



## ESTIMATING WIZARD WORKS ITS MAGIC AT COUNTY PRINT



County Print, based in Cheshire, is a long-established and forward thinking printing business that is dedicated to the pursuit of excellence and reliability in print and customer service. They pride themselves on being a cost-effective printer that recognises that value-for-money and quality are not mutually exclusive which is why County Print helps their customer by providing information and best-value options as quickly and effectively as possible.

This philosophy is reflected in their continued strategic investment in the latest technology and equipment, helping them to provide better and faster customer service.

This pursuit of excellence and efficiency is highlighted with the recent addition to their existing Management Information System (MIS) of Estimating Wizard; a new and exciting development from the leading MIS provider Shuttleworth Business Systems.

The Estimating Wizard is a free upgrade to the Shuttleworth estimating module and is a major step forward over the traditional methods of estimating work.

### The Challenges and Solution

Richard Porter, Commercial Director for County Print commented on the recent edition to their MIS package.

"At County Print we are continually looking at ways of speeding up efficiencies and reducing errors especially with our estimating systems. In October 2009 I attended a seminar by Shuttleworth, who have been our MIS provider for over 5 years.

The New Estimating Wizard was high on the agenda and after an impressive presentation, highlighting the package's considerable attributes and benefits I returned to the office and ordered the package the very same day as I could see the immediate value it would add to our business".

The Estimating module was installed in Feb 2010 with instant benefits to County Print. Shuttleworth created a training package

personally for Richard over a 3 day period; Richard was subsequently able to train the team at County Print independently.

The Estimating Wizard has varied attributes including a 'Simple Entry Screen' which allows non-experienced estimators to produce estimates. "Because the package is so easy to use it has taken considerable time and effort out of entering basic information, enabling not only our estimating team but also our sales reps to produce accurate and consistent quotes themselves, reducing the risk of any human error and of course, speeding up the entire process" Richard stated.



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The 'Multiple Options' feature allows quotes with the same specifications but with multiple variations to be produced with ease.

"This has proved invaluable in helping us to estimate for different quantities" Richard explained. "The 'Multiple Options' combined with the 'Quantity Analysis' features permit the system to automatically choose the best production method for a job.

This has been predominantly helpful with jobs that have border line quantities as the system will provide fully automated quotes selecting the best production route such as digital or litho and will even decide on the appropriate size press and suggest the best methods of producing work".

Finally, all the documentation generation is produced automatically into a standard template, ready for issue to customers which prevents the user from having to re-enter the data themselves.

### The Benefits

Richard concluded: "The new Estimating Wizard has reduced our quoting timescales by a third, simplifying the whole process of entering and outputting information.

It can select the best route and production method for a job automatically therefore increasing efficiencies. Its simple entry screen enables a broader spectrum of our team to produce basic quotes allowing our specialist estimators to concentrate on more complicated quotes. It has eliminated any risk of error or misinterpretations.

All of these factors combine to ensure our customers are receiving the most accurate and cost-effective prices we are able to provide.

The relationship with Shuttleworth has proved invaluable to make the implementation as straightforward as possible.

We are currently looking at using additional features such as 'Customer Price Lists' and 'Export and Import' facilities so that we can use a spreadsheet to update price matrices.

Unquestionably, the new system has helped County Print maintain its high standards whilst speeding up and easing the entire quoting process.

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Richard Porter  
Commercial Director

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