



ACCURA ONLINE @ PR PRINT

PR Print Ltd, based in Glasgow are a general commercial Litho & Digital printer employing around 14 staff - co-director Philip Brady installed AccuraOnline to grow the business through online client management...



What was the situation before AccuraOnline was installed?

Previously we did not have an online provision and we felt it restricted the growth of our business. As time went on we felt we were missing out on the massive potential of internet trading.

What prompted you to look at AccuraOnline?

We had been in negotiations with a larger customer who was insisting that we had an online environment for them.

We quickly realised since we were experienced users of the Accura MIS (which we have always found fantastic) it would be sensible to purchase the online plug-in.

What affect has installing AccuraOnline had on your business?

We have had AccuraOnline for 6 months and now finally won several contracts totalling £96,000 per annum for the next 2 years.

We quickly saw the power of the online software and

“...Won several contracts totalling £96,000 per annum..”

now have many more new clients using the system.

The clients we are now talking to are much larger and they recognised very quickly the benefits of an integrated online system. We are looking to grow our litho division by 10% and expect most of this will be based around online client management.

Would you recommend AccuraOnline to other Accura users?

Printers need to become more “internet-savvy” to compete, or they will lose out in the future. The team at DDS are great at support which has helped our system grow quickly and successfully. I believe it would be counter-productive to look at any online system not linked to your MIS.

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EMPOWER YOUR BUSINESS

www.accuramis.com

Data Design Services Ltd Lakesbury Mews Hiltingbury Road Chandlers Ford Eastleigh SO53 5SS
Tel: 023 8024 0470 Fax: 023 8025 2573 Email: sales@accuramis.com