



# ACCURA MIS @ CHARISMA

Charisma Design & Print Ltd based in Birmingham in the West Midlands aims to deliver quality & affordable print together with great customer service to keep customers returning again & again. Ray Gilliland, Manager at Charisma gives us his opinion on the Accura MIS System...

## What was the situation before Accura was installed?

We used a programme called Magenta who subsequently went out of business.

**“Accura was the most reasonably priced whilst retaining all the features of the others.”**

## Why did you look for an alternative?

We couldn't run our business if we didn't have an MIS system to record details of all the jobs we do and so that Job Bags can be created quickly for new and repeat jobs. When we realised that we had to get another system we started making enquiries as to what was on the market.

We have always had Mac's so we couldn't work with anything that didn't look right on the screen - that immediately ruled out all the DOS programmes. Further enquiries revealed that there were three main players in the market - Shuttleworth, Tharstern and Accura.

## What prompted you to look at Accura?

Accura was actually recommended by the BPIF (British Printing Industries Federation). Their MIS expert at the time knew the programme and knew that it worked OK in the several installations he was familiar with.

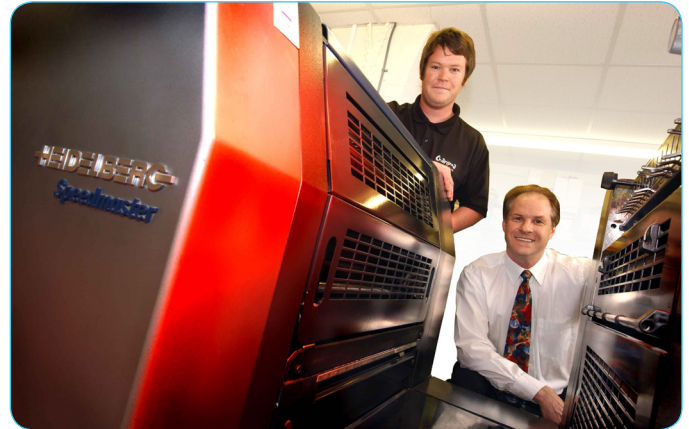
## What ultimately made you decide to install Accura?

We had demo's by all three of the main suppliers listed above. Accura was the most reasonably priced whilst still retaining all the features of the others. The Accura rep was more helpful. One of the main suppliers didn't bother to contact us again after the demo and the other was the most expensive.

**“The support had been fantastic.”**

## What effect has Accura had on your business?

We have been running Accura now for nearly eight years. During that time we have received quite a few upgrades but support has been fantastic and if there has ever been a minor problem the support team have fixed this quickly. Three years ago we moved into supplying off the shelf items so we ordered



Father & Son team - Andrew & Ray Gilliland, Charisma Design & Print Ltd, Birmingham, England

**“We cannot see how anyone can run a modern printing company without an MIS system.”**

the Stock Module and again this runs perfectly. We are presently sorting out the RDC in the factory with bar code readers and again this is proving to be successful.

## Would you recommend Accura to other Printers?

We cannot see how anyone can run a modern printing company without an MIS system. We would be happy to recommend Accura to others. We have always had great service and support.



Empower Your Business

Data Design Services Ltd Lakesbury Mews Hiltngbury Road Chandlers Ford Eastleigh S053 5SS Tel: 023 8024 0470 Fax: 023 8025 2573 Email: sales@accuramis.com

www.accuramis.com