



Percept Print Solutions

Technology For Profits

UAE/Chennai/Mumbai

**Supported By Dealers in
Delhi, Jordan, Saudi, Kenya, Sudan, Sri Lanka**

About Us



Our Aim:

- To provide high quality technology solutions to the Print Industry to help our clients find profits from within their operations, improve service and product quality and also enable them to gain business with premium.
- We understand that in this highly competitive media market you need to bring you per piece production costs to lowest possible values and offer to clients. It his requires lean manufacturing. All our solutions are aimed at improving quality scientifically to international standards, reduce costs of operations and improving quality and quicker turnaround with no space for guess work whether its for estimating, colour quality, planning, job costing, delivery and invoicing .Low cost of production with highest levels of quality is the most important to keep you ahead of competition.

Our Presence:

- Offices in Dubai, Sharjah, Chennai and Mumbai.(12 people in UAE office and over 15 people in India)
- Customers across Middle East,Africa, India and South Asia.
- Setting up dealer network using our exiting industry relationship like Heidelberg Jordan promotes GMG in Jordan,Dr.Saad Consultancy promotes us in Saudi,RSG in Delhi,GE in North East India and in Pakistan we have our own engineer and we are building our team under him.
- Percept General Trading our parent company does a annual turnover of 30 million USD.

Partners



Print Smart MIS



Some of our clients

Over 120 media companies are already our clients includes in Middle East and India

Middle East	India/Asia
Emirates Printing Press UAE	Thomson Press
United Printing & Publishing UAE	Manipal Technologies
Al Ghurair Printing & Publishing UAE	Pragati
Gulf News Newspaper UAE	Kalajyothi
Khaleej Times Newspaper UAE	Chennai Micro Prints
British Industries Newspaper Kuwait	ITC Packaging
Okaz Newspaper Saudi	Paper Products Packaging
Al Yaum Newspaper Bahrain	Uflex Packaging
Gulf Times Newspaper Qatar	Silver Point
Times Of Oman Newspaper, Muscat	Mail Order Solutions
The Sun Network(Dinakaran)	Repro India
Obeikan Packaging Saudi	Wijeya Newspaper Sri Lanka
Al Tayar Packaging Saudi	Malayala Manorama
Majan Packaging UAE	Mathurbhumi

Our Qualifications:

- We understand & speak the same language as our Customers.
- We are Print technologists.
- Headed by Director Mr. Afsal M Kottal - Print Graduate from Manipal University and with over 12 years interacting and providing lean innovative solutions to print industry in Middle East,Africa,Indian Subcontinent. Our team consists of highly qualified and experienced IT,print and business professionals.
- We love when we see our clients happy with our solutions...

Our Approach:

- To have qualified print professionals spend quality time with Customers.
- To understand the pain areas of any printers and to propose the right solution for the organization.

Our Service Commitment:

- Install, Implement, provide Training and Technical Support for the solutions supplied to our customers.
- Provide un-interrupted after sales support through warranty and with AMC
- Top Printers in the region use our solution successfully

Our Solutions

- **GMG Color** – from www.gmg.com, Germany. Leading developer of high-end color management solutions, with more than 11,000 installations across the industry spectrum by Ad-agencies, Prepress houses, Offset, Flexo, Packaging, Digital, and Large-format printers as well as international Gravure printers.
- **Xrite-Pantone**- Leading innovator in the design and manufacture of measuring instruments for the Graphic Industry.
- **PrintSmart MIS** - A comprehensive, fully integrated Management Information System by **iWare Solutions**, developed by print professionals and well received by the media and print houses in India and the Middle East.
- **DMI & KYP** -Know Your Equipment's and operational efficiency automatically using our Direct Machine Interface solution.
- **PrintFlow** - CIP3/4 Integration and Closed Loop Density/Spectral Control for the Press.
- **Elpical** – Automatic Image Enhancement Solution providing consistent output thereby saving time and cost.
- **Cross Media Publishing Solutions**
- **Epson** - High End ink-jet proofing devices to provide color accurate contract proofs
- **PPI Media** - Ad Booking, Classified Booking, Planning, Automated prepress workflow etc for newspapers

GMG Color Suite

- **GMG ColorProof** - The most professional solution for producing digital contract proofs - the complete proofing solution for the toughest quality demands. Avoid Press Proof Matching Issues before making plates and gain customer confidence as top quality printer.
- **GMG ColorServer** - Fully Automatic top quality Color Conversion for making different paper types/printing process to print to a particular international standard. Highest Levels of color quality on different paper types with shortest make ready time and reduced wastage.
- **GMG InkOptimizer** - Optimizes the color composition of printing data – automatically and in a matter of seconds. This significantly improves the printing quality. Optimization is based on GMG's 4D Device-Link profiles. The CMY color component is replaced by black while exactly retaining the color impression. Saves Ink 15%-30% depending on jobs, eliminates set off, faster drying, move jobs faster to postpress.
- **Process Control & Verification**- Low-cost and very user-friendly solution for effectively controlling printing processes and achieving maximum production reliability by standardizing file handling, prepress, proof and printing presses. Quality Control solution for the measurement of the control wedges making it possible to verify in a matter of seconds whether a process is printing in accordance with the defined standard, or whether all printing parameters comply with the required printing standard
- **GMG Proof Control** - Quality control software for proofs - a key element in a networked and standardized work environment offering totally new capabilities for color-accurate verification of a proof within seconds on the basis of incorporated target values from international industry standards

Productivity Issues

Data from Print Smart Direct Machine Interface and SFDC module.

Total Planned Time = 540 Hours
 Sellable Hours = 302.4Hours (45+11=56%)

Non Sellable Hours = 237.6 Hours (44%)

Per Hour Cost for Machine = 1200 AED

Value of Sellable Hours = 362,880 AED

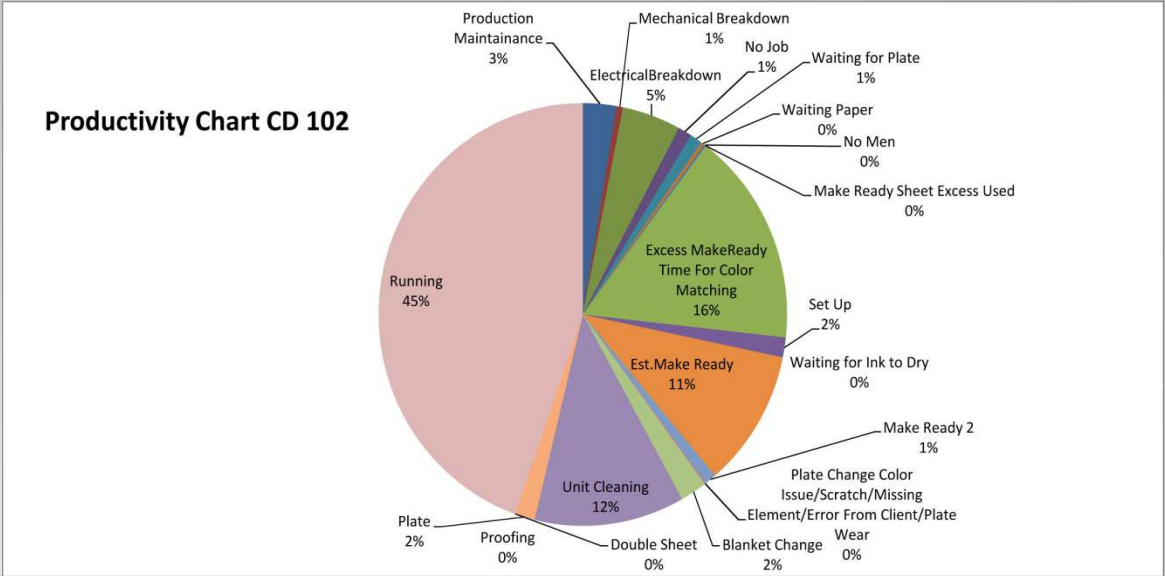
Value of Non Sellable Hours = 285,204 AED

After GMG color management :

With GMG color management they converted another 7 % easily to sellable hours= 37.8 Hours Saved

Value of 37.8 Hours = 45,360 AED.

Other areas also has possibility to improve and client working on same



Productivity Issues can be sorted only by having accurate shop floor data to evaluate. This is often not possible as they depend on post mortem and manually created data which is manipulated or incorrect. Key Point Indicators can avoid unwanted wastages before it happens as well.

Print Smart MIS Overview



- Print Smart is developed by our own development company called **Iware** and employs 24 people its been developing products for last 8 years...
- We have our strength in developing ERP's and embedded systems
- Our Products include till now Print ERP,Hospital ERP and Direct Machine Interface Equipments

Print SMART Advantages

- Boost profitability and growth
- Automate to Profits
- Simplify Complex Tasks
- System Oriented Process
- Changes and Decisions based on real facts
- Increase business efficiency
- Continuous improvement in your customer services
- Bring down administration costs
- Improve output capacity
- Information on all major business aspects at finger tips
- Eliminate repetitive tasks

Print Smart Enterprise

- All modules of office and...
- Advanced Estimate with imposition scheme
- Automated Scheduling & Planning
- Purchase and Inventory
- Shop Floor Data Collection
- Job costing
- Outsource Management
- Online Ordering System

OVER 30 HAPPY CUSTOMERS



Print Smart MIS

"We would like to say that Print Smart MIS estimation and production modules together have improved the speed and efficiency that our company operates in; it's not only the estimation department that has benefited, but it has given the management total control of accounts and client history. We, being one of the first users of Print Smart, were glad to go with every subsequent upgrade and have seen clear improvement with each new version. I have no hesitation in recommending this product to all regional printers who is looking for a MIS Solution as it is tailored for our kind of operations. It's an intelligent and quick system. In short, it's real value for money. We are now planning to connect it to our machines to collect real time data".

Abdul Aziz Al Ghamdi
Director, Sarawat Printers, Jeddah, Saudi Arabia

"We wanted a customized MIS for handling some specific Print MIS requirements and Percept's Print Smart team provided us a value for money solution meeting our requirements in a very short period. The system is robust and we are upgrading the system to next level now".

Lakshman Ganapathy
Assistant General Manager, Al Ghurair Printing & Publishing LLC.

"Print Management Software supplied by Percept (Print Smart) has helped me to streamline my estimating procedures for all kinds of products we produce from fliers, brochures, books with different finishing etc. It helps me generate fast and accurate estimates and keep complete track of negotiations, job orders, etc. It makes everything accessible with the click of a button and communication with internal and external clients become very easy".

P. M. Shamsuddin
Director, Printwell Printing Press

"The main advantage is the quick, accurate, and, therefore, competitive estimates Print Smart MIS system generates within a matter of few seconds. We have fine tuned the system to even get manual labour estimates automatically. Implementation of this system at our new state of the art setup in IMPZ is on. At IMPZ, we will implement all modules including web2print. Print Smart is dynamically integrated with our accounting system as well".

Varkey Oommen
Director, Alpha Printing Press FZ -IMPZ

"We have been using Print Smart MIS since March 2008 and now have a GOOD MIS system and at a good price with no hidden costs compared to all of the other alternatives. We are satisfied and are going for latest upgrade after 3 years. We use it for Sales Order Processing, Estimation, Job Order Creation, Production Planning and Control, Inventory Management, Outsource Management, Delivery and Invoicing. It has streamlined our operations and helps us to know our costs and fine tune costing accordingly and give clients competitive price without giving away from our margins. We also were able to streamline operations between our remote marketing offices and plant. Percept's support was great during implementation".

Vipin Nair
Director, Asiatic Printing Press, UAE

"It was hard to believe the fact that Print Smart MIS would be configured within 15 days but the Print Smart MIS support team was right! All we had to do was fill out data sheet information in an easy-to-understand document prior to the installation and then run tests with the engineer to ensure the values the system generated were correct. This is a complete MIS system and every department is touched, giving us a holistic view and leading to incredibly-well-informed decisions".

Mr. Radhakrishnan
General Manager, International Printing Press, UAE

"Great value for money! It liberates one to focus on the core business issues with real numbers. Its user-friendliness is amazing; so are the people who sold it to us and did a smooth implementation. They were with us even during holidays speeding up the process. I am depending on this software – it has made positive differences to many aspects of our operations".

Elie Mrad
Vice President, Printing, AWI Company

"Print Smart MIS has been a great investment for the business by allowing me to focus in more important aspects of business and leaving the details to my people for regular tasks. It was one of our first priorities in business and it's more than worth the investment we have made. We wish them luck and would gladly recommend it to others".

Tess Abraham
Print Central IMPZ



Review Your Business Process to see what are your potential savings

Complete the table and find out!

MONTHLY POTENTIAL SAVINGS	Example	Your Potential
1. How many jobs do you think you lose per month? Multiply this figure by what you think the average profit per job is	200	
2. How much money do you think you lose each month from inaccurate estimates?	300	
3. How much money do you think you lose each month by not billing for order changes instigated by the client?	200	
4. How much could you save each month by being able to control waste?	400	
5. How much money could you save by accurately monitoring direct labour costs and ensuring the correct hours are billed?	500	
6. How much money could you save if you knew which type of work was not profitable?	250	
7. If you were able to offer a more professional service and quicker response, how much extra profit could you generate per month?	250	
8. If you could accurately monitor productivity of machines and departments, how much extra profit could you generate per month?	250	
9. If you monitor and review and record any problems you had whilst running previous jobs, how much extra profit could you generate each month?	250	
10. If you are currently running a manual system for producing Quotations, Job Tickets, Purchase Orders, Delivery Notes, Labels and Invoices, How much extra profit could you generate each month by automating the procedures?	400	
Monthly Total	3000 USD	
Annual Total	36000 USD	

These are not factual figures, however if you complete the form honestly, you will find they are closer to the truth than you may imagine. With these sorts of savings, you could amortise a system in a matter of months!

Our Customers

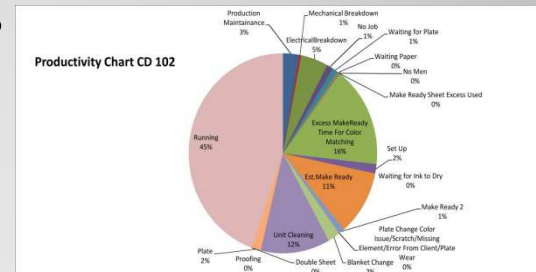


Over 40 + **MIS** installations in Middle -East with Indian customers including

- International Printing & Publishing – Dubai
- Asiatic Printing Press – Dubai
- Sarawat – Jeddah, Saudi
- PrintWell Printing Press – Dubai
- Al Ghurair Printing & Publishing – Dubai
- Express Printing Press Dubai
- Deira Printing Press IMPZ Dubai
- Al Jazeera Saudi
- Sulaiman Media Qatar
- Oman Printers and Stationers Oman
- Rathna Offset - Chennai
- KalaJyothi – Hyderabad

Know Your Productivity (KYP) Solution

- This product consists of a hardware and a software component
- The Hardware is connected to your machines like printing machine etc
- The software and hardware combination will tell you what was your sellable hours and what was your non sellable hours
- Analysing the non sellable hours you can take steps to convert non sellable to sellable hours



Our GMG Sales Approach

We do an audit of clients,listen carefully to their current issues and current color management procedure and prepare an ROI on how we can add Value to them in terms of cost saving,quality improvement,productivity enhancement,Improvement in service to their clients and new business opportunities they can create.

We make them feel and be sure that our team is capable of handling their color issues in total

Our technical team consists of 10 print engineers who are trained well by GMG Germany and by us

The Company is managed by Mr.Afsal M Kottal who is a print graduate himself and has worked with commercial,packaging and newspapers for over 8 years before starting this business.Strongly supporting him is Mr.Shajith Ambalathody,Sharon,Das Damodar,Vineesh,Wajahat,Faizal and others...

We strongly believe that GMG sales requires very good knowhow on printing process and difficulties faced by printers practically

We give the clients management a list of deliverables before the project and after the implementation is over we show them in practice we delivered what we Promised with samples generated in their project for CP,Press Proof Match,Color Server Quality Enhancement,Ink Optimisers gray balancing and ink seperations etc.With data about time taken for a week for make ready and good copy and drying etc after GMG implementation.

We also ensure we give 3 visits in consecutive months at nominal charges to ensure system to its full potential and advise corrective actions wherever necessary to clients management and core team. This is not done by many suppliers and has given us a big advantage.

We provide viewing booth,eizo monitors,Epson,xrite devices and press room automation such as CIP3 and closed loop in addition to the GMG solution to complete the color management loop in total so client need to only call us if he needs support

We work very close to GMG Sales Manager Mr.Steven Accou and keep him in the loop in almost all projects we do and make him visit new and existing clients whenever he visits to bring a better relationship with the client.We would like to thank him for all the support he extends us.

We believe if a customer is fully satisfied than its easy to sell to atleast one or two printers who are close to him.

We also attend a meeting with Sales VP GMG at end of year to decide on new year targets



Thank you

For further information:

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