **Template library**. The estimate procedure is a step-by-step process where you are prompted for all relevant details (Fig. 2). The “Phrase library” (Fig. 3) saves typing by enabling you to “drag & drop” whole paragraphs of text into the quote specification. Each estimate is made up of a number of layers (sections) from simple Leaflets, Stationery, and NCR Multipart sets, to complex Brochures/Magazines with - Cover, Text pages, Inserts etc.

Many calculations are automated such as: Best fit from material, Pre-trimming, Overs, Ink usage, Film/plates, Number-up on press, Make-readies and Wash-ups. Even the speed of press is controlled through a progressive “speed-curve” defined in your tables.

Fig 2 & 3

The 'Quote details' window shows a form for entering client and job information. The 'Standard phrases' window is open, displaying a list of pre-defined text blocks for selection.

Quote details

General | Statistics | Sections | Workings | Analysis

Client: 123 Office: 123:001 Number: 1,155
Name: 123 Software Ltd Date: 18/03/2003
Address: Unit 3 Bradford Industrial Park, Sutton Road, Bradford, BD67 9KS
Contact: Jill Kramer Estimator: MA
Followup in: 10 (days) Rep: JFB
Product:
Title: Leaflet
Comments: Quark Xpress file supplied.
Locked for owner access only

Standard phrases

Group: All

Title

- 1 col one side
- 1 col throughout
- 100gsm White Bond
- 130gsm art
- 150gsm gloss art
- 2 col throughout
- 2 cols one side
- 200gsm matt coated
- 4 col process one side
- 4 col process one side + Seal
- 4 col process t/o
- 4 col process t/o + Seal
- A4
- A4 4pp
- Printed in 1 colour, one side only

Press optimisation

The powerful “press optimisation” feature scans your press parameters calculating the speed, cost, and time for each machine, using each printing method (sheetwork, work & turn etc.). This allows you to see and compare each press before making your final choice.

Fig 4 & 5

The 'Section wizard' window is shown in two steps. Step 4 of 7 displays the 'Press optimisation' dialog, which prompts the user to re-optimize press selections. Step 5 of 7 displays a table of press options with columns for Press, No up, Meth, Speed, M/R, Sub m/r, Impressions, Time, Rate, and Cost.

Section wizard - step 4 of 7

Quote section wizard | Press room

Ink-type: PROC
Process inks @15/kilo
Face: 4
Reverse: 4
Washups: 0.00
Optimising:
Back Next Cancel OK

Press optimisation

Re-optimize your press selections for this section?... Answer No to retain existing settings, Outwork if printing is not in-house, or Cancel to modify your entries

Yes No Outwork Cancel

Section wizard - step 5 of 7

Quote section wizard | Press room

Presses | Trimming | Extra

Press	No up	Meth	Speed	M/R	Sub m/r	Impressions	Time	Rate	Cost
B1	2	W	6,000	4	0	11,864	3.98	£29.00	£115.4
B1	2	T	6,000	4	0	11,864	3.98	£29.00	£115.4
GTO1	1	S	5,000	8	0	47,456	11.49	£22.00	£252.7
GTO2	1	S	3,602	8	0	23,728	9.23	£29.00	£267.6
KOM	2	S	4,000	8	0	23,728	8.57	£29.00	£248.5
KOM	2	W	4,000	4	0	23,728	7.25	£29.00	£210.2
KOM	2	T	4,000	4	0	23,728	7.25	£29.00	£210.2
SPM4	2	S	4,500	8	0	5,932	3.32	£45.00	£149.4
SPM4	2	W	4,500	4	0	5,932	2.32	£45.00	£104.4
SPM4	2	T	4,500	4	0	5,932	2.32	£45.00	£104.4

Back Next Cancel OK

Library

Fig 6.

An alternative method of estimating is using the Template Library facility (Fig. 6). This enables you to save common, reusable estimate “formats” (Templates) - filed under job categories (Volumes). You then retrieve and copy them as the basis of your new estimate.

You could (for example) create a library volume of NCR work. If a customer requests a new NCR quote, you can find a similar job in the library, then copy it and modify only what needs changing - client, quantities, etc. This makes the quote procedure extremely quick, accurate, and consistent.

The library is ideal for use by semi-skilled staff, and can be printed as a standard “price list”.

Profit Analysis

Once complete, Accura displays a full cost breakdown (Fig. 7). Mark-ups can be applied to individual areas using a predefined “Mark-up profile” by customer type, entering your own “custom” mark-ups, or the “Target” price keyed in. In turn, the system displays your profit margin, value-added, and contribution. (Fig. 8)

Fig 7.

Quote details

Quantity: 5,000

Material: £451.2
 Studio: £275.6
 Repro: £297.4
 Printing: £350.3
 Ink: £13.9
 Outwork: £133.4
 Finishing: £213.6
 Sundry:

Weight (kilos): 343.04
 Cost: £1,735.92
Total: £2,114.00
 Markup: A

Fig 8

Quote details

Quantity: 5,000 10,000 20,000

Stock: £90.24 £171.01 £330.69
 Production: £287.84 £374.85 £544.77
 Outwork: £378.08 £545.66 £875.46
 Profit: 17.88% 17.32% 16.87%
 V-added: £1,253.41 £1,736.25 £3,793.96
 Contribution: 58.34% 55.16% 52.49%
 Weight (kilos): 343.04 686.07 1,372.14
 Cost: £1,735.92 £2,605.14 £4,313.54
Total: £2,114.00 £3,151.00 £5,189.00
 Markup: A General clients Run-on: 5,000 is: 1,019.00

Fig 9

Data Design Services Ltd.
 Lakeside, West
 Chesham Road
 Eastleigh
 Hants

Tel: 023 80284070
 Fax: 023 80282973

ESTIMATE

Steve Girdler
 ABC Technologies
 38 1st Street
 New York
 New York
 10001

Quote ref: 1,131 / RH
 Fax No: (01307) 387743
 Date: 30/10/2000

Dear Steve

Further to your recent enquiry, I have pleasure in submitting our estimate to meet your requirements as follows:

Title: Product brochure
 Size/spec: A4, 10pp
 Origination: Quark Xpress file supplied on disk.
 Proof: None.
 Printing: 2 colour throughout.
 Materials: 115gsm white gloss art.
 Finishing: Fold, gather, stitch 2 wires, trim flush and pack.

Quantity	Price (£)
1000	910.00
2500	1,140.00
5000	1,680.00
10000	2,780.00
25000	4,020.00
Run-on/1000	210.00

Delivery: To one local address

Comments: All prices include value where applicable, are valid for 30 days, and are subject to right of artwork or disk. Material prices may be subject to change at time of order placement. All orders are placed subject to our terms & conditions, available on request.

I trust our estimate meets with your approval, and look forward to receiving your instructions in due course. If I be of any further assistance, please do not hesitate to contact me.

Assuring you of our best attention

Robert Henty
 Estimator

The quotation letter is printed without any typing, and can be previewed on screen with the page preview function (Fig. 9). You may then output to Printer, Fax (requires Winfax PRO v9) or Email (using Outlook Express). Like all customer documentation, the integrated layout designer can be used to tailor the layout to your own requirements.

By “Clicking the graph button on the screen we can view all of the financial data in graphical form, Value Add, Profit, Cost breakdown, Unit Pricing, Price/1000, Departmental breakdown.

Graphical Analysis



Proofing

Accura allows the user to store job proofs in PDF format, and then e-mail them to a client as an attachment to the proof note. The client can then view the PDF and then e-mail or fax back proof approval. The creation of the proof note automatically puts the job on hold awaiting approval

Proof acceptance note

Proof note 0

Client: 123
 Proof-date: 19/08/2005
 File-ref: 234TYR
 Job-number: 1,175
 Required: 28/04/2005
 Return-by: 22/08/2005
 Version: 1.00
 Order No: JK5678
 Job-spec: 24pp Accura Sales Brochure, A4, 24pp

Office:
 Company: 123 Software Ltd
 Address: Unit 3 Bradford Industrial Park
 Sutton Road
 Bradford
 BD67 9KS
 Contact: John Williams

Proof-filename: C:\Accura\310\whatsnew.pdf
☐ Locked for owner access only

Proofs can be created, recorder
 And viewed on screen prior to
 e-mailing to the client

Proof status

View proof status Queries: All Records

Action: All

Proof-no	Client	Proof-date	Order	Description	Return-by
2,044	123	19/08/2005	1,171	Brochure, A4, 4pp	22/08/2005

Status: ☐ Pending ☐ Complete ☐ All

Layers:
 Pages:
 Attachments:
 Comments:

8.26 x 11.69 in
 1 of 12

PROOF NOTE

Unit 3 Bradford Industrial Park
 Sutton Road
 Bradford
 BD67 9KS
 Tel: 020 8224 0470
 Fax: 020 8224 2579
 Email: sales@accuramis.com

John Williams
 123 Software Ltd
 Unit 3 Bradford Industrial Park
 Sutton Road
 Bradford
 BD67 9KS

Proof created on: 19/08/2005
 Proof number: 2045
 Proof version: 1.00

JOB SPECIFICATION

Job number: 1175
 Upload date: 28/04/2005
 Version: JK5678
 Description: 24pp Accura Sales Brochure, A4, 24pp
 Quantity: 1

IMPORTANT

I have checked the enclosed proof carefully paying particular attention to spelling, punctuation, layout and design. I hereby agree to the proof and will not accept responsibility for errors that are not clearly indicated on this proof.

☐ Placed with order ☐ Amend & placed with order ☐ Amend & re-supply new proof

Customer notes:

Approved by:
 Name: (PRINT) Date:

Production

When the customer places the order, the estimate data is extracted and transferred onto the works instructions. You can then add your own factory notes, delivery dates, and priority. You can locate orders and monitor their status by a number of methods: Job Number, Date, Client, Description, Order number, Plate file code, or Sales-representative.

Repeat orders are generated with ease using a single button click. Without re-keying of information Accura will produce Job-bags, Order acknowledgements, Proof notes, Delivery notes, Labels and Sales invoices, along with a range of reports including: Job status report, Hit-rate analysis, Value-added, Invoices pending, & Sales report.

[illegible]


Invoicing

Sales invoices are generated with ease using the job data already stored. Any invoice can consist of one or more jobs, plus sundry costs that can be manually added. With the Order Changes facility, any job “extras” recorded to the job during production are automatically pulled through to the sales invoice ensuring you charge those vital additional costs.

Invoice data can be exported to a range of accounting packages with an ASCII import function, including: -

- Sage Line50 (Sterling)
- Access Accounts
- Quick Books
- MYOB
- Pegasus (Opera)

Other packages available on request



BCCUBE

Data Service Systems Ltd.
 Lakeland House
 Highgate Road
 Chalfont St Giles
 Bucks HP8 4JH
 UK
 Tel: 01295 820480
 Fax: 01295 820573

INVOICE **1.026**

Date	15/03/2003		
Account	123		
Sub-nt			
Job-nt	1.002		

To:
 John Willinger
 123 S. Main St
 55555
 South Road
 Building
 B007 SWS

Job-nt	Order-no	Quantity	Description	Price	Vat
1.002		500	Company Letterhead A4 3 Colour, one side only 100gsm white cover Trim to size and pack	2240	11
1.002	424	2	Disk conversion	467	11

INVOICE

Code	Rate	Gross	Vat
Tot	4707	4707	4707
Tot	17559	4269.7	4407.2

Net	E200.7
Vat	4407.2
Total:	E3159.5

Modules

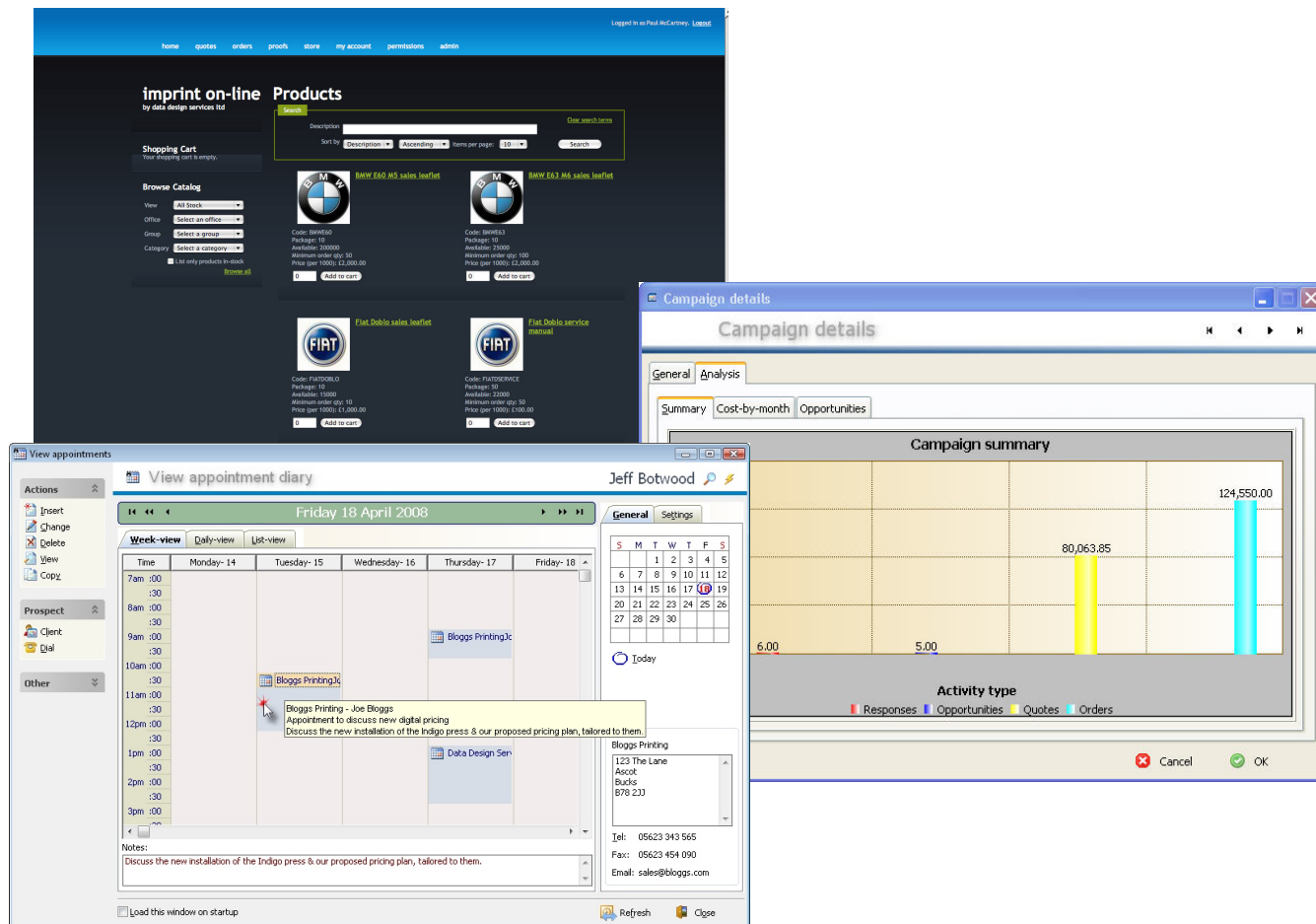
Accura is a highly configurable and expandable system. Development is ongoing, and optional modules can be added to the entry-level system described including:

- Purchase Ordering
- Job Costing
- Raw Material & Finished Stock Control
- Remote Data Capture
- Stock Control (raw & finished stock)
- ODBC File Drivers
- Integrated CRM module
- On-Line e-commerce module

New Additional Modules

CRM & Accura e-commerce

To add even more power to Accura's functionality as a management tool, two NEW modules have been added, the first is Accura CRM (links with Outlook) providing full integration with the main Accura product, and the ability to monitor sales and client activities, and track costs of campaigns and mailings. The second product is Accura Online, fulfilling all of the e-commerce requirements, such as on-line quoting, ordering, proofing etc. As well as finished and printed stock management via a shopping cart facility.



To round off Accura as the complete management tool kit, it comes packaged with over 40 standard reports easily accessible on screen, enabling the user to quickly access information on activity, productivity and profitability, all of which can be drilled down by job number, sales person, estimator, job type and between a selected date range. The integral layout designer allows the user to design their own document layouts (a default set of all documents produced by the programme are included as standard) and add logos and signatures. The addition of the ODBC drivers enables Accura to connect with other data bases to customise and design reports etc.

Minimum specification

To run Accura on a single computer, we recommend that your system meet the following minimum specification:

- 100% IBM PC compatible computer
- Pentium III or above, minimum 750MHz processor
- 512 MB Ram
- CDROM drive
- 1GB free hard disk space
- 15" SVGA colour monitor, minimum 800x600 resolution (recommended 17", 1024x768 resolution)
- Internet access and a Microsoft email client program for emailing capabilities
- Suitable inkjet/laser printer
- Windows 98, ME, 2000 or XP Professional

Please contact us for requirements for multi-user installations or visit our web-site www.ddssoftware.co.uk for more details.

Services

We are able to offer a complete range of other products or services to provide a "one-stop" solution for all your computing needs: **Hardware installation, Networking, Cabling, Training, Internet/Email solutions, 3rd party software** (e.g. Accounts) and our **modem-based Technical support**.

Benefits

Accura is one of the most flexible and best value price-for-feature print packages available today. Our experience in installing systems in over **600 sites** has proved that using our software will help your business:

- Increase efficiency
- Avoid repetitive tasks
- Reduce admin. Costs
- Increase profits
- Access information quickly
- Create a more professional image
- Increase work capacity (without more staff)
- Save TIME & MONEY!

Contact us

Contact us now for an on-site demonstration or to discuss your requirements further.

UK T: 023 8024 0470
E: sales@accuramis.com

Australia DES Pty Ltd – T: (02) 9736 6700
E: david.fittler@des-pl.com.au

Why choose Accura?

Outlined below are just some of the reasons why you should choose Accura.

No run time licence fees	Lower annual support costs. UP TO 40% LOWER THAN OTHER PROGRAMS
True 32-bit Windows program	No special server required, uses industry standard operating system. SAVE MONEY
Integral Layout Designer	All layouts can be configured by the user; add logos, signatures etc. No 3rd party software required. SAVE MONEY
Link to accounts packages is a standard feature	No extra module required. SAVE MONEY ON BOTH SOFTWARE & SUPPORT COSTS
Easy to use & configure by the user	Less time to install and configure. SAVE TIME & MONEY ON INSTALLATION COSTS
Fax direct from screen within the program	Accura comes bundled with Winfax. NO EXTRA SOFTWARE OR SPECIAL SERVER REQUIRED
Generate all documentation as PDF's, Email direct from Accura	Integrates with Outlook or Outlook Express, no extra software required. INDUSTRY STANDARD FORMAT, SAVE MONEY.



Accura Product profile & feature comparison

Standard program features	Accura	Competitor
Help System		
Tip of the Day (on start up)	✓	
Tool tips (on buttons)	✓	
"What's This?" – right click help	✓	
"Showme" video playback tutorials	✓	
Web-site area with "how to" sheets	✓	
Links to other software		
File import/export (ASCII)	✓	
Automatic file upgrading	✓	
Email via Outlook or Outlook Express (no user intervention required!)	✓	
Faxing via Winfax PRO (no user intervention required!)	✓	
Mail merge to MS Word (via DDE)	✓	
Output to MS Excel from browse lists	✓	
Invoice export link to SAGE Line50, Pegasus, Access & other accounts software.	✓	
ODBC Links to other software	Option	
User defined functions		
Defaults file for company settings (speeds up many functions)	✓	
WYSIWYG Document layout designer (built in!)	✓	
Multi-level system security access (by user)	✓	
Browse lists can be moved, resized, resorted at runtime	✓	
General		
MDI Interface (multitasking quotes & orders together)	✓	
Report preview before printing	✓	
User customised window size, column order and start up windows	✓	
Query by example tool – Custom searches	✓	
32 Bit Windows Application, Win98/NT / 2000 / XP	✓	
Bespoke Report Generator (e.g. Clarion or Crystal Reports)	Option	
Output to Fax, Email or MS Word (most documents)	✓	
Create PDF's of all letters & reports with built in PDF generator	✓	
Spell-checking		
Fax shot (using WinFax Pro)	✓	
Email shot directly with Outlook	✓	
User-defined fields	✓	
Campaign analysis	✓	
Word processor (RTF) built-in	✓	
Quick-reporting designer	✓	
Managements reports: Best-bets, Prospect schedule, Sales forecast, Activity report, Diary planner	✓	

Standard program features (cont.)	Accura	Competitor
Estimating	✓	
Up to 5 quantities per estimate + run-on	✓	
Standard phrase tool box (drag & drop text into your quote)	✓	
Template library of reusable standard quotes	✓	
Mark-up profiles (preset customer mark-ups)	✓	
User-defined cost-rate tables:	✓	
Labour, Materials, Machines, Outwork register		
Batch material, labour or outwork price adjustments e.g. % increase	✓	
Quote result & outcome analysis – why are we losing work?	✓	
Visual quote status: Pending, Hit, Miss	✓	
Advanced searching:	✓	
by number, date, client, description, contains a word etc.		
Query generator to locate quotes	✓	
Quotation letter (customisable) & analysis auto-printed	✓	
Quick-reporting function	✓	
Press optimisation – shows quickest, cheapest, for each method	✓	
“Auto-best fit” from material (number out/usage)	✓	
Include operations automatically e.g. admin/delivery charges	Soon	
Auto-calculation of “best-fit” (number out)	✓	
Updates prospect history & posts auto-follow activity	✓	
Product selection/analysis	✓	
Management reports: Value-added, Hit-rate, Follow-up report, Outcome analysis etc...	✓	
Links directly to Email, Fax, or MS Word	✓	
Production		
Quick order feature	✓	
Job bag (customisable)	✓	
Advanced search/editing by: job-number, client, date, description, contains a word etc....	✓	
Order schedule date, priority & moveable/not settings	✓	
Job extra recording which automatically pulls through to invoice	✓	
Machine work-to-list (day planner schedule)	✓	
Status report: Active jobs, overdue jobs	✓	
Invoice pending report	✓	
Sales invoicing – multi-job, multi-line	✓	
Export link to Accounts software for auto-posting	✓	
Job completion	✓	
Delivery notes & labels (customisable)	✓	
Order history report	✓	
Order acknowledgements, proof notes	✓	
Management reports/analysis: Sales analysis, Product enquiry, Material requisition, Order history etc....	✓	
Accounts		
Sales invoicing function	✓	
Searchable sales invoice history	✓	
Links to: SAGE Line 50, Pegasus Opera, Access, HSBC etc.	✓	
Sales report filterable by client, rep etc.	✓	
Invoices pending report	✓	

Optional Module features	Accura	Competitor
Purchase Ordering (optional module)		
Integrates with Order processing, Job costing & Stock control	✓	
Ordering & status report	✓	
Purchase Invoice recording linking to Purchase Orders	✓	
Visual flagging of discrepancies between Purchase Order & Invoice	✓	
Purchase Invoice export link to Sage Line 50 & Access Accounts	✓	
Job costing (optional module)		
Machine centres analysis – productivity	✓	
Unlimited operation costs	✓	
Integrates with estimating	✓	
Daily docket (timesheet) entry	✓	
Batch material & outwork entry	✓	
Extras, authors corrections & change-orders allowed for	✓	
RDC – Remote data capture from shop-floor	Option	
Work-in-progress on screen & as report	✓	
Quote vs actual comparison (variance)	✓	
Integrated job-tracking by department or job	✓	
Notes facility to record problems/snags	✓	
Management reports & analysis: Value-added, Machine centre utilisation, Profit summary, Material & outwork usage,	✓	
Stock control (optional module)		
Raw Materials (finished goods – soon)	✓	
Purchase ordering & status report	✓	
Goods received function- full/part deliveries	✓	
Stock write-off/return notes (e.g. damaged goods)	✓	
Integration with Production – stock is allocated on order entry & low-levels flagged	✓	
Automated purchase ordering of stock lines below min-levels	✓	
Stock journals adjustments and reconciliations	✓	
Links to Job costing – updated from RDC	✓	
Bar-code scanning	Soon	
Automated price adjustments	✓	
Low-level warnings on screen & as report	✓	
Stock returns (if operator returns some sheets)	✓	
Price monitoring: Average, Lowest, Highest	✓	
Management reports: Stock valuation, stock activity, price monitoring, low-level reordering,	✓	

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