

WS 01, WS 06 & WS 11  
**Estimating: The conflict between  
easy price calculation and  
predefinition of production.**



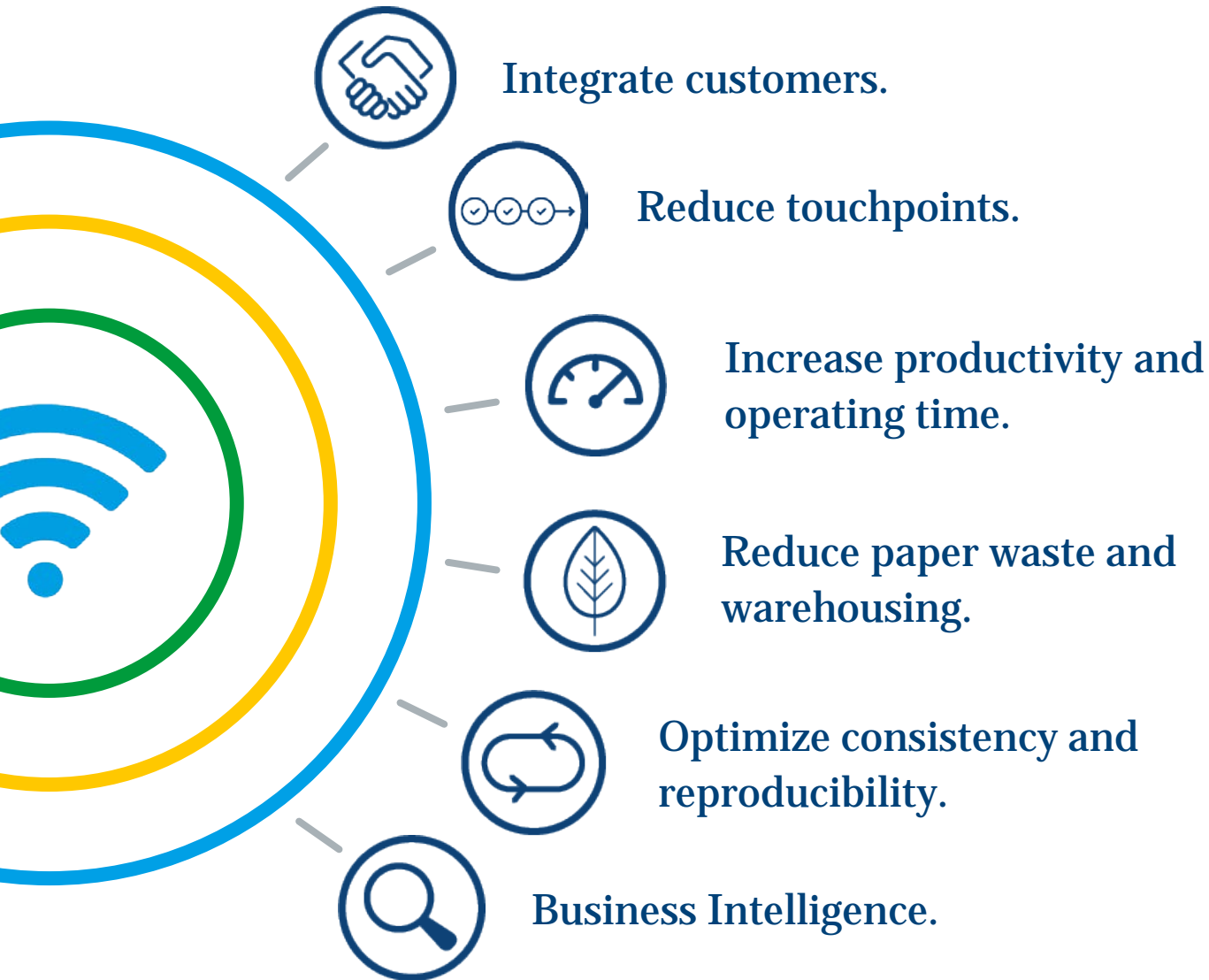
Estimating. The conflict between easy price and predefinition of production.

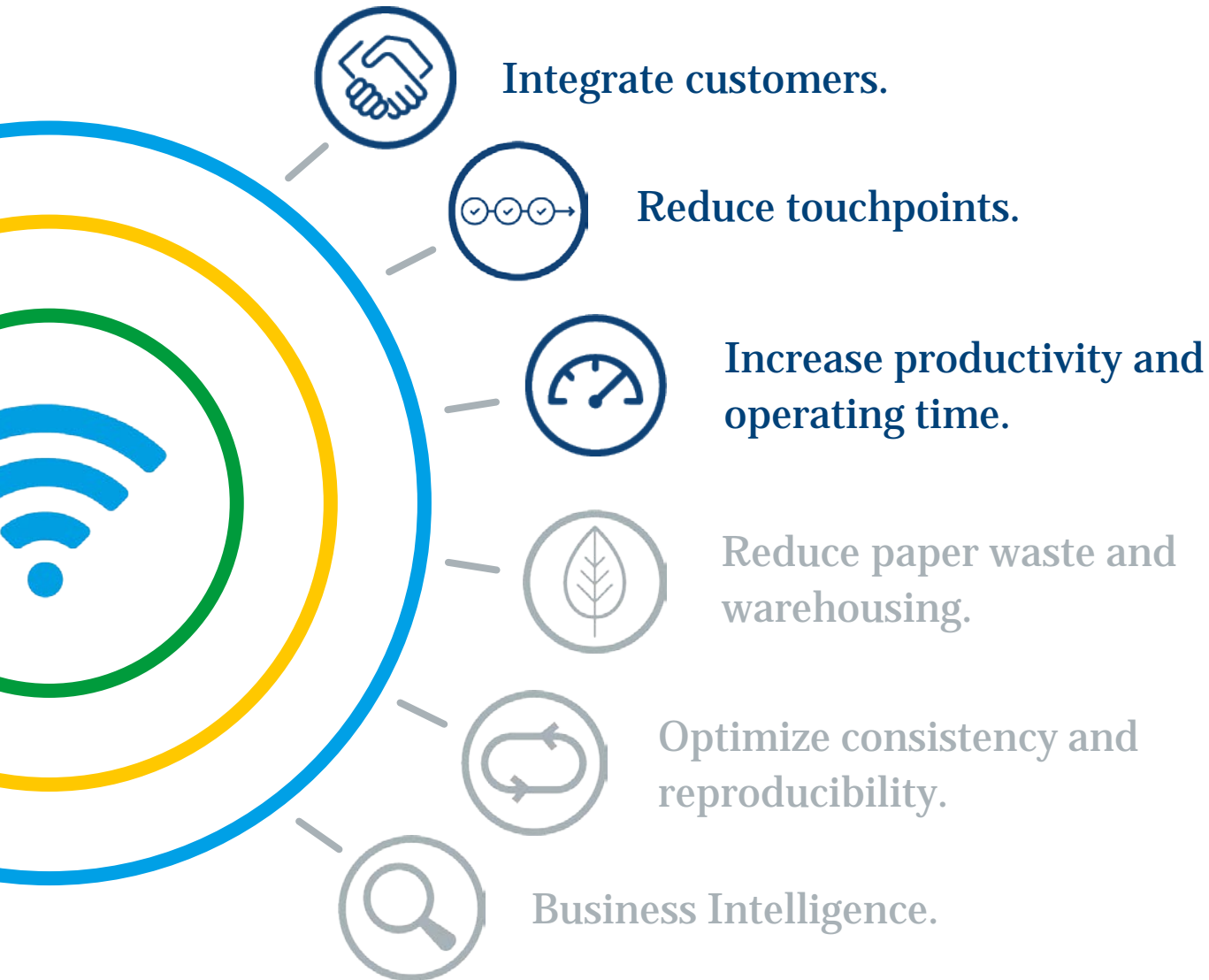
## What's the best approach for estimating?

- Is it worth the effort to have a precise quote calculation?
- Are my order managers capable of predefining production?
  - Which time could I save in production with a job well-prepared by MIS?
  - Can a „clever“ pricelist do the job as well?
- Isn't it just the marketprice what defines my quote prices?

WORKSHOP

01







What is estimating for you:  
Just a price definition or the starting point for production?







## Demand for smart estimating.

- Simplified customer interaction
- Short “time to quote”
- Low efforts for sales and order management
- Limited complexity (reduce required skill level)
- Predefine all administrative processes like packing, shipment
- Re-use of quote data for production job: quote calculation already defines production and reduces job preparation efforts

**Your benefit: high focus on reduction of touchpoints and improved customer interaction**



# Estimation strategies / concepts



**“Traditional”  
manual calculation**



**“Out of the box”  
predefined products with  
underlying calculation**



**Automatic estimating  
with “full” calculation**



**Use of price matrix**



**Copy as often as  
possible existing  
quotes**





## Different estimation concepts: Pros and Cons.





**Full manual  
estimating**

**Efforts in order mgt.**



**Time to quote**



**Flexibility (covered products)**



**Efforts after order (in order mgt.)**



**Workflow automation**



**Efforts in production**



**Configuration efforts**





### Full manual estimating



### Automatic estimating

**Efforts in order mgt.**



**Time to quote**



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**Configuration efforts**





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Copy old  
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Efforts in production



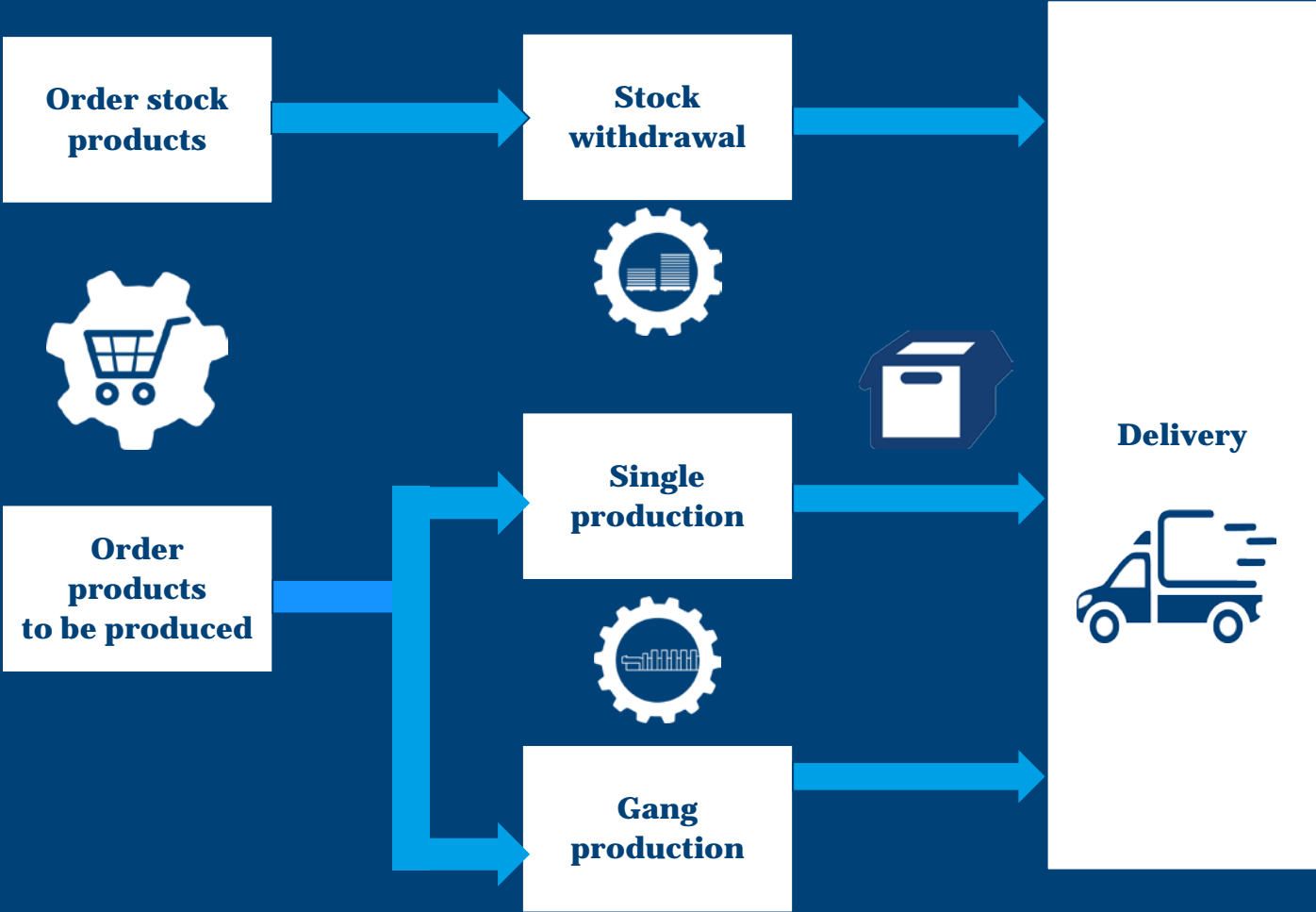
Configuration efforts







# Higher efficiency with product workflow





Full manual  
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Automatic  
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Predefined  
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Configuration efforts





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Configuration efforts

SPOT COLORS ON WHITE OR LIGHT COLORS		[R] CONTRACT PRINTING PRICES*													
		150	200	250	300	400	500	600	750	1,000	1,200	2,000	2,500	3,000	5,000
NO. OF PRINT COLORS	1	1.29	1.05	0.97	0.94	0.86	0.80	0.78	0.77	0.73	0.71	0.70	0.69	0.68	0.67
	2	1.81	1.47	1.30	1.21	1.07	0.97	0.92	0.87	0.82	0.77	0.73	0.72	0.71	0.69
	3	2.33	1.88	1.63	1.48	1.27	1.13	1.07	0.98	0.90	0.84	0.77	0.75	0.73	0.70
	4	2.85	2.30	1.97	1.75	1.48	1.30	1.22	1.08	0.98	0.90	0.82	0.78	0.75	0.72
	5	3.27	2.63	2.23	1.97	1.65	1.43	1.33	1.17	1.05	0.95	0.85	0.81	0.77	0.73
	6	3.68	2.97	2.50	2.18	1.82	1.57	1.45	1.25	1.12	1.00	0.88	0.83	0.78	0.74
	7	4.10	3.30	2.77	2.40	1.98	1.70	1.57	1.33	1.18	1.05	0.92	0.86	0.80	0.75
	8	4.51	3.63	3.03	2.62	2.15	1.83	1.68	1.42	1.25	1.10	0.95	0.88	0.82	0.77
	9	4.93	3.97	3.30	2.83	2.32	1.97	1.80	1.50	1.32	1.15	0.98	0.91	0.83	0.78

\*Prices Do Not Include Set-Up Charges

PROCESS COLORS ON WHITE OR LIGHT COLORS		[R] CONTRACT PRINTING PRICES*													
		150	200	250	300	400	500	600	750	1,000	1,200	2,000	2,400	3,000	5,000
NO. OF PRINT COLORS	5	3.15	2.52	2.15	1.90	1.58	1.39	1.27	1.14	1.02	0.95	0.83	0.80	0.76	0.71
	6	3.47	2.76	2.33	2.05	1.70	1.49	1.35	1.21	1.07	0.99	0.84	0.81	0.78	0.73
	7	3.78	2.99	2.51	2.20	1.81	1.59	1.43	1.27	1.12	1.02	0.86	0.83	0.80	0.75
	8	4.10	3.22	2.70	2.34	1.93	1.69	1.52	1.34	1.17	1.05	0.88	0.85	0.81	0.76
	9	4.42	3.46	2.88	2.49	2.05	1.79	1.60	1.41	1.22	1.09	0.89	0.86	0.83	0.78

\*Prices Do Not Include Set-Up Charges

SPOT COLORS ON BLACK OR DARK COLORS		[R] CONTRACT PRINTING PRICES*													
		150	200	250	300	400	500	600	750	1,000	1,200	2,000	2,400	3,000	5,000
NO. OF PRINT COLORS	1	1.30	1.16	1.12	1.02	0.99	0.90	0.89	0.86	0.85	0.83	0.78	0.76	0.75	0.75
	2	2.05	1.72	1.56	1.40	1.26	1.12	1.07	1.01	0.96	0.92	0.84	0.81	0.80	0.79
	3	2.80	2.29	2.00	1.77	1.53	1.35	1.26	1.15	1.06	1.00	0.90	0.86	0.84	0.81
	4	3.55	2.85	2.43	2.15	1.80	1.58	1.45	1.30	1.17	1.08	0.97	0.92	0.88	0.83
	5	4.15	3.30	2.78	2.45	2.02	1.77	1.60	1.42	1.25	1.15	1.02	0.96	0.92	0.85
	6	4.75	3.75	3.13	2.75	2.23	1.95	1.75	1.53	1.33	1.22	1.07	1.00	0.95	0.87
	7	5.35	4.20	3.48	3.05	2.45	2.13	1.90	1.65	1.42	1.28	1.12	1.04	0.98	0.88
	8	5.95	4.65	3.83	3.35	2.67	2.32	2.05	1.77	1.50	1.35	1.17	1.08	1.02	0.90

\*Prices Do Not Include Set-Up Charges



Price matrix







Full manual estimating



Automatic estimating



Copy old estimates



Predefined products



Price matrix

Efforts in order mgt.



Time to quote



Flexibility (covered products)



Efforts after order (in order mgt.)



Workflow automation



Efforts in production



Configuration efforts





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**Copy old  
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**Predefined  
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**Price  
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**Efforts in order mgt.**



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**Configuration efforts**





**So what is the right  
choice?**





So what is **YOUR** right choice?



## The solution:

Find the right combination depending on your workflow and product portfolio

Products, that can be defined in a „standardized“ way



Automatic Estimating

Prequalified products with defined prices for certain customers



Predefined products

“Specialities“, that can not be operated in a standardized way



Manual Estimating

## The solution:

Use estimating to pre-define production for ALL scenarios



Automatic Estimating



Predefined products



Manual Estimating







Estimating: Which benefits can be reached in production with a proper predefinition during quote?





## Benefits by automatic estimating and integration with production.

Less calculation efforts in Sales /Order Mgt.


Higher automation in production and faster processing

Less efforts for job preparation in production



**Drive the Push to Stop workflow for a Smart Printshop with MIS integration!**

# Benefits by automatic estimating and integration with production.

**Example** 

- 15.000 quotes / year
- 4.500 jobs / year
- Calculate 2/3 of all quotes automatically
- Prepare all jobs in MIS for production

Less efforts for  
job preparation  
in production

Save 375 h  
in Prepress

Higher  
automation in  
production

Save 375 h  
in Prepress

Less calculation  
efforts in Sales  
/Order Mgt.

Save 415 h  
in Order Mgt.



**The Smart Print Shop:  
Workflow integration pays off!**





## How to do estimation: the conclusion



Use **automatic estimating** as much as possible



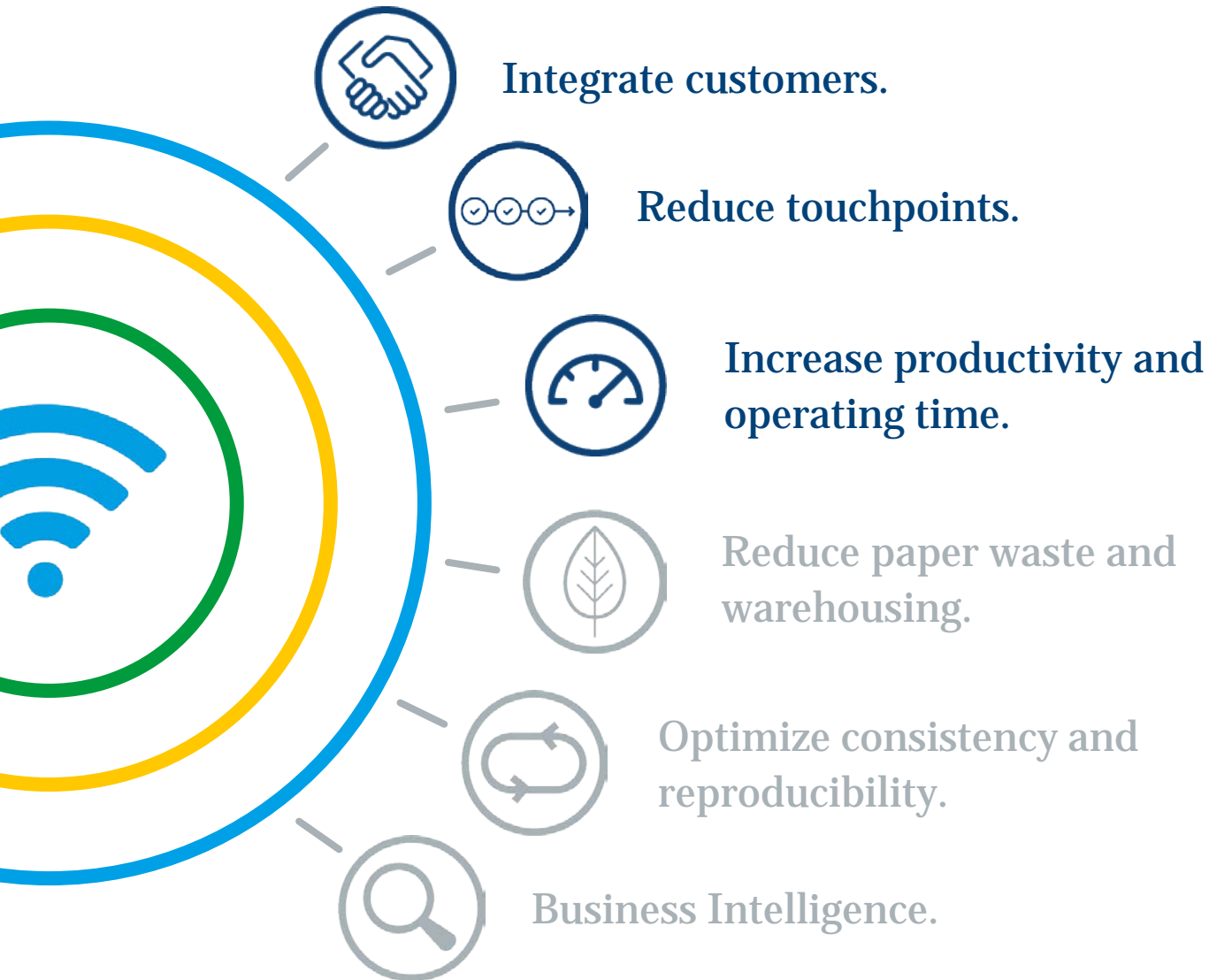
Use **product workflow** for „preclarified“ parts of your portfolio



Flexible **manual estimating** only when really needed



**Automate your production workflow** based on estimating data





Live  
demonstration.





Workflow solutions for Business and Production.  
**Prinect. Driving the Smart Print Shop.**



Thank you very much for your attention.  
**I am happy to answer your questions.**