



Tharstern New Zealand and technology partner, Palomatech, will be previewing a new solution for the Australasian market at Pacprint this month. **Print IQ** (Internet or Intranet Quoting) is a web-based estimating tool that only requires the user to have access to the Internet and a monthly subscription to **Print IQ**. Monthly fees start as low as \$100 for a single user.



HOSTED
Internet Quoting with
MIS INTELLIGENCE
from THARSTERN NZ and PALOMATECH

www.tharstern.co.nz

Tharstern New Zealand: Supplier of solutions that won't limit your growth or your need for more information and business tools in future. Partner with companies who understand the needs of the industry and have a history of delivering exceptional products and exceptional service.



800+
Satisfied Customers
Worldwide

JDF
Extensively used
in live sites

1-200 Users
Sites of all sizes:
S M L XL / M / W

e-Commerce
Fully Integrated into the print
MIS for maximum automation

BANNER HEADLINE: NEW PRODUCT



HEADLINE:

Print IQ : HOSTED Internet Quoting with MIS Intelligence

Tharstern New Zealand will be previewing a new solution for the Australasian market at Pacprint this month. Print IQ (Internet or Intranet Quoting) is a web-based estimating tool that only requires the user to have access to the Internet monthly subscription to Print IQ.

Print IQ is a hosted solution so no special hardware is required; no disruptions to the business during setup and the pay-as-you go subscription service means you only use it as long as it works for you. (Monthly fees start as low as \$100 for a single user).

Irrespective of whether the subscriber is a small print house with a single license; or a franchise network with dozens of users spread across a large geographic area, Print IQ makes it possible for the busiest or even the most inexperienced individual to rapidly generate accurate quotes for simple or complex jobs. Also included in the solution are Job Bags, Reports, Invoices and the ability to export files to an accounts package.

Print IQ is the result of years of collaborative development between Tharstern NZ and development partner Paloma Technology Ltd ("Palomatech"). Both companies (based in Wellington) have worked on a number of projects for common customers in Australia and NZ and felt the timing was right to release Print IQ to a market that has been calling for something new in MIS Estimating for some time.

Palomatech's Print IQ tool integrates with the TharsternSQL database, so initially users can access the online estimating tools, but then also have the option to later scale up to a full service MIS in their local environment, bringing their history across with them when they do so. The decision to shift to the local MIS solution will generally be driven by the user's desire to directly access more of the detailed production and workflow tools embedded in the TharsternSQL MIS.

Alternatively, existing TharsternSQL users can layer Print IQ over their MIS solution in a local environment (Intranet or Internet access) to achieve a number of things: dealing with customer traffic in Point of Sale environments; linking franchises to a centralised database; or to simplify the estimating process to a broader group of non-specialised individuals.

As access to Print IQ is via a web portal it doesn't discriminate against Mac or PC users.

Print IQ differs from TharsternSQL's e4print e-Commerce solution in that e4print is designed for buyers of print and is loaded with a number of sub-modules for Variable Data, Stock Management, Reporting and Tracking and so forth. However Print IQ is just about making things simpler in the front office of a print house.

Utilising a series of setup screens the relevant information unique to each company is collected and forms the basis of the intelligent estimating engine. Once rates, paper prices, presses, run rates and

the general company information is loaded; the Print IQ team can train and fully support the product remotely. Subscription fees are collected via an automatic charge against a credit card each month but the user can cancel at any time with no penalties or additional charges.

Tharstern NZ and Palomatech have broken down the barriers at both ends of the scale where small users felt MIS solutions were too large for their needs; and multi-site printers have had to rely upon expensive, bespoke MIS networks. For more information contact: NZ: Tresta Keegan on 027 292 5440; Australia: Napil Abdel on 043 786 3457.

Print IQ for the Small Printer	
PROBLEM	SOLUTION
GETTING STARTED	
There are so many options and choosing which one is only the first hurdle.	Access technology that integrates with a renowned world leader in MIS: simple, intuitive, automated and scalable. Easy to setup and easy to maintain.
Estimating packages generally require the cash outlay of new hardware and networks.	The Print IQ and TharsternSQL solutions are hosted by an Application Service Provider who guarantee system 'up-time' and performance. All you need is an Internet Connection and a current subscription.
Setting up an MIS with information can be time consuming.	Print IQ and the Print IQ team will walk you through the template screens to create the basis of the estimating engine. Your secure Print IQ site will be unique to you.
AUTOMATION	
Business Owner's are often forced to fulfil a number of roles each and every day. If those tasks aren't either generating a sale or producing the print job, they need to be reduced or eliminated altogether.	Simply describe the job and with back-end automation you can quickly and accurately generate Quotes ready to email to the Customer; Job Bags ready to go on the floor and Invoices that can be exported into MYOB.
Small Printers are competing with companies who have MIS solutions installed and who are capable of generating quotes rapidly and in a professional format.	Print IQ will immediately place you in the same arena. Quote as quickly, if not quicker – and look as professional when emailing quotes straight to the customer.
EXPERTISE	
Quotes can only be generated by a small handful of individuals.	In Print IQ, anyone can describe the job and generate an accurate quote.
TECHNOLOGY OVERKILL	
Standard print MIS solutions have a lot of tools that are really only applicable to printers of a certain size or expectation. The technology provided is far in excess of the actual requirement.	Print IQ is a simplified interface that works with an extensive MIS so even though the monthly subscription provides exactly what you need, you are never limited to that if and when your circumstances change.
COST	
If money is being spent on the business then it needs to provide a clear return on that investment, with little or no risk.	<ul style="list-style-type: none"> ○ One-off \$500 set-up fee for a hosted Print IQ solution. ○ \$100 a month for a single user. The price per user reduces with additional licenses. ○ Improve internal processes; eliminate manual tasks and save valuable time doing so. ○ Quit the subscription whenever you want with no repercussions.
OPTIONS	
Start confidently with a product that won't limit your growth or your need for more information and business tools in the future. Partner with companies who understand the industry and who have a	

history of delivering exceptional products and exceptional service.

Associated Graphics:

1. File: Paloma.Mosaic.1.jpg
Caption: Pictured left to right: Mark Davies (Palomatech), Tresta Foothead and Darryl Keegan (Tharstern NZ), Anthony Lew (Palomatech).
2. Screen Grabs.jpg
No caption. PLEASE USE THESE SMALL!!!!!!!!!!!!!!!!!!!!!!