



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.

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