



CRAFTECH
SCREEN & DIGITAL

ACCURA MIS @ CRAFTECH

Craftech, based in Sydney, Australia, is a graphic screen & digital printing company offering a wide range of screen printing services to accommodate both small business and large corporate clients. Des Mason, Manager at Craftech gives us his opinion on the Accura MIS System...

What was the situation before Accura was installed?

Our previous system I had written in Excel & Word. It was awkward & required multiple data entry from estimate to invoice. It was really holding us back.

“Accura was fairly new in Australia, but proved a winner from the beginning.”

Why did you look for an alternative?

Our business was constrained by the old manual spreadsheet & I knew we had to do something, particularly as my estimator was about to go on Long Service Leave! There were quite a few businesses using another product which I just hated. I had 2 demonstrations on the other product & found it just did not have a user friendly & rational workflow. I just couldn't bring myself to part with a considerable amount of money for something I didn't like, even if a lot of other printers were using it - “the old sheep mentality”.

What prompted you to look at Accura?

I looked at & trialed quite a few packages. A few had some good features but just seemed to be held together with “sticky tape & string”. I found Accura on the net & arranged a demo. It was fairly new in Australia, but proved a winner from the beginning.

What ultimately made you decide to install Accura?

My final decision was easy. I found Accura robust and very user friendly. The interface is logical and easy to use.

“Accura has definitely been the most beneficial addition we have made to our business.”

The Section Wizard leads the estimator through each component of building a quote- step by step. The workflow from estimate to job ticket to invoice is seamless.



Grant Moriarty & Des Mason, Craftech, Sydney, Australia

“I believe Accura has given Craftech a great advantage over our competitors.”

What effect has Accura had on your business?

Accura has definitely been the most beneficial addition we have made to our business. Setting up & training took 2 days, but once installed I was quoting, winning & booking in jobs with confidence. When our estimator returned from Long Service Leave, Accura was new to him. He spent one morning watching me quote & ticket jobs. That afternoon he was up & quoting!

Accura has allowed our business to expand with a minimum of stress & maximum return. Clients have been impressed by the professional appearance Accura gives. I have had comments like - “You were a little more expensive, but I like your package better.” & we win the job.

I believe Accura has given Craftech a great advantage over our competitors.

Would you recommend Accura to other Printers?

I definitely recommend Accura to any business considering an MIS system. The support is excellent & the team at Accura give high priority to ongoing product development.



Empower Your Business

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