

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

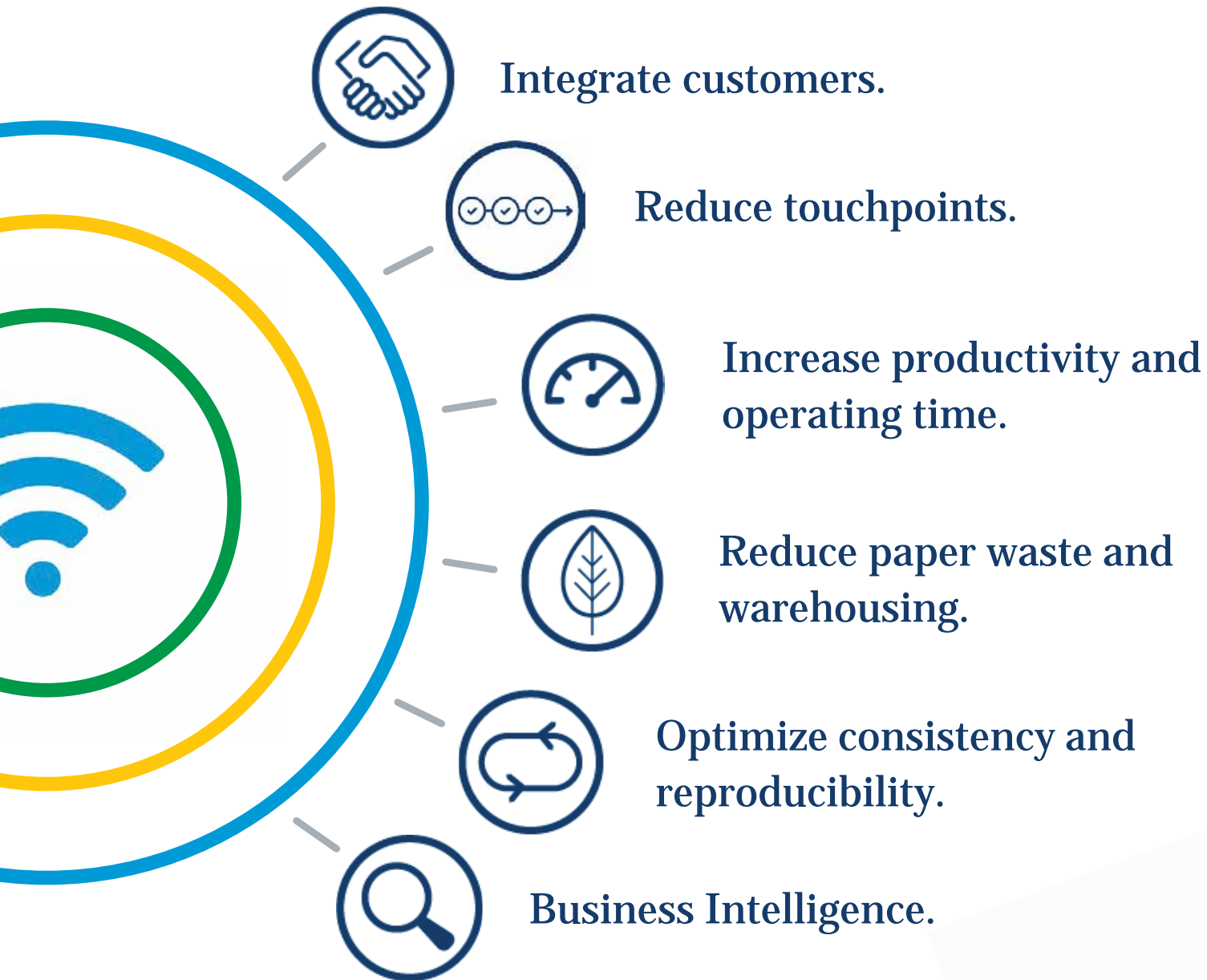
Estimating. The conflict between easy price and predefinition of production.

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



Flexibility (covered products)



Efforts after order (in order mgt.)



Workflow automation



Efforts in production



Configuration efforts





Full manual
estimating



Automatic
estimating



Copy old
estimates

Efforts in order mgt.



Time to quote



Flexibility (covered products)



Efforts after order (in order mgt.)



Workflow automation



Efforts in production

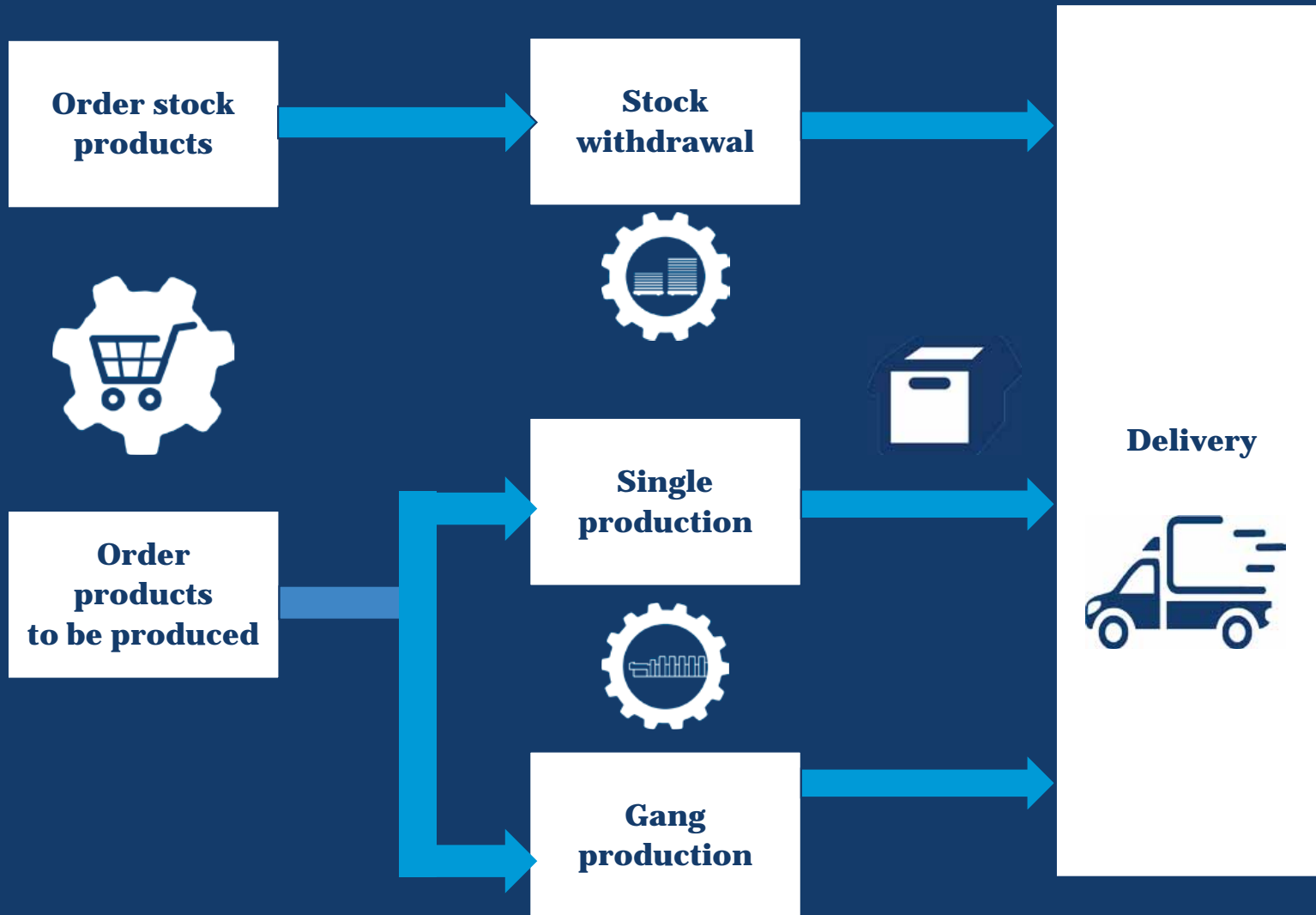


Configuration efforts





Higher efficiency with product workflow





Full manual
estimating



Automatic
estimating



Copy old
estimates



Predefined
products

Efforts in order mgt.



Time to quote



Flexibility (covered products)



Efforts after order (in order mgt.)



Workflow automation



Efforts in production



Configuration efforts





Price matrix



Efforts in order mgt.

Time to quote

Flexibility (covered products)

Efforts after order (in order n

Workflow automation

Efforts in production

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*				
NO. OF PRINT COLORS	150	200	250	300	400	500	600	750	1,000	1,200	2,000	2,400	3,000	5,000	
	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*					
NO. OF PRINT COLORS	150	200	250	300	400	500	600	750	1,000	1,200	2,000	2,400	3,000	5,000	
	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



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





	 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					



**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
- Calculate 2/3 of all quotes automatically
- 4.500 jobs / year
- 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.