



pressGenie v2

# User Guide



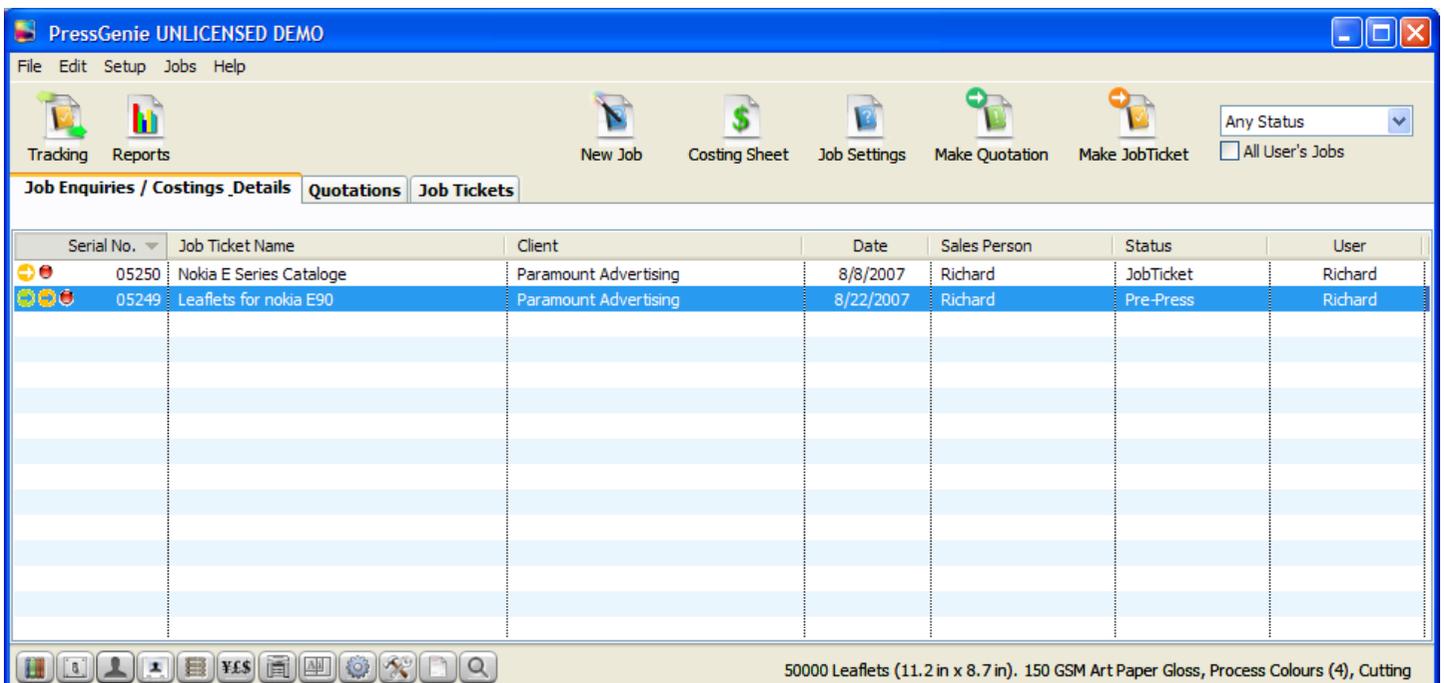
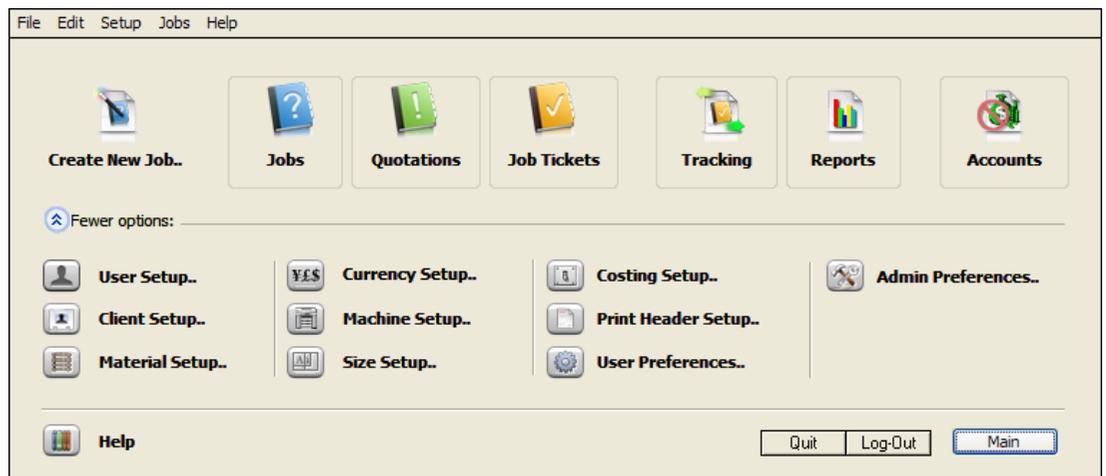


# Devalipi pressGenie v2

## Reference Guide

### What is PressGenie ?

PressGenie is a **Job Management System** including **Estimation, Quotation, Job Ticket** creation. It is a user friendly, easily configurable and multiuser software system that runs on Windows 98 / 2000 / XP / Vista & Mac OS 9 / OSX (PPC/Intel).



## How to install PressGenie

**Windows:** Run The PressGenie Installer by Clicking the PressGenie Installer Icon

**Macintosh:** Copy the PressGenie Application to a suitable (Applications folder recommended) location in your Hard Disk.

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Make sure you are giving the company name exactly how you want in your printed statements

It is not possible to activate PressGenie other than your supplied Company name using the given activation code

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1. Launch PressGenie application.
2. When the PressGenie startup window appears, click on the '**Purchase**' Button.
- 2.(demo) Click the '**Let me try first**' Button for full working **demo** for a month.
3. Click the '**Buy Now**' button to go **Devalipi Online Store**. Purchase The **Activation Code** from the site. You will get the Activation code within one working day (depend on the local holidays and time zone) by mail
4. In the Registration window, enter your **Name, Company Name** and **Activation Code** exactly as they appear in the Activation mail. Then click the Activate button. If your registration is not accepted, you probably mistyped your Name, Company Name or Activation Code. You might try copying these items from this e-mail message to the clipboard and then pasting them into the appropriate fields.

**Activate PressGenie**

If you don't have a serial number, go online to buy one.

**Buy Now..**

**If you purchased the software, enter/ copy -paste Company name and Activation code exactly as the email confirmation.**

Name:

Company Name:

Product ID:  ?  
(Optional)

**Activation Code :**

**Cancel** **Activate**

The basic concept of PressGenie is to give **100% accurate, effortless** and **Time Saving Estimation & Job Management system** for printing houses.

PressGenie has three main sections.

**Costing (Estimation / Job Entry)**

**Quotation Management.**

**Job Tickets for final production.**

The Basic sections need to know to manage a job in PressGenie

**1 Job entry / Costing**

In this part, you enter **job details** in a **Wizard style** window. You only need to click and select the options for the job required. After completing the **job entry**, you can view the detailed **Costing Sheet**. If you thing rates for some sections needs to the changed,

There may be some confusion about Costing Sheet and Quotation. Coasting Sheet is a internal document about the detailed rates & expenses of the job. This document is strictly for internal use. On the other hand the Quotation is an offer for the client, that you will do the job at the quoted price and terms.

**05250 Nokia E Series Cataloge Costing**

Preview Custom Amount / Pricing Methods

## Rainbow Printing Press

50 North 12th Street, New York, NY 1015

**Costing Sheet** Nokia E Series Cataloge Sun, Sep 09, 2007

**5000 Books of 68 Pages (11.0 in x 8.5 in) for Paramount Advertising**

Job No: 05250, Booking Date: Wed, Aug 08, 2007, Delivery Date: Wed, Aug 22, 2007, LPO No: Not Available, Sales Person: Richard, Job Status: JobTicket, Approved by: Richard,  
(All the sub total and total prices are Rounded to nearest 10 U.S. Dollar)

<b>1) Stock : Art Card Gloss / Art Paper Gloss</b>	<b>2,410.00</b>
Inside Pages : Art Paper Gloss ; GSM : 135 ; Quality : . ; Consumption : 20480 Sheets (includes 480 runsize wastage) : (81.9 Pockets @ 250 Sheet/Packet )	
Cover Pages : Art Card Gloss ; GSM : 300 ; Quality : . ; Consumption : 1310 Sheets (includes 60 runsize wastage) : (13.1 Pockets @ 100 Sheet/Packet )	
<b>2) Pre-Press :</b>	<b>2,470.00</b>
Separations : Imagesetter Film ; 9 Sets X 5 Colours @ 8 Up layout.	1,550.00
Plates : PS Plates ; 9 Sets X 5 Colours	920.00
<b>3) Printing : Offset (Book)</b>	<b>2,270.00</b>
Printing : Offset, ColourScheme : Process + Spot Colours , Colors : 5.0e+ , Repeat : 8 , PrintingSize : 8 Up US Letter+ ; 37.1 in X 25.1 in , Machine : High Quality Offset 5 Color (70x100 cm) , Type : Offset , Total Forms : 0.25 Cover + 4.0 Inside , Sheet per Form : 1250 Cover , 5000 Inside , Total Sets : 1 Cover + 8 Inside , Impressions : Cover- 2500 , Inside- 40000 , Total- 42500	
<b>4) Post-Press :</b>	<b>2,740.00</b>
Varnish 68 Pages ; 9 Sets	820.00
Cutting	30.00
Folding [4]	250.00
Collating [4] Forms, [2] Run	1,140.00
Binding [Long Side] Perfect Binding ;	500.00
<b>5) Sub Items :</b>	<b>510.00</b>
• Bookmarks : 5000 Pieces (3.0 in x 8.0 in), 300 GSM Art Card Gloss, Colour Separation, Process Colours (4), Both Side Printing, Cutting	210.00
• Shrink Wrapping : Standard Shrink Wrapping single books	300.00
<b>6) Profit Margin</b>	<b>1,170.00</b>
Payment : on Account, Risk Factor : Normal, Client type : Advertising Agency, Client Class : Normal	
<b>7) Rate Adjustments</b>	<b>1,400.00</b>
Addition for good pricing	
<b>\$ 02.594 per Book</b>	<b>Total \$ 12,970.00</b>

**Normal Rate: \$ 11,570.00 ( \$ 02.31488 per Book)**

**Costing Variations :**  
Book Bottom Date : \$ 10,170.00 / \$ 02.02466 per Book

To make a new job entry. Click the 'New Costing' button on the **main window** tool bar or **Starting Panel** window

## 2 Quotation

In this step you will make the **Quotation for Client**.

To make a new Quotation, select any approved job you created in the first step and click the make Quotation button on the Main window tool bar. Now PressGenie will create a new Quotation for the selected job. On the quotation window you can include more jobs in that quotation or change the details, terms & conditions etc..

**01585 Leaflets for nokia E90 Quote**

Details Preview Job Items Settings

### Rainbow Printing Press

50 North 12th Street, New York, NY 1015

To: **Maria**  
Paramount Advertising  
180 South 24th Street  
New York, NY 1005

Sun, Sep 09, 2007  
**Quotation No.: 01585**

Thank you for your enquiry. We are pleased to submit our quotation as per specimen provided

**Quotation**

Item	Rate	Quantity	Amount
1) <b>Leaflets for nokia E90</b> Reference No.: 05249 50000 Leaflets (11.2 in x 8.7 in). 150 GSM Art Paper Glass, Process Colours (4), Cutting	00.0246	50000	<b>\$ 1,230.00</b>
2) <b>Nokia E Series Cataloge</b> Reference No.: 05250 5000 Books of 68 Pages (11.0 in x 8.5 in). (Cover) 300 GSM Art Card Glass, (Inside) 135 GSM Art Paper Glass, Colour Separation, Process Colours (4), Varnish, Collating, Folding, Cutting, Perfect Binding  Sub Job 1: Bookmarks 5000 Pieces (3.0 in x 8.0 in). 300 GSM Art Card Glass, Colour Separation, Process Colours (4), Both Side Printing, Cutting. Sub Job 2: Shrink Wrapping Standard Shrink Wrapping single books.	02.594	5000	<b>\$ 12,970.00</b>

E.&O.E.  
Validity : This quotation is valid only for 10 days from the date of issue.  
Payment Terms : 30 Days.  
Delivery : 15 Working Days after approval of art work.

We hope that the above information meets your requirements If you require any further clarification please do not hesitate to contact us

### 3 Job Ticket

After you got the conformation for the quoted rates and terms from the client, you can make the Job Ticket. To make **Job Ticket** select the job (costing) in the costing tab and click the '**Make Job Ticket**' button on the tool bar. Then PressGenie will create a Job Ticket with full details about the job for final production.

04351 Nokia E Series Cataloge JobTicket

Job Ticket Details

Job Ticket Preview

## Rainbow Printing Press

50 North 12th Street, New York, NY 1015

Job Ticket

Sun, Sep 09, 2007

<b>Job Ticket No.:</b>	04351	
<b>Job Name:</b>	Nokia E Series Cataloge	
<b>Client:</b>	Paramount Advertising Tel.: 212.600.5252, Fax.: 212.600.5253, Contact Person: Maria, Tel.: 212.600.5254	
<b>Booking Date:</b>	Wednesday, August 08, 2007	
<b>Delivery Date:</b>	Wednesday, August 22, 2007	

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**Job Size:** US Letter, 11.0 in x 8.5 in

**Quantity:** 5000 Books  
68 Pages (Including Cover)

**Material:** Art Paper Gloss ; GSM : 135 ; Quality : . ; Consumption : 20480 Sheets (includes 480 runsize wastage) ; (81.9 Packets @ 250 Sheet/Packet )

**Cover Pages :** Art Card Glass ; GSM : 300 ; Quality : .

**Colours:** 5 Colour Printing  
**Inks:** Process Cyan ;Process Magenta ;Process Yellow ;Process Black ;Silver ;

**Pre-Press:** Digital ArtWork  
Separations : Imagesetter Film ; PS Plates ;

**Printing:** Normal Offset  
**Print Run-Size:** 8 Up US Letter+, 37.1 in x 25.1 in  
**Print Layout:** 8 Job repeats on selected Run-Size  
1 Run-Size repeats on selected material  
Note: Cover stock material size taken same as inside pages  
37.1 in X 25.1 in , Machine : High Quality Offset 5 Color (70x100 cm) , Type : Offset , Total Forms : 0.25 Cover + 4.0 Inside , Sheet per Form : 1250 Cover , 5000 Inside , Total Sets : 1 Cover + 8 Inside , Impressions : Cover- 2500 , Inside- 40000 , Total- 42500

**Sub Job Items:**

- Bookmarks : 5000 Pieces (3.0 in x 8.0 in), 300 GSM Art Card Glass, Colour Separation, Process Colours (4), Both Side Printing, Cutting
- Shrink Wrapping : Standard Shrink Wrapping single books

**Post-Press:**

- Varnish 68 Pages ; 9 Sets
- Cutting
- Binding [Long Side] Perfect Binding ;
- Collating [4] Forms, [2] Run
- Folding [4]

**Special Notes:**

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Prepared by : **Richard**

Approved by : **Richard**

## PressGenie in Detail

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The company name will show on all printouts as your organization name.

The master password is the password for the user 'Administrator'.

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### Personalization

First time you open press genie, you will be guided to a **Personalization Window**. In this window you enter your Name, Company name, Country setting and the Administrator password.

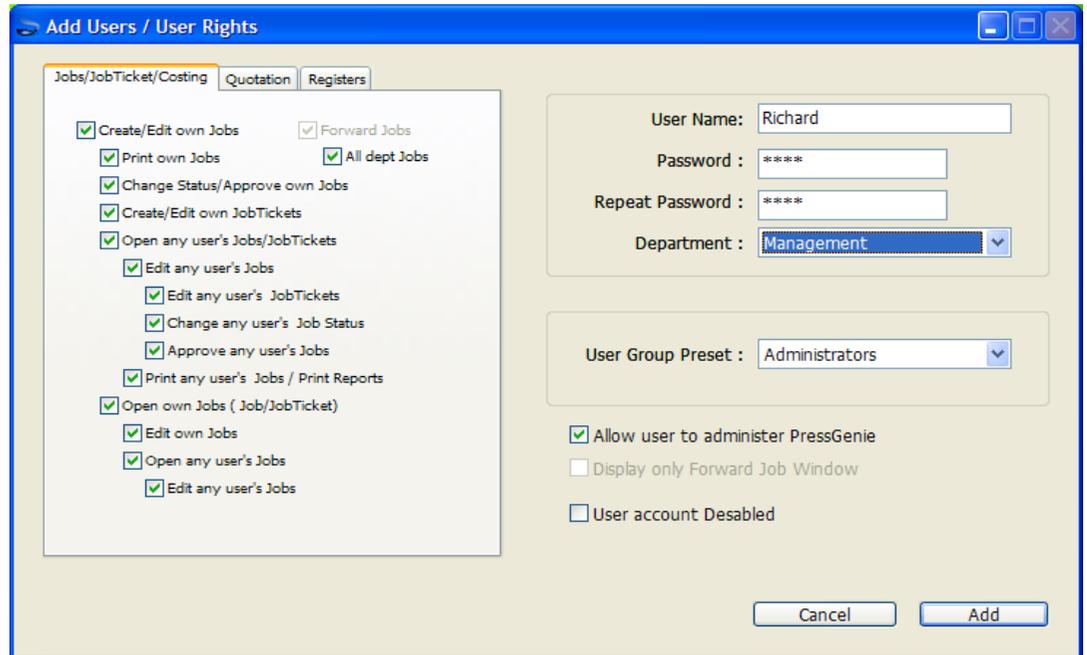
In previous session you can select the database location. Use '**Default**' to select the default location (same as the application location) or you choose a **New Location** or select an **Existing Database** . After completing this section you will get a log-in window. You enter your **Administrator** (master) password to log-in initially.

The next scene is a **Basic Setup** window. From here you can setup some basic things or you can skip all this setups by clicking '**Setup Later**' button .

### User preferences

You can add new users or change the user rights from here. By adding user names and password you can allow a user to login as a separate user and settings with

If you want to get report for a particular machine or operator, you need to add that machine name or machine operator as a user and forward jobs to that particular user then take the report using the report window.



configurable / limited user rights you can also add printing machines / operators to track their jobs (read **Tracking** section for details).

You can enter the paper prices as Metric Ton rates using the Ton material window then link any material to that particular Ton material and get the prices for different gram-mage material automatically.

ID	Item	Gsm	Width	Length	Pack	Price - \$	Tone Rate Link
MT-0021	Art Paper Gloss	100			250	19.62	
MT-0022	Art Paper Gloss	115			250	22.34	
MT-0023	Art Paper Matt	150			250	26.16	
MT-0024	Bristol Board	300			100	12.26	
MT-0025	Bristol card	180			100	14.99	
MT-0026	Conqueror Brilliant White Laid	300			100	129.43	
MT-0027	Conqueror Brilliant White Wove	100			500	80.38	
MT-0028	Conqueror CX22	320			100	144.41	
MT-0029	Conqueror CX22	160			150	128.07	
MT-0030	Conqueror CX22	250			100	114.44	
MT-0031	Conqueror Mineral Chalk	150			125	85.83	
MT-0032	Conqueror Brilliant White Wove	100			250	107.63	
MT-0033	Duplex Board	300			100	12.26	
MT-0034	Fedrigoni Card	300			100	190.74	
MT-0035	Fedrigoni Splendrogel	100			250	50.41	
MT-0036	Fedrigoni Splendrogel	160			200	141.69	
MT-0037	Food Board	300			100	21.80	
MT-0038	Food Board	350			100	23.16	
MT-0039	Food Board	400			100	27.25	
MT-0040	Hand Made Paper	200			100	122.62	
MT-0041	Ivory Card	300			100	77.66	

You can enter the **Material** details here. Materials can be linked to ton rates. To do so select a link to the ton material list.

### Costing preferences

This is the main setup window for **Costing**. You can enter individual rates for each printing processes or accept the original rates as default .

Currency/Rate/Costing Settings (for all new jobs)

Category

- Currency/Unit
- Design
- Scanning
- Seperations
- Proofing
- Plates
- Printing**
- Foil/Emb/Die/Lamin..
- Finishing
- Quantity/Min/Max
- Customer
- Pricing
- Profit Margin

Changes apply to any new jobs (Global Default)

#### Printing

Printing charges for 1000 impressions per colour on an average B3 size (35cmx50cm) and it's effective rate variations according to the quality, material, method, quantity. Use the Machine setup for more accurate Machine specific rate calculation.

Machine Setup...

	Per 1000/Color/B3	Min/Make Ready	Above 10,000
Offset (Basic)	05.722071 \$	40.00 \$	-5 %
Offset (Process Colors)	05.722071 \$	140.00 \$	-5 %
Letter Press (Basic)	09.536785 \$	35.00 \$	-15 %
Screen Printing (Basic)	19.07357 \$	45.00 \$	-25 %

NCR Flat Method...  Use Flat NCR Costing Method

NCR Stationery (Basic)	07.629428 \$	35.00 \$	-20 %
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	Percentage	Min. Sheets/Color	Above 10,000
Print Run Wastage (Up to Finishing stage)	0.14 %	12	-10 %

	Per Square Unit	Minimum Price.	Above 1,000

If you open the costing preferences when a job already open. The preferences will affect the opened job only.

If no job has opened then the setting will be applied globally. Any new jobs will take this settings as default.

Currency/Rate/Costing Settings (for all new jobs)

Category

- Currency/Unit
- Design
- Scanning
- Seperations
- Proofing
- Plates
- Printing
- Foil/Emb/Die/Lamin..
- Finishing**
- Quantity/Min/Max
- Customer
- Pricing
- Profit Margin

Changes apply to any new jobs (Global Default)

#### Post-Press-Misc

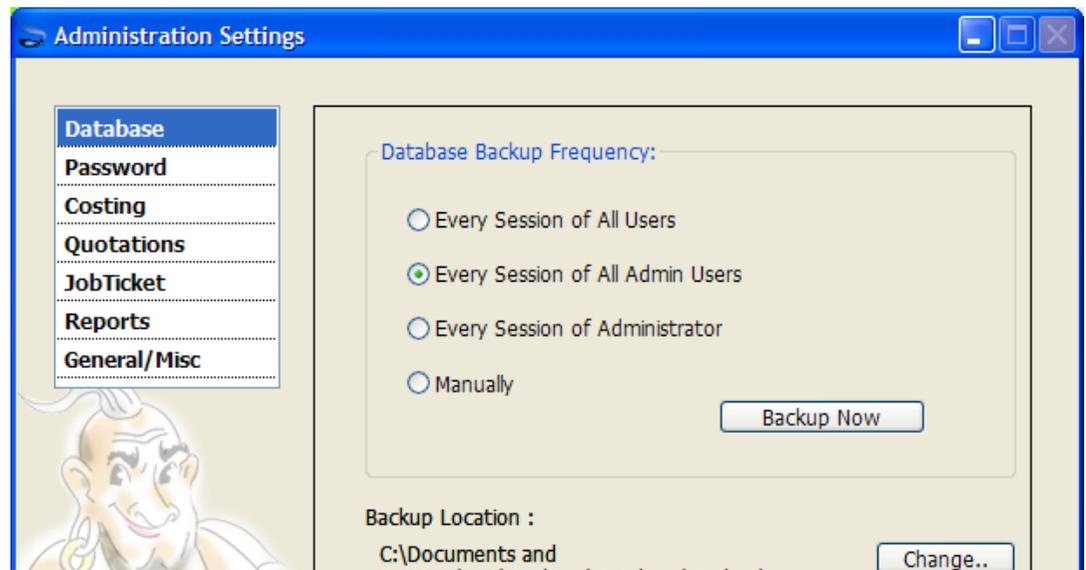
Postpress charges for 1000 on an average B3 size (35cm x 50cm) and it's effective rate variations according to the quantity

	Per 1000 / B3	Minimum Price.	Above 10,000
Numbering	07.629428 \$	12.00 \$	Auto
Perforation	07.629428 \$	12.00 \$	Auto
Creasing	09.536785 \$	24.00 \$	Auto
Pasting	09.536785 \$	24.00 \$	Auto
Folding	09.536785 \$	24.00 \$	Auto
Collating	28.00 \$	75.00 \$	Auto
Drilling	03.051771 \$	08.00 \$	Auto
Binding-Basic/NCR	114.4414 \$	16.00 \$	Auto
Binding-Saddle Stich	38.14714 \$	60.00 \$	Auto
Binding-Perfect Bind	100.00 \$	100.00 \$	Auto

	Per 1000 Imp.	Minimum Price.	Above 10,000
UV Varnish	171.6621 \$	170.00 \$	Auto
Water Base Varnish	22.88828 \$	75.00 \$	Auto
Over Print Varnish	22.88828 \$	75.00 \$	Auto

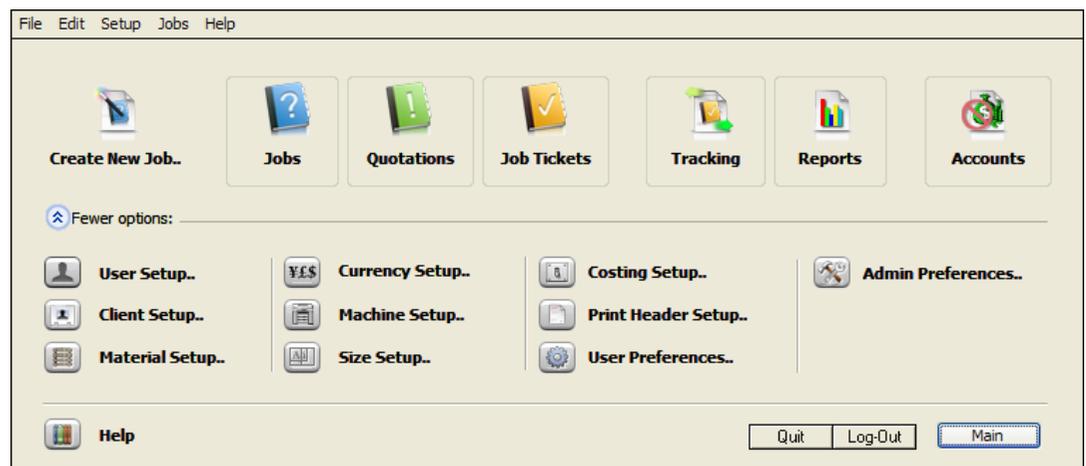
## Administrator preferences



This is the window for **Administrative** setup including administrator password & back-up.

## Starting Panel window

If you create a new user, The user can only use the Tracking window. All other options are disabled by default. The Administrator need to add rights to get the access privileges



From this window select any button to continue

1. **Create new job** : Create new job entry/costing
2. **Jobs/Costing** : Go to the job/costing listing
3. **Quotation** : Go to the Quotation listing.
4. **Job tickets** : Go to the job ticket listing
5. **Tracking** : Go to Tracking windows you can find the status of the job/Quotation/Job Tickets (pre-press, printing, finishing, delivered etc.)
6. **Reports**: From this window you can check various reports base on salesman, depart-

ment, date, job, quotation, job ticket etc;

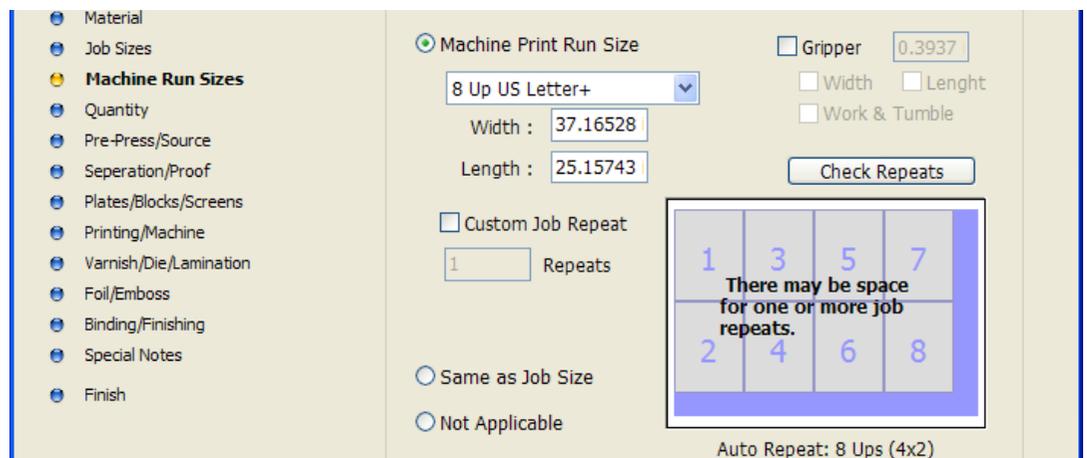
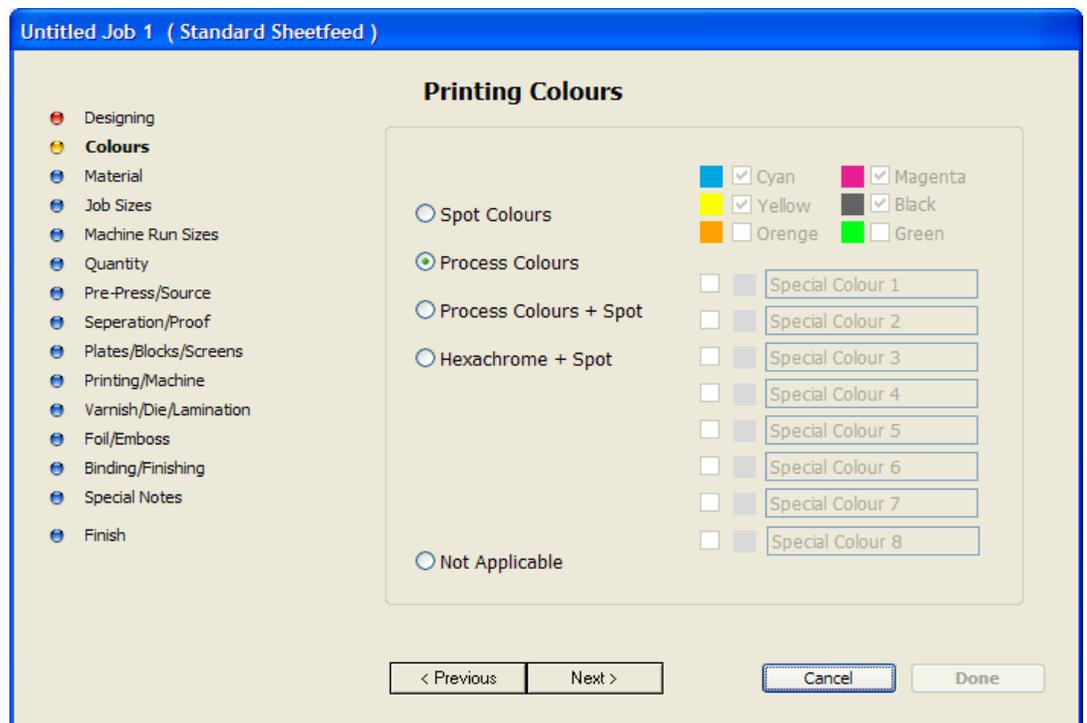
## Frequently asked Questions (How to.....)

### How I create a new Job / Costing ?

Click the 'New Job' button on the **Starting Panel** window or **Job Listing** window. Then the **Client Selection** window will appear. Select the client from the list or create a new client and select it.

The next window will be 'Job Type' window. Choose the Job Type (**Sheet-feed, book, NCR** etc.) or select a previously saved **Templates**.

Then the **Job Setup wizard** will appear. With this window you select the options you



want or select **'Not Applicable'** if don't. After naming the job on the last wizard option click **'Finish'** button to complete the job settings.

Next window will be the **Item Details** window

The screenshot displays the 'Job Details' window for job 05250. The window title is '05250 Nokia E Series Cataloge'. The 'Job Details' tab is active, showing various input fields and controls. The 'Job No' is 05250, 'Job Name' is 'Nokia E Series Cataloge', and 'Client' is 'Paramount Advertising'. The 'Description' field contains detailed specifications for 5000 books. The 'Booking Date' is 8/8/2007 and the 'Delivery Date' is 8/22/2007. The 'Sales Person' is Richard, 'Job Status' is Enquiry, and 'Approved By' is Richard. There is a 'Job Template' section with 'Add to Job Templates' checked. A reference picture of a Nokia E Series phone is shown. At the bottom, there are buttons for 'Job Settings..', 'Sub Items..', 'Costing Settings..', 'Options..', 'Comments..', 'Add Reference Picture..', and 'Remove'. A lock icon and a warning message 'Click to prevent further changes and other user's access' are also present.

You can select/change Job Number, Client, Date, Sales Person, Status, Approval, Reference Picture, Save as Template, Job Settings, Costing Settings, Sub Job Items, Job Options, Job Details etc..

### Sub Job Items (Optional)

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Use the '+ Add Sub Item Manually' to add items which require no costing calculation or detailed job ticket like photography charges, Transportation charges.

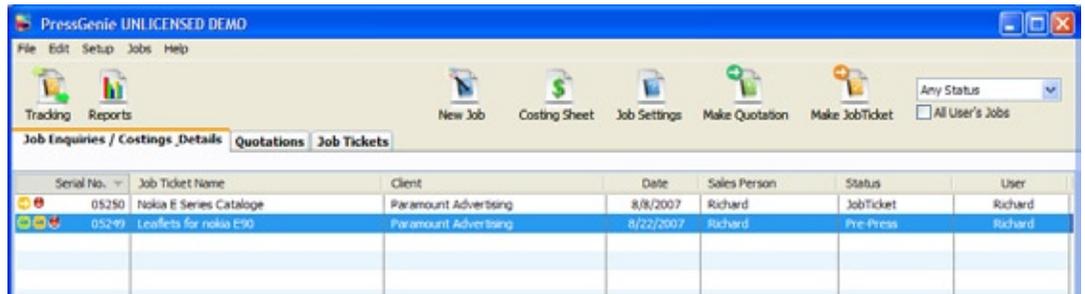
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Some times your job may require two or more material or steps or type of printing to complete the job. For example, a paste on pocket for a folder, Some black & white forms in a process color book, Photo shoot charges for a brochure, Transportation charges, Some outsourcing charges etc.. Click the **'Sub Job Items'** button to add new sub job. On the **Sub Job Items** window you can add two types of **Sub Jobs**.

Use **'+ Add Sub Items'** button to add sub jobs in a wizard style job setting window with

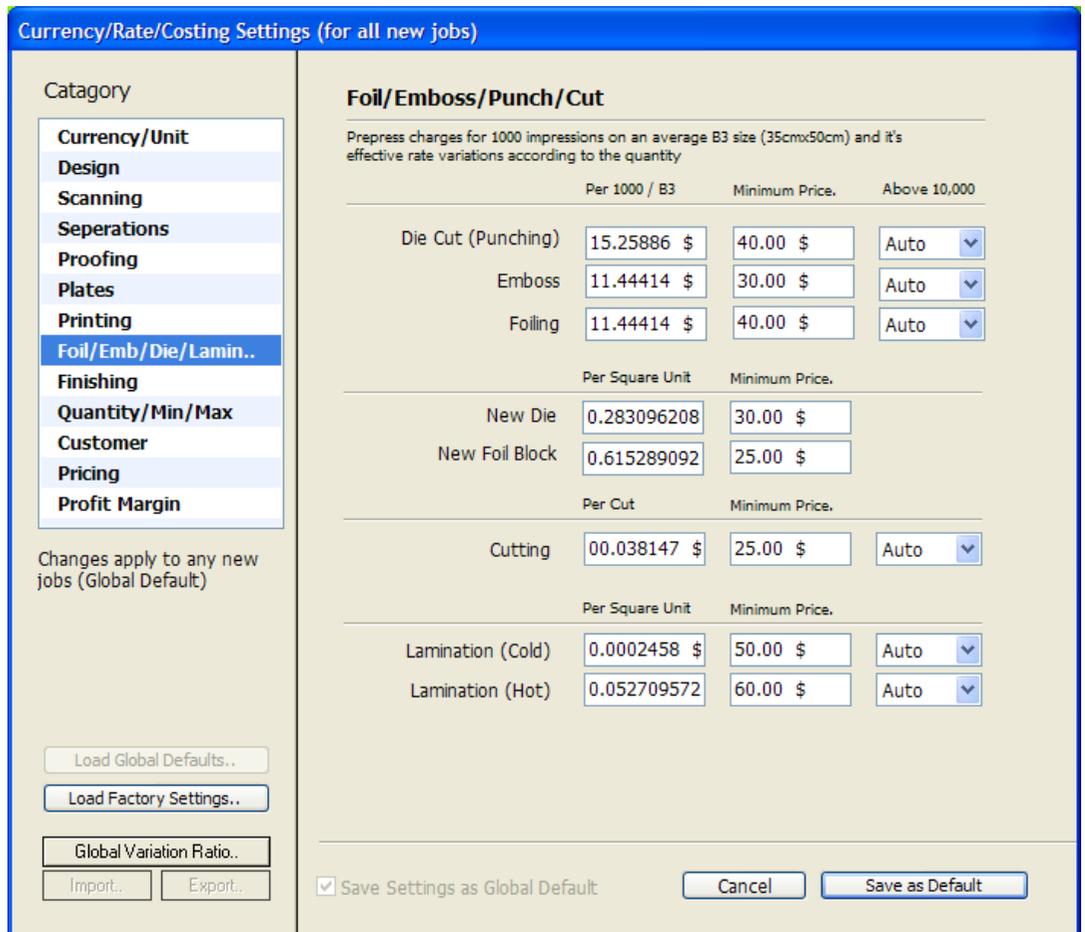
fully **Automatic Costing** and job ticketing. Then click the **'Save'** button to complete the job.

### How I View the Costing ?



Just double click on the job on the **Job listing** window or click the **'Costing Sheet'** button to view the detailed **Costing Sheet**

### How I edit the rates in the costing sheet ?

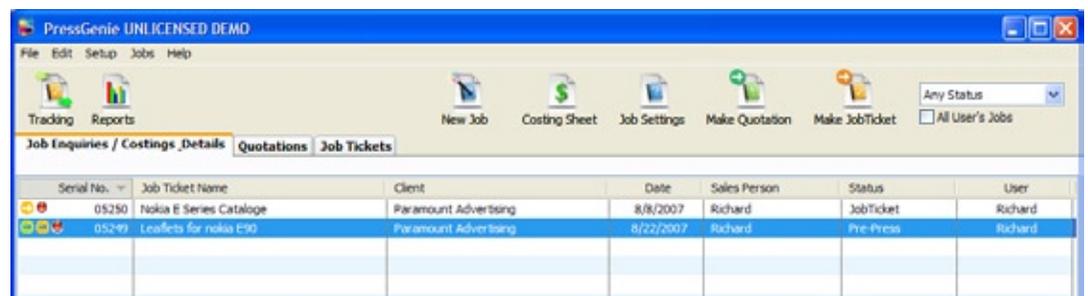


If you open the costing preferences when a job already open. The preferences will affect the opened job only, if no job has opened the setting will be applied globally. Any new jobs will take this settings as default.

**Costing Sheet** rates are calculated **automatically** by PressGenie using the **Costing setup**. If you want to alter the rates, click the '**Job Setting**' button to open the item window and click the '**Costing Preference**' button to open the **Costing Settings** window. Save the changes and open **Costing Sheet** to view the changes.

You can also enter a **Fixed Total Price** for the job by entering a **fixed amount** on the '**Custom amount/pricing method**' tab on the costing sheet window. This rate will over-ride all auto generated values. From this tab you can change the Amount Rounding Style Pricing Method , Payment mode, Delivery Mode, Risk Factor etc..

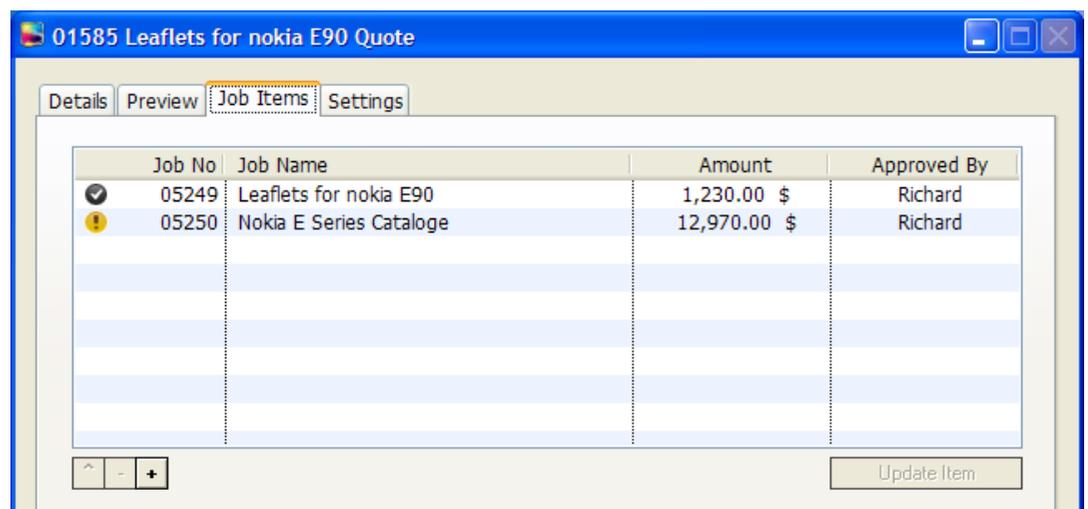
### How I make a Quotation for a client ?



To change the default terms & condition and other texts in a quotation, open Admin preferences and edit the texts on the Quotation tab

To make a Quotation, Select a listed job and click the '**Make Quotation**' button. Then the **Quotation Setup** window will appear. Then save the Quotation window to complete the process. In order to make Quotation from a Job, the job should be approved first. In the Quotation window you can also change some the other settings.

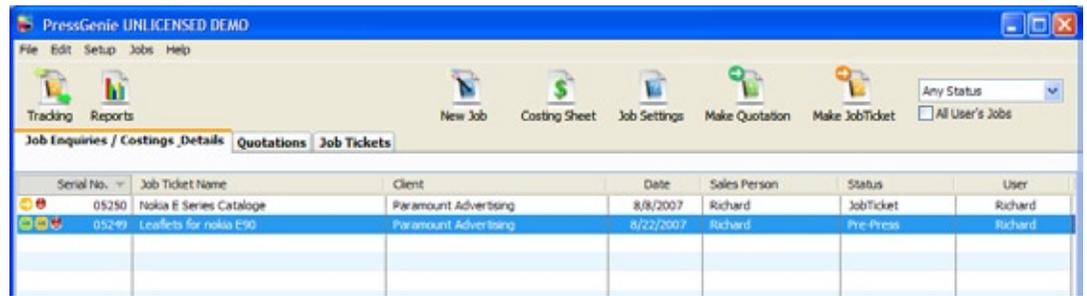
### How I add another job to an old Quotation ?





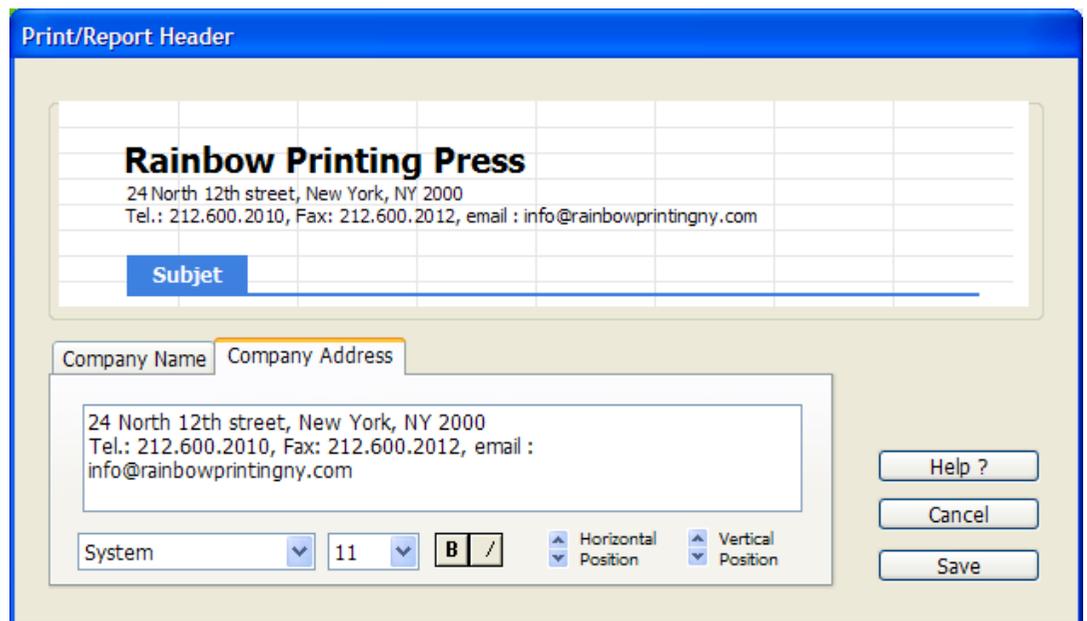
## How I track the status of a Job

If you want to give access a user to give control to change status of the job in all department, select the option 'All Departments' in User rights tab on user preferences.



To open the **Tracking Window**, click the 'Tracking' button on the **Starting Panel** window or the **Main Listing** window. In the **Tracking** window you can find the job using different filters.

## How I print my company name statements



Click the '**Print Header Setup**' button on the **Startup Panel** window to open the **Header Setup** window. You can configure your Company Name, Address and Company Logo how you want to print on the statements.

## How I create a Printing Machine operator's monthly report ?

To get **Report** for a particular **Machine or Operator**, you need to add that Machine name or Machine operator as a user before, so you can forward jobs to that particular user then take the report using the report window using different filters.

If you want to get report for a particular machine or operator, you need to add that machine name or machine operator as a user and forward jobs to that particular user then take the report using the report window.

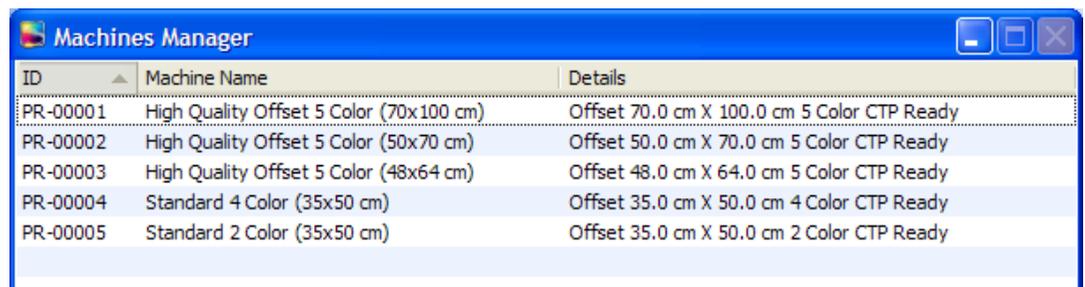
### How I create a sales person's monthly report ?

Open the **Report Window** by clicking the '**Report**' button on the **Starting Panel** window or the main listing window. In the report window you can make reports using different filters.

### How I run PressGenie from more than one Location (Multi-User)

On the **Log-On window** click the '**Database**' button to enter the **Database Setup** window. Select or create a database on a **shared volume** accessible for different computers. Repeat this setup on all machines (Use the same database location on all machines) to setup a **Multiusser PressGenie Environment**.

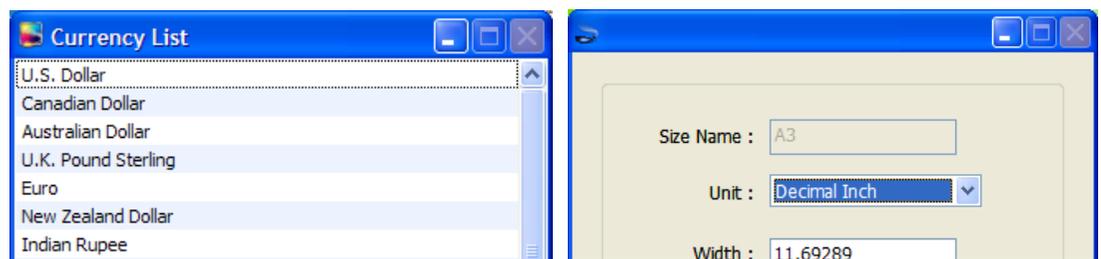
### How I apply different printing charges for different machines



ID	Machine Name	Details
PR-00001	High Quality Offset 5 Color (70x100 cm)	Offset 70.0 cm X 100.0 cm 5 Color CTP Ready
PR-00002	High Quality Offset 5 Color (50x70 cm)	Offset 50.0 cm X 70.0 cm 5 Color CTP Ready
PR-00003	High Quality Offset 5 Color (48x64 cm)	Offset 48.0 cm X 64.0 cm 5 Color CTP Ready
PR-00004	Standard 4 Color (35x50 cm)	Offset 35.0 cm X 50.0 cm 4 Color CTP Ready
PR-00005	Standard 2 Color (35x50 cm)	Offset 35.0 cm X 50.0 cm 2 Color CTP Ready

Add Printing Machines using the '**Machine Setup**' button in the **Starting Panel** or **Small Tool bar**.

### How I use/manage Currencies and Sizes



Manage currencies, sizes using '**Currency Setup**' button in the **Starting Panel** or **Small Tool Bar** and **Size Setup** for sizes .

