



**PrintLine™**  
REPRODUCTIONS (P) LTD

**Iqbal Kherodawala, Director of Printline Reproductions Pvt Ltd, a Packaging and Commercial Printer based in Mumbai explains the benefits of implementing the Shuttleworth Management Information System (MIS).**

**How easy it to use?**

Once we get used to it, it is pretty easy to use. Initially we thought there were too many buttons to click to get to Point B from Point A, but gradually we have realised the importance of these and have accepted that these actually enhance the effectivity of the software and the reports generated

**How much time or money has it saved?**

To calculate money saved would be too premature for us since we have gone live only less than a year back. The saving in time is good, since we had never used an MIS before, and with SBS, we have saved on all duplication.

**Has it won any new work?**

Not really, since the primary objective of any MIS is to set your current house in order. Once this is done, maybe the system will start contributing towards new work.

**Would you say that it offers value for money?**

Again, a very subjective question. This is because different MIS differ in terms of offerings and effectivity. It is difficult to compare prices across boards and hence not an easy issue to answer. All we can say is that in our quest of a good MIS, we have not regretted our decision to go in for SBS.

**Were there any difficulties experienced during installation or after?**

I would say, that we faced just the usual birthpangs which any MIS would have entailed. However, post the installation, we are very happy and all our team members have adjusted to SBS in no time. Having said that, we still feel that we are using only about 40% of the software.

**What about the pre and after sales service?**

The presales was good, but we are more happy with the aftersales. We had been very apprehensive about service from the Bangalore office, but we have never ever been able to experience the distance. The support team has always been available for us, and most of our queries have been satisfied in 24-48 hours.

**Who do you think the software is right for?**

Frankly, for just about anybody. Size is irrelevant for any printer to adhere to an MIS. Irrespective of the size a good MIS like SBS would contribute immensely to the growth and success of a company.

**What does the system do?**

For our organisation, we are doing everything from initial estimates to job creation, Invoicing and reports. Our Purchasing is also done entirely by SBS. We have now come to rely on Shuttleworth for our reports on deliveries and cost efficiencies.

**Why did you choose the particular system?**

We liked SBS and its versatility since we realised that it had all the modules which we would need irrespective of the size we would grow to. It would be able to touch all our areas of operation and had details which we would require very little work with. Lastly, for us we needed a system which was packaging ready as well had adequate customisation to not make us change our regular way of working.

**Is there anything that you dislike?**

Probably not much, except the fact that it could have been a bit more faster with its reports and its presentation.

**How reliable is it?**

If we take regular backups, it is extremely reliable.

**What is the quality like?**

Reasonable good. We feel that since it is uncomplicated in its approach, quality is but predetermined.

**Did you look at any similar system?**

Yes we did. Although the competitors were very close in most respects, we chose SBS for its excellent CRM tools.

**Why did you make the purchase?**

Quite simply, because without MIS, we do not envisage determined growth. Without an effective MIS system, it is difficult to grow and continuously make profits. With today's competitiveness, every organisation needs to know how every paisa is spent.

**What features do you particularly like?**

We particularly like the Summary screen. At one shot, it gives us complete control over our products. It allows us to modify our margins and also gives us options to immediately view comparative quantity rates. It also allows us to have control over Value addition and labor components. We also like the great number of reports already provided and that they allow us to modify reports to suit our purposes.



CASE STUDY

Iqbal Kherodawala, Director  
**Printline Reproductions Pvt Ltd**  
134, N.M. Joshi Marg, Mumbai - 400 011.  
www.printpoint.in

