SELF-SERVICE PRINT ESTIMATING
CUSTOM PRINT QUOTES IN SECONDS!

arifiQ
DEVELOPMENT

A SWEDISH INNOVATION

ABOUT ARIFIQ (rhymes with "Terrific")

arifiQ is a Swedish innovation, engineered by happy people, with warm hearts, in the cold, cold north of Sweden.
   arifiQ founders grew up in a print shop, a home-away-from-home that inspired them to build a company that would make print as exciting as they remembered, and as relevant to today's business environment as possible.
   Today, arifiQ becomes the standard for estimating and quoting. It fulfills the company's mission to add profit to print by turning the cumbersome, lengthy quote and order process into a customer-controllable process that takes mere *seconds to complete*.

CONTENT

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DEVELOPMENT

ARIFIQ – CLOUD BASED, FRONT-END ESTIMATING

A front-end estimator is nothing like you've ever seen before: It's *not* an MIS – and it's beyond web-to-print. **It's arifiQ.**

FULL-SCALE ESTIMATING
arifiQ is a comprehensive, full-scale estimating system that delivers complete quote accuracy. Detailed calculations are provided for every operation, with exact labor and material cost.

EASY-TO-USE
The simple, easy to use interface allows print providers to offer arifiQ access to anyone who may want to get quotes and place orders at their own convenience.

INSTANT
arifiQ uses an intelligent calculation algorithm that automatically creates optimized production scenarios. Whenever one of the parameters changes, the most cost-effective price is instantly re-calculated and presented.

FLEXIBLE
Digital, offset, webfed print and large format: – arifiQ's powerful calculation engine handles countless combinations of print products that is possible to produce.

FOR THE PRINT BUYER
arifiQ was designed to give print buyers an easy-to-use online tool for instant quotes and order placement.

FOR THE PRINT PROVIDER
Print Providers benefit from arifiQ's advanced design by automating the quoting and production planning process. arifiQ solves even the most complex quote calculations, eliminating the need for anyone to "go over the numbers". With arifiQ you don't have to do anything but wait for the orders to come in!

MARK SARPA

CEO, Progressive Solutions

"arifiQ is the perfect solution for us. By allowing me to automate my custom jobs quotes, the client gets the estimate quicker, we process the job faster and we get happier customers."

A SALES TOOL AND REVENUE GENERA

The only estimating tool made for print buyers and sales teams!

Self-Service for ALL print jobs.

EVERYONE can estimate and order print online with arifiQ self-service online tools.
That includes everyone working for the printer – as well as their customers.
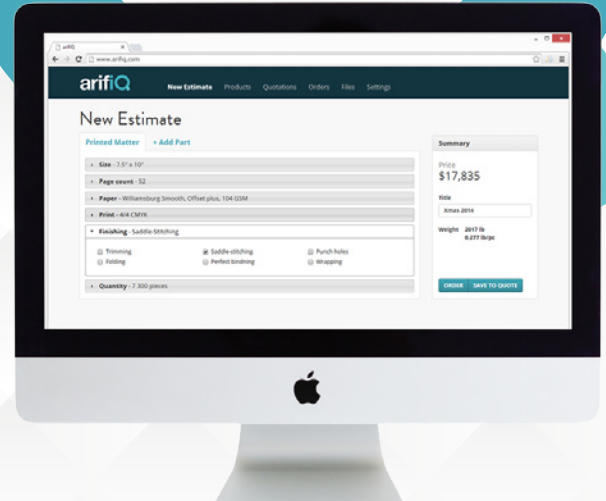
arifiQ
- gives your customer a shortcut to your print production – and the exclusive option to place orders online, 24/7.
- is a collaborative solution, supporting interactive communication between you and your customers.
- acts as a web-to-print solution for custom jobs.
- is a funnel that captures more print jobs and customers everyday.
- puts you ahead of your competitors, regardless of your size.

As e-commerce companies have proven, customers often opt for higher order values when making all the choices themselves.

If the first one to respond to the RFQ is most likely to get the job, instant response will probably win.

Every. Time.

Here's HOW to sell print and capture more customers with arifiQ.

OFFER	SALES ACTIVITY	RFQ	QUOTE / REQUOTE	ORDER
arifiQ displays ALL of your options.	Provide and promote your customers and prospects with the arifiQ tool.	No more piles of RFQ's!	This is now a one minute job for your customers or your sales team.	Receive ready to print orders, with imposition and specified production.

No more price reductions or hard core sales efforts – your new sales role is to bring your customers a solution that saves them lots of time, and gives them more choices.

You can give customers a login to your arifiQ application, or just post it on your website. It's up to you.

PRINT PORTAL
arifiQ also supports collaboration between different printers or through a distributor, by linking print partners together in a joint portal.

SELF-SERVICE TOOLS
Different user interfaces for different customers

The arifiQ API enables different applications and user-interfaces. Create your own branded, custom interface or use the standards:

1. **Pro** – the full-scale web site tool for professional print buyers.
2. **Adobe® InDesign® plug-in** for designers and advertising agencies.
3. **deQuote** – installed as a printer on a computer or mobile device – mainly for quick print jobs ordered by those without graphic arts experience..

PRO Pro

The intuitive arifiQ tool employs six parameters to define a printed piece, and every change results in an instant price update.

arifiQ automatically saves quotes, orders and documents for later use and tracking. Only the print provider has access to the calculation information and imposition details.

| Printed matter | Create quote | Order |

		Product
Product	8.5x11.0 inches, 12 pages, Saddle stitching	● Paper ○ Envelope
Paper	100# Text Silk	○ Sheet/Folder ● Bound
Print	Color, CMYK, Same print front/back	Pages: 12 ☐ cover
Postpress	Saddle stitching	Binding: ☑ Saddle stitching
Quantity	5.000 copies	
Other	No	● Finished size
Price	$ 4,687 ($ 0.94/pc) Following 1,000: $ 875 ($ 0.88/pc)	Width in inches 8.5 Height in inches 11.0 Letter

(excluding taxes and delivery) Weight: 589.90 lb (0.12 lb/pc) Reset About

deQuote

It simply doesn't get any easier to order quick print jobs! Your next print-order is just two clicks away.

The deQuote app is downloaded and installed on the computer, just like a regular print driver. deQuote scans the document information from any program on a computer, and translates it into a printable PDF. The price appears just by hitting PRINT and choosing the deQuote printer – which is connected to the print shop. Choose quantity and paper quality, and then just click again to submit the order.
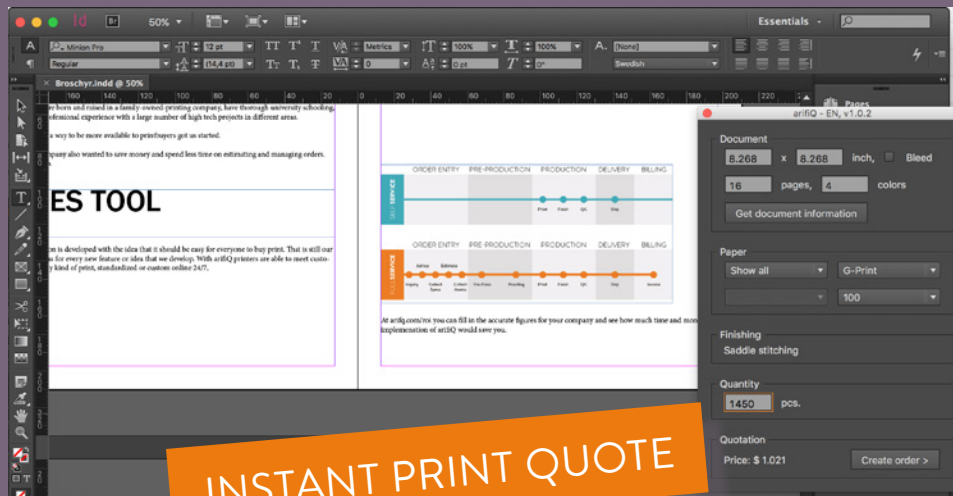
deQuote is for everyone who needs to print more copies, additional sizes, or higher quantities than what they can get from their office or home printers.

In the background, deQuote connects to the arifiQ Estimating server. The arifiQ server sends the print job to the print shop, ready for production, with optimized impositions and customer data.

arifiQ plug-in for Adobe® InDesign®
PRINT STARTS WITH THE DESIGN – BE PART OF THE CREATIVE PROCESS.

INSTANT PRINT QUOTE

WITH ARIFIQ
INDESIGN® PLUGIN!

The arifiQ plug-in for Adobe® InDesign® scans the document and automatically captures information including size, bleed, pages, images and colors. The information is analyzed and translated into a request for quote (RFQ).

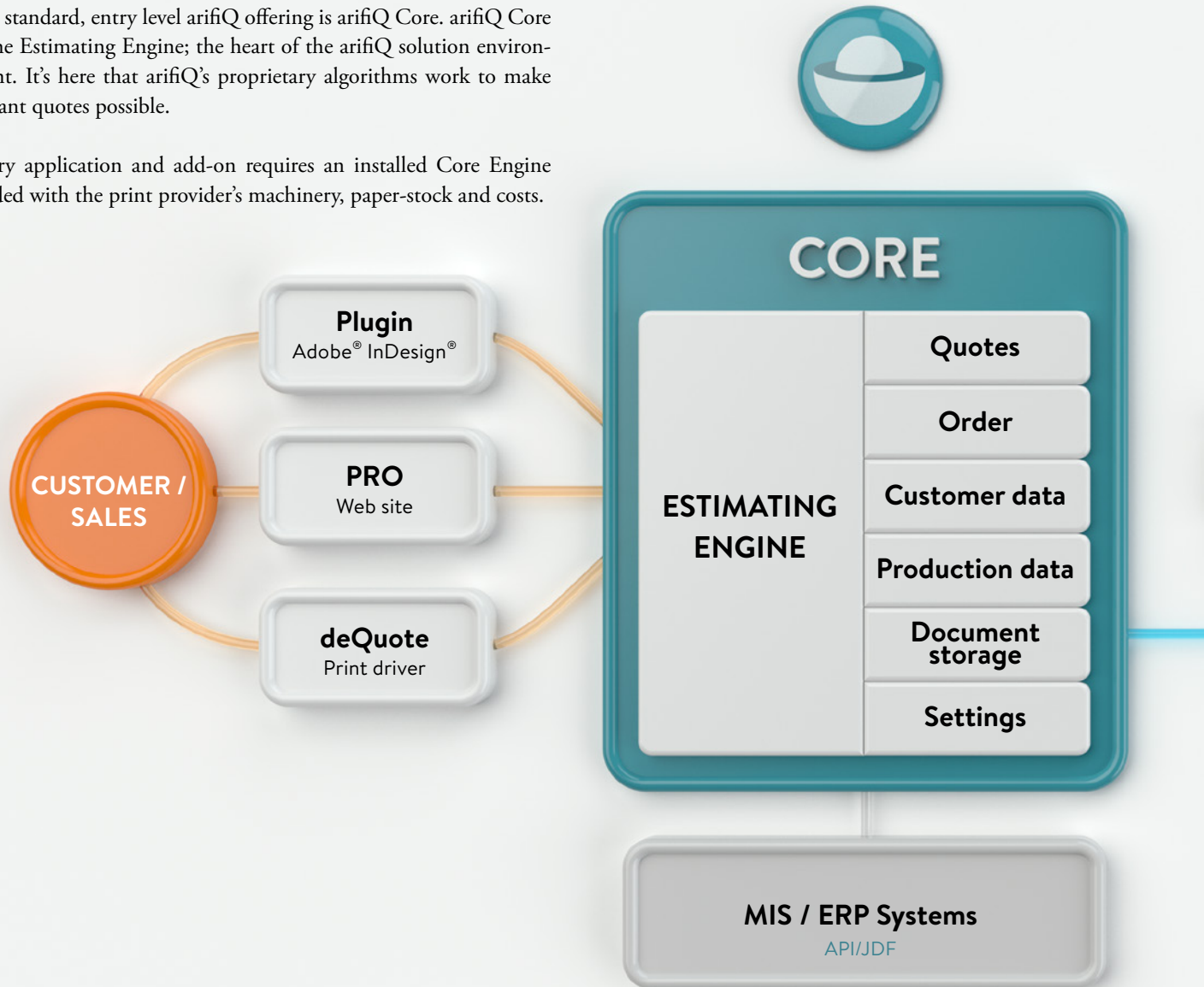The user simply chooses the paper stock and enters the required quantity. The arifiQ plug-in script communicates with the server and the prices are calculated, updated and presented in real time.

deQuote	
Document:	Stum Folder | arifiQ
Paper Type:	Uncoated
Paper Brand:	Auto
Paper Color:	
Paper Weight:	70# Text
Quantity:	1000
Price:	$ 290

Order

The standard, entry level arifiQ offering is arifiQ Core. arifiQ Core is the Estimating Engine; the heart of the arifiQ solution environment. It's here that arifiQ's proprietary algorithms work to make instant quotes possible.

Every application and add-on requires an installed Core Engine loaded with the print provider's machinery, paper-stock and costs.

CUSTOMER / SALES

Plugin
Adobe® InDesign®

PRO
Web site

deQuote
Print driver

CORE

ESTIMATING ENGINE

Quotes

Order

Customer data

Production data

Document storage

Settings

MIS / ERP Systems
API/JDF

CORE ESTIMATING
FIQ ENVIRONMENT

arifiQ ADD-ONS

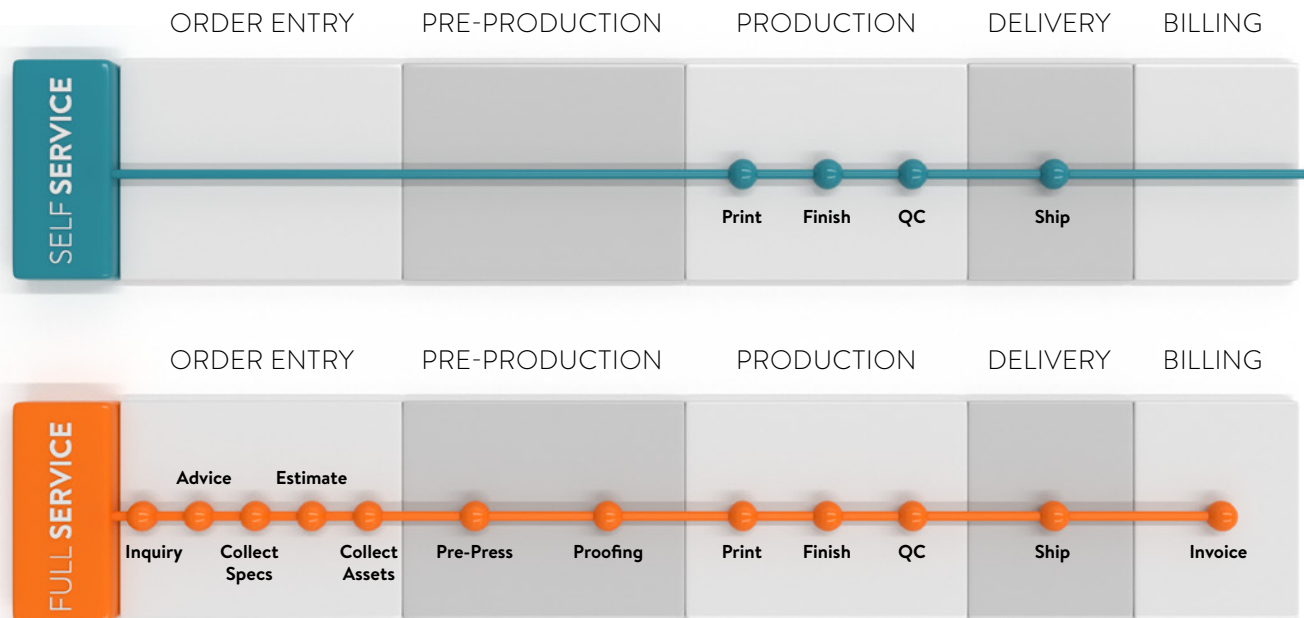| Workflow API/JDF	Gang Run / Versioning	Scheduling	Stock control	Statistics

arifiQ Core can be extended with add-on modules for MIS functionality, and options such as the arifiQ Gang-Run Optimizer. Via the arifiQ API, integration with other applications and multi-process solutions such as MIS/ERP, as well as automated and traditional workflow, are easily configured.

MANY HAPPY RETURNS ON INVESTMENT

arifiQ will save the print provider up to an hour per order; and as a result, most arifiQ printers make their money back in only 1-2 days! And, as is the case with all successful automation initiatives in the graphic arts, arifiQ bolsters consistency and quality by reducing and even eliminating repetitive tasks and manual intervention - including expensive human error.

Automating administrative tasks with self-service saves many expensive manual steps.

Source: Jennifer Matt, WhatTheyThink

Monitoring existing customers shows a startling 85% time savings on an average order. The following is actual arifiQ customer data:

	Without arifiQ	With arifiQ
Receive and register an RFQ	8 min	0 min
Advising the customer	8 min	3 min
Estimating and quoting	16 min	3 min
Receive and file the job	12 min	0 min
Create a job ticket	12 min	0 min
Prepress, preflight and proofing	12 min	3 min
Scheduling and job planning	12 min	3 min
Total:	**80 min!**	**12 min**

A print shop that does 30,000 quotes a year can save 1.2 million US Dollars!

When you save time and labor, you'll give customers more options and faster service than ever before!

Plus, the more customers you move to self-service, the higher your profits! We know they love the flexibillity, speed, convenience, and control it brings them – because they've told us so!

It's a novel and exciting way of doing business, and a story that your sales teams can use to "break the ice" with prospects! There's plenty in it for them and you.

TECHNICAL FACTS

arifiQ Estimating Server calculates costs and identifies the most efficient way to produce each printed piece. All calculations are based on the specifications of available machinery and the paper stock of the selected print partner. Every possible imposition configuration is factored in, and the calculations are presented to users who have administrative rights.

DATABASE

The printers' uploads to arifiQ, used to calculate quotes; specifications for machinery, material costs and labor costs are stored in a Microsoft SQL Server database.

Printing press specifications include name, print method, media type, number of colors front/back, minimum and maximum media size, cut-off, max printable area, all margins, hourly rate, click cost/plate cost, minimum and maximum grammage and inline folding/binding/trimming. For each color there are specifications for set-up time, intake time, production speed, setup and run waste.

Media specifications include supplier, supplier article number, grade, coating, name, shade, grammage, grain direction, sheet/reel size, packaging type and quantity, and prices for different levels of order quantities. For envelopes, there are also window and seal specifications.

SELF-SERVICE ADMINISTRATION

Printers can easily change every value in the database, including additions or removal of machinery, via an administrative website. Available paperstock and its pricing can also be modified with the same simplicity. Updates are live immediately.

Because customers who use the self-service option have real-time access to the same arifiQ server, their quotes are always based on current inventory.

For the server, code is written in Java, Jetty is used as a web server, and a Linux operating system is employed. . The servers are hosted by arifiQ Development and Microsoft.
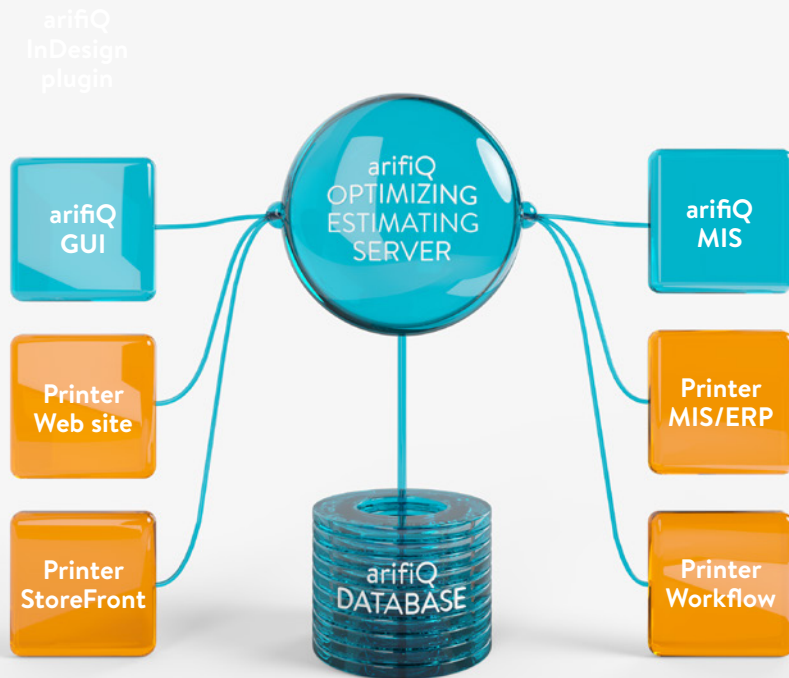
TABLET FRIENDY DESIGN!

API

arifiQ can be integrated with various back-end and front-end applications. Integration with back-end applications is typically done via the said application's API. In addition to API calls, arifiQ can make database calls and import or export using various file formats (XML, JDF, XLSX, CSV, TXT, etc.).

For front-end integration, with support for multiple GUIs, there is an API based on HTTP requests and JSON encoding. This approach makes it simple for a web developer to include a call to the arifiQ Estimating server in the web server. The base URL is dependent on the printing house, and the user must have a registered account to communicate with the API.

ARIFIQ OFFERS THREE API PACKAGES:

1 Estimating Engine (Core)

2 Document scanning (deQuote, InDesign plugin etc.)

3 Gang-Run Optimizer

arifiQ Front end API

arifiQ Back end Integration

GANG-RUN OPTIMIZER

The Gang-Run add-on module, as well as arifiQ Core, handle all types of printed matter and are not limited to standard sizes. The Gang-Run feature automatically optimizes the press sheet layout to determine the most cost-effective imposition. This results in reduced preparation and machine time, as well as reduced labor and materials.

arifiQ Gang-Run looks at all production possibilities among various jobs, based on the specific equipment at a print provider. Offset, digital and large format equipment are all supported, and the module selects the appropriate paper size and printing press.

The result can be exported directly to the printer's prepress system as imposed print sheets. This feature can, for instance, also be used in the quoting and order process for print buyers working on campaigns.

Calc. time	Total Cost
00:00:00.004	175442
00:00:00.109	128692
00:00:00.577	115257
00:00:01.894	107873
00:00:15.867	106880
00:04:15.452	101421

Total Labor Time:	14:22:55
Total Labor Cost:	11311
Total Machine Cost:	46736
Total Material Cost:	43373
Total Cost:	**101421**

The number of imposition combinations can be quite large, depending on the number of orders that are chosen for the Gang-Run. The calculation can be stopped at any time, but if it runs for a few minutes, more cost-effectiv production alternative will be presented. Every operation plays a role when finding the most cost-effective imposition and production scenario.

SCHEDULING

Production Planning & Scheduling is typically time consuming and complicated. In arifiQ, however, we've brought the process down to a couple of minutes.

The arifiQ Scheduling module is an add-on for keeping both individual and machine schedules organized and up-to-date. Any temporary abscense of an employee or a machine can be entered into the system, and a new plan is presented accordingly.

In the planning module, the operator can start and stop jobs, with only the actual production time recorded. Delays are displayed, and often the production planner will take immediate action to rectify them.

The orders and promised delivery dates are the primary parameters utilized by the planning tool when calculating and prioritizing available resoursces.

Q & A

IS ARIFIQ AN MIS?
No, arifiQ is not a full scale MIS, although it offers important MIS functionality including quotes, order management, production planning, reports and statistics. It is also possible to print invoices from within arifiQ.

IS ARIFIQ FOR DIGITAL/SHEETFED OFFSET/WEB OFFSET/WIDE FORMAT?
Yes, arifiQ supports all printing methods and sheet-to-sheet, web-web and web-sheet presses/printers.

CAN I HAVE DIFFERENT PRICING FOR DIFFERENT CUSTOMERS?
Yes, you can opt to specify a standard margin for each client, and that margin can be changed at a quote level by the administrator/sales rep. The clients can have their unique logins, and the system will reflect their own discounts and pricing.

CAN I HAVE MY OWN LOGOTYPE, COLORS AND FONTS IN MY ARIFIQ?
Yes you can, it's a part of the set up and if you have ready CSS files we can use them to help you set it up.

GET STARTED

Every application requires arifiQ Estimating Server – Core. arifiQ Core has an intuitive self set-up procedure that gets the print provider up and running in just a few minutes, with standard calculations based on the selected printing presses and profit margins. When working in arifiQ as an administrator, the many specifications can be adjusted to fit the print provider's conditions.

www.selfsetup.arifiq.com

PRICING MODEL

The pricing is a flat monthly rate, available via the arifiQ website, with no set up fee. Any number of users are included, free of charge. The payment for arifiQ is placed quarterly. There's also no long term agreement: If you decide to stop using arifiQ, there is a one month cancellation time, and you are then free to export your data.

www.arifiq.com/pricing

IT'S NOT MIS.
IT'S BEYOND WEB-TO-PRINT.
– IT'S **ARIFIQ**

arifiQ

WWW.ARIFIQ.COM