

## MIS a Luxury or Necessity?





## Introduction

DDS Ltd have been supplying MIS software to the printing industry for over 15 years. The current 32-Bit Windows product Accura was launched at IPEX in 1998 and is run successfully by over 600 printing companies in the UK alone, with established distribution in Australia, Eire, Rumania, South Africa and the United Arab Emirates.

An ever-increasing number of printers now view an MIS system as an essential tool to help survive in the current competitive market place, by keeping track of market trends and prices, and producing accurate estimates and meaningful reports.

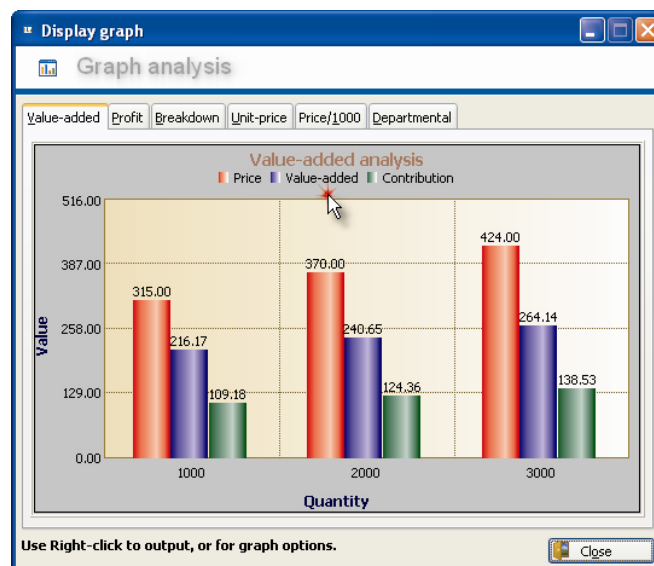
Accura was written specifically to help printers address these important business areas simply and logically in a user-friendly way, using terminology and methods familiar to the industry.

We live in an *"instant world"* and the market demands that prices are provided quickly, using e-mail, fax or an on-line facility. A slow response can mean lost business!

The term MIS is synonymous with estimating, and whilst it is only one of the elements of the business requirements, it is certainly the most important, as it is the bedrock of the production and costing elements, providing an interface not only with production, but also more importantly with the client.

As well as the ability to respond quickly, the printer needs to feel confident that the prices presented to his client are accurate, competitive and will return a profit, *turnover alone is not sufficient for business survival!*

It is a fact that estimates that are too low get snapped up immediately by the astute buyer, those that are too high, generally just go away!





## How can the MIS System help?

So how does a printer ensure that his estimates meet the criteria! This can only be achieved by having access to accurate, current data, which can easily be up-dated and monitored.

Accura helps achieve this goal in a number of practical ways. Like all calculation software, Accura is only as good as the information it is given to work with, the old mnemonic GIGO is particularly relevant, Garbage in = Garbage out. Part of the comprehensive tool kit of Accura is the Cost Rate Calculator. This is a program allowing the user to enter all of the direct and indirect costs of the business, and then allocating them proportionately to designated cost centres. A cost centre is defined as a unit within the business, which generates income, such as a machine, department or person. By entering the projected productive hours expected from the cost centre it will calculate the required chargeable hourly rate needed by the cost centre, to fully absorb its own costs.

		Accura Cost-rate Calculator v2.21			
Expenditure	Totals	GTO	SPM	KOM	Reso
Maintenance/service charges	£ 800.00	£ 110.34	£ 110.34	£ 137.93	
Light, heat & power	£ 670.00	£ 92.41	£ 92.41	£ 115.52	
<b>Total occupancy overheads</b>	<b>£ 14,470.00</b>	<b>£ 1,995.86</b>	<b>£ 1,995.86</b>	<b>£ 2,494.83</b>	
<b>Financial overheads</b>					
Bank charges & interest	£ 190.00	£ 26.21	£ 26.21	£ 32.76	
HP Interest	£ 139.00	£ 19.17	£ 19.17	£ 23.97	
Other depreciation	£ 99.00	£ 13.66	£ 13.66	£ 17.07	
<b>Total financial overheads</b>	<b>£ 428.00</b>	<b>£ 59.03</b>	<b>£ 59.03</b>	<b>£ 73.79</b>	
<b>Totals</b>	<b>£ 78,352.00</b>	<b>£ 10,786.23</b>	<b>£ 10,328.23</b>	<b>£ 11,556.13</b>	
<b>No. productive hours</b>		150.00	125.00	160.00	
<b>% Uplift for downtime etc...</b>		10.00	10.00	10.00	
<b>Wages rate</b>		£ 27.45	£ 32.94	£ 25.74	
<b>Hourly rate</b>		<b>£ 79.10</b>	<b>£ 90.89</b>	<b>£ 79.45</b>	
<b>Actual productive hours</b>		135.00	110.00	110.00	
<b>Required rate per hour</b>		<b>£ 87.89</b>	<b>£ 103.28</b>	<b>£ 115.56</b>	
<b>Amount unrecovered</b>		£ (1,186.49)	£ (1,363.33)	£ (3,972.42)	
Productive floor area (sq.metres)	145.00				
Max productive floor area (sq.metres)	655.00				

Accura works on a cost plus basis, with all material and labour costs being entered into the system at cost (no mark ups), using the pre-determined hourly rates and material costs from the default tables, the system calculates the actual cost of producing the job, to which is added a mark up, either by default or manually, to determine the selling price. Mark ups can be defaulted by individual client, client sector or job type.

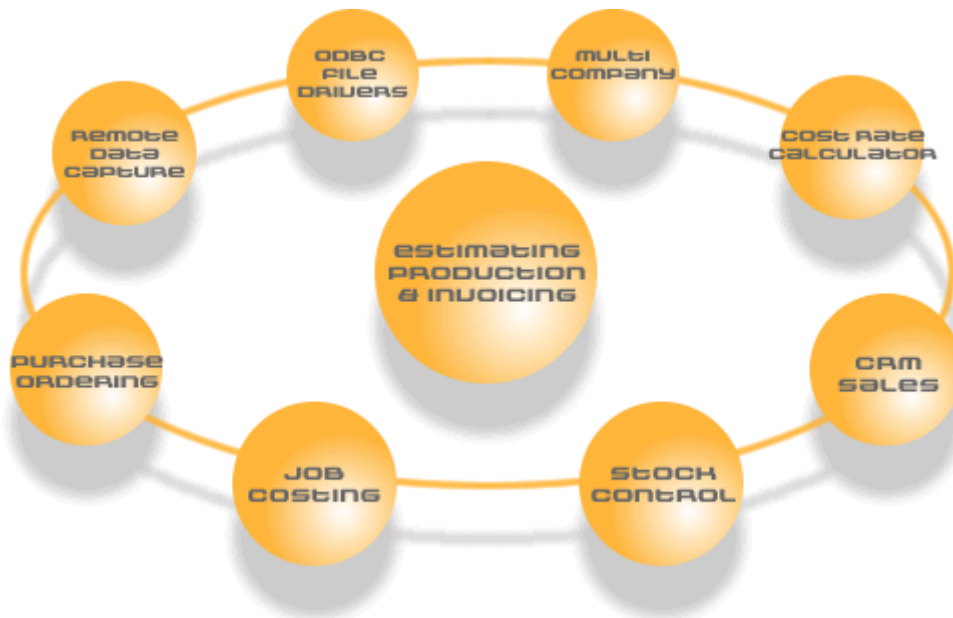
Having determined a selling price, the system will show the profit, value add and contribution for each job, *before the estimate is sent to the client*, putting the decision to commit, firmly in the hands of the user.



## How is it configured?

Accura is a fully integrated system, from the creation of the estimate, it will automatically flow through to create a Works Order, Order acknowledgement, Proof note (which can be e-mailed with a PDF attachment for on-line proofing) Delivery note, Labels and an Invoice, the details of which can be exported directly to an accounts package or factoring company data base.

As well as estimating and production, Accura offers a number of other modules, Purchase ordering (also integrates with an accounts package to produce the purchase ledger), Stock control and Job costing with RDC input from manual time sheets, or remote PC or Mac, completing the whole business cycle.





## What other functionality does it have?

To add even more power to Accura's functionality as a management tool, two NEW modules have been added, the first is AccuraCRM (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 AccuraOnline, fulfilling all of the e-commerce requirements, such as on-line quoting, ordering, proofing etc.

The screenshots illustrate the following features:

- Imprint on-line Products:** An e-commerce interface with a search bar, shopping cart, and product listings for BMW and FIAT.
- Campaign details:** A window for managing campaigns, including tabs for General, Analysis, Summary, Cost-by-month, and Opportunities.
- View appointment diary:** A calendar view for a specific user (Jeff Botwood) on Friday 18 April 2008, showing appointments for 'Bloggs Printing' and 'Data Design Sen'.
- Campaign summary:** A bar chart showing activity types: Responses (6.00), Opportunities (5.00), Quotes (80,063.85), and Orders (124,550.00).

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.



## Conclusions

Whether you are a Sheet Fed, Reel Fed, Screen or Digital Printer, Accura will help you run your business more efficiently.

Do not be fooled by the old myths about MIS systems:

- An MIS system is not only for large companies
- It does not require a huge investment
- MIS systems are not only for Litho printers, Accura is designed for use by all sectors of the graphics market including, Digital (Wide format, reel & sheet) Screen and print management companies.

Words on paper only tell part of the story, why not book a personal demonstration of the software, at your own premises, our offices, or Online and see for yourself how Accura can benefit your business.

Call us today, and start benefitting NOW!

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