



NEWS FOR IMMEDIATE RELEASE

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Tailored Solutions Announces Budget and Sales Targeting Tools

Management software for the sheetfed offset industry to date focused on the day to day plant operations and has not encompassed the full spectrum of the business cycle. Tailored Solutions has aggressively been adding tools to broaden the scope of practical functionality for its customer base. In 2001, the introduction of fully integrated accounting brought the first step toward an end-to-end solution. At *Graph Expo/Converting Expo 2002*, Tailored Solutions announces the addition of budgeting tools into its industry leading software, Litho Traxx.

As with traditional accounting packages, fiscal budgets can be set up to coincide with your chart of accounts. This gives you the ability to set detailed financial goals. With this new budgeting feature, you can set monthly goals down to the account level, and print both detailed, and summary budget to actual financial reports.

Unique to Litho Traxx is the ability to set sales targets or budgets at the sales representative level. These budgets can represent the accumulation of budgets for key accounts/customers and allow for the remainder of assigned accounts plus stretch goal factors. Simplified reporting allows management to track and review the progress against these goals monthly. Sales and management more quickly view trends and react, while still recognizing the effect of the key accounts. Ultimately, this leads to a stronger sales force and identifies negative trends in key accounts to avoid additional losses.

“Our goal is to give our users the power to get the information they need, when they need it. By providing practical tools, management can make better business decisions”, said Ken Meinhardt, president. “It is well documented that today’s profit leaders monitor and strive to improve support, as well as production, activities. The addition of sales budgets expands the focus from production to the beginning phases of the sales process, providing our customers a fuller view of their operation.”

Litho Traxx™ is the only fully integrated job management software system specifically designed for prepress houses and midsize sheetfed commercial printing companies. It covers the entire shop from prepress through bindery and fulfillment, and all functions from estimating through job costing and quality control. Completing the picture is the integrated accounting package specifically created for the printing industry by Tailored Solutions’ in-house CPA/programmers to ensure that customers get the stability they expect. Litho Traxx translates into improved service for customers, increased efficiency and better communication across all departments.

Tailored Solutions, Inc., is a software solutions company, located in Milwaukee, Wis., specializing in the development of job management software systems for print. These are written in the relational database language 4th Dimension, for prepress, sheet fed offset and narrow web flexographic printing industries.

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