



MIS PLAYS KEY ROLE AT MORTONS PRINT

Mortons Print Limited is a £12m turnover, independent newspaper and periodical printer, harnessing the very latest manufacturing technologies in pre press, web offset printing and finishing.



The Lincolnshire based Company can proudly boast a pedigree dating back over 100 years, and today this fast paced modern business specialises in the production of coldest and heatset, tabloid and quarterfold newspapers of varying frequencies, for around 250 customers operating in a broad range of markets.

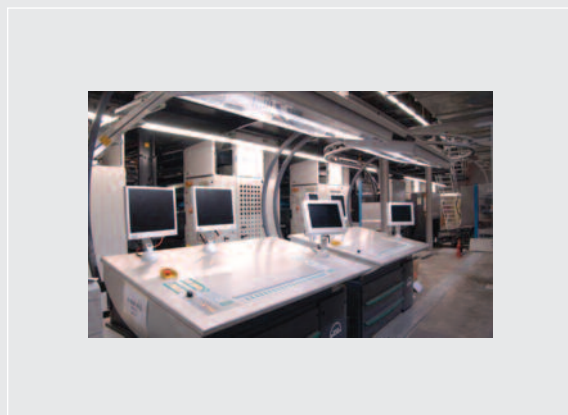
In the last two years the Company has invested more than £13m in new buildings, a MAN Uniset web offset press with two folders and associated mailroom equipment, including a Ferag StreamStitch, gripper lines, pick-up stations, stackers and fully automated DAN Palletisers. A direct result of its recent investment strategy has been a significant increase in the size of the customer base.

Mortons have been using the Shuttleworth Management Information System (MIS) for the past six years. At the beginning of 2007 the company upgraded its Shuttleworth MIS to include the latest version of the estimating module, in addition to using invoicing, scheduling, shop floor data collection and customer relationship management (CRM).

Nicola Kelsey, MIS Manager at Mortons takes up the story: "Shuttleworth is the starting point for every interaction between us and our customers. The sales team are constantly using it to gather information that will help them to accurately prepare quotes and to process orders. The system is also used to maintain all relevant information relating to our prospects and customers and to record all of our dealings with them."

Mortons were one of the early adopters of the Shuttleworth customer relationship management module and have been using it successfully for four years. When a quote has been accepted by a customer, an event called 'Order Acknowledgement' is generated and sent to the customer. Internally, order information, including scheduling details, production and finishing requirements, delivery details and payment terms, is circulated to the appropriate staff. The company's planning department will schedule the job using the Shuttleworth Productive scheduling module.

"We schedule jobs up to a month in advance," says Nicola Kelsey. "Our presses are running 24 hours a day, five days a week so it is vital to ensure that we have accurate and 'real time' scheduling data on hand at all times."



CASE STUDY



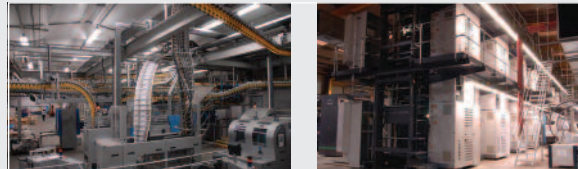
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Once a job moves over to production, a comprehensive job ticket is produced by the MIS that includes number of copies, pagination, paper grades and finishing requirements. The estimated allowances such as machine set up times, machine make ready and running waste allowances are also shown on job tickets as a benchmark to measure actual press time and material wastages against.

"We already had the data to do this from the standards that are set up in the MIS but we now provide the production teams with reports and graphs that accurately show production performance against the estimated production times and allowances and this information is posted on the notice board in the press hall for all to see," she says.

The data collected is used extensively for reporting information to senior management, enabling the company to make informed decisions based on reliable management information.

Mortons Print Financial Director David Bird says "Nicola collects data from the MIS on a weekly basis to produce three separate reports that cover wastage, capacity and added value. Since the MIS at Mortons was upgraded last year, the quality of reports produced has been excellent. We used to produce reports manually entering data into Excel, which took a long time but now Nicola exports all of the data



required from Shuttleworth into Excel in order to produce all of the production and management information required."

It is the added value report that Mr. Bird believes provides the best health check for the business. "This weekly report shows the sales revenue, the estimated and actual time, material cost and added value per machine hour, for each order produced in the week, for each of our printing presses. The capacity report provides a detailed analysis of the utilisation of each press and the wastage reports provide an analysis of the paper waste on every job produced, compared with the estimated allowances in each case. All of these reports rely on data entered into the Shuttleworth modules," he says.

Nicola Kelsey is keen to see the Shuttleworth system develop further at Mortons. "The reporting is really good," she says. "It's easy to set up and easy to operate. Shuttleworth also provide excellent system support, when it is needed, which isn't very often. Looking forward, we have recently viewed a demonstration of the Shuttleworth Dataflow module, the perceived benefits of which would be the ability to view online job tickets, add comments and record press breakdowns. Dataflow would also link to Productive Scheduling thus providing a live online progress review for production management."

David Bird concludes by saying: "The Shuttleworth MIS modules are vital to the sales team for generating quotations, processing orders and managing the customer relationship, whilst for the accounts team it is central to the invoicing process. For me and my management colleagues, it is the primary source of data enabling the generation of essential information for managerial decision making that makes the Shuttleworth a true Management Information System rather than just transactional software."

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