

Mensa Printers in Sheffield are a family firm who celebrated their 50th Anniversary in 2006. They are a colour digital house specializing in variable data and are known locally for a personal and caring service. Mensa installed Accura MIS to take advantage of its ease of use & simplicity, Accura has greatly improved their response time to Clients...

## What was the situation before Accura was installed?

Before we installed Accura all our estimating was done manually; this meant that quotes more than a few weeks old could be hard to find.

## Why did you start looking for an MIS System?

We wanted to develop the business but were very aware that the control of information would let us down if we moved forward without improving our business management so we visited an exhibition of MIS suppliers to find out what systems were available.

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## What prompted you to look at Accura?

Because MIS can set the character of the business, choosing the right system is key. I looked at several different systems but in the end all my staff agreed that Accura seemed to be the easiest to use – quotes are worked out in very much the way a tradesman thinks.

## How did you find the installation of Accura?

The installation was very interesting and the staff at Accura were very patient with all the questions we had to ask. By the end of the installation we were confident we had a great new business tool. We were soon preparing quotes very quickly – sometimes receiving an order from clients before competitors had even quoted!

We have used Accura now for four years and discovered that its access to the underlying information is much more powerful than we had realised – we can easily get all the management information we need.



When we found something the software couldn't do the support team were happy to add it to their wish list – it appeared a few months later!

## How has Accura improved business for you?

Accura has helped to improve the business financially but it isn't all about money: It improves the working life of everyone here by putting us in control of the work and ensures the clients get a better service.

## Would you recommend Accura to other printers?

Well of course we would if they are a long way away – after all who wants to give away a competitive advantage?

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