

## Star\*Key Software Releases New Version 7.1 of Print Estimating Software, Presstimator

Brea, California - May, 2018 - Star\*Key Software, creator of the estimating software program for web offset printers, the Presstimator, has released an update to its standalone estimating application. Here are some highlights of the new features:

- **Rate Card:** Use the new Rate Card option for setting the selling price for Quotes by accurately calculating the **First 1,000 and Additional 1000's** values for the initial job. Customers can select a page count and quantity from one of the four built-in, custom Rate Card template reports. Track the accuracy of your **Rate Card** estimates using the **Estimate Analysis and Profit Analysis Reports**. Track your goals and projections using the **Customer Trends Report**.
- An **Update button** from the Quote or Job History screens allows users to enter a variety of information regarding quote or job status without having to open a Quote and be trained to use the Presstimator. Once the estimator is done working out the costs for a job, users from other departments can modify certain information, such as total number of pages or total copies requested, or they can enter production status information.

### About the Presstimator

The Presstimator is a web offset printing estimating software application for newspapers and commercial web printers. Completely customizable costs and settings can be adjusted in Shop Settings to create sophisticated and reliable estimates. The optional Presstimator Budgeted Hourly Rates (BHR) module calculates rates to be entered in the Presstimator to ensure overhead expenses are being covered in generated estimates. The Auditor feature helps the estimator avoid mistakes by checking for any missing information, which can help eliminate costly oversights. The Presstimator also incorporates a wide variety of customizable reports that can be generated directly from the estimate, such as Customer Reports, Job Tickets, Estimates vs. Actuals, Profit Analysis and Materials reports. These reports can not only save time, but they can also help the user track costs and initiate standardized cost studies. The Production Actuals App is a standalone mini-application that is installed on a computer on the pressroom floor that allows the press operator to directly enter the production information into the Presstimator database. By streamlining the data collection process, the Actuals App saves time and minimizes errors by importing the actuals information directly into the Presstimator to generate the Profit Analysis and Estimate vs. Analysis reports. Customers, Estimates and Invoices can be exported directly to QuickBooks for accounting purposes. Quotes are stored in a searchable database for fast retrieval and easy modification. A customizable web form interface is available for potential customers or sales staff to input job specs and have Quotes generated in seconds.

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