C3 | ERP/MIS Software
for Print and Packaging
About theurer.com C3

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ERP | Enterprise resource planning

Sale and order management
Article, material, tool and color administration
Purchasing and Planning
Customers, prospects and suppliers
Stock, inventory and availability
Quality-Management
Price and commission system

EST | Estimating

Product configurator
Decision tables

PPS | Production Planning System

Process plans and bills of material
Production orders
Graphical scheduling board
Capacity planning
Material requirement planning

SFC | Shop Floor Control System

DMI | Direct Machine Interface

CRM | Customer Relationship Management

Process management
Follow up and tasks
Sales and service projects
Marketing campaign manager

BI | Business Intelligence and Controlling

Individual statistics, analysis and Workflow lists
Interactive analytics

DMS | Document Management System

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WP | Web-Portal

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About theurer.com C3

theurer.com C3 is software specifically created for the printing industry. C3 covers every area of your business – from estimating to manufacturing all the way through to accounting and reporting. More than 150 companies with more than 2,500 users organize their processes with C3 every day.

Within C3, we offer solutions for many types of printing and packaging enterprises. These special solutions, our business templates, consist of pre-configured settings throughout C3. A summary of our business templates are shown in the following pages:

- Label Printing: Narrow web labels
- Flexible Packaging & Converting: flexible packaging and film converting
- Folding Carton & Corrugated: Folding cartons, displays and corrugated packaging
- Large Format & Sign making: large format digital and screen printing and sign making
- Business Form & Web Printing: Web printing and Mailings
- Industrial Printing: Industrial technical printing

For the successful use of any software solution, it is critical that the software manufacturer and implementation partner knows the individual requirements of your line of business. We understand your business and know the complexity of your processes. Our experience in the printing and manufacturing industry is demonstrated in the industry specific software C3 which has successfully supported printing companies for over 10 years.

With theurer.com C3 you will also profit from our industry-specific knowledge and our experience in the implementation and optimization of innovative software solutions in the areas of labels, flexible packaging and web printing. We offer you a complete solution: Process analysis, planning and implementation, data importing, configuration and customizing for your enterprise as well as training, hotline and maintenance.

At theurer.com we offer our customers unique industry specific software which does not leave any wishes unfulfilled and greatly exceeds your requirements.

The most important benefits of theurer.com C3:

- Exact solutions to your business pains through industry-specific specialization
- Standard functionality for practical use
- Short project implementation time through industry specific know how
- The most modern baseline technology
- Modular structure with limitless expansion
- “Best Practice” Processes with the aid of Business Templates
Modular structure of C3

Theurer.com C3 can be adapted specifically and expanded gradually based on your requirements due to the completely modular construction. Future requirements are taken into account by modular program architecture which guarantees investment protection for your enterprise.

By continuous improvements and expansion of the functionality, we ensure that in the future, theurer.com C3 will unite technically and functionally, growing with your requirements.

ERP | Enterprise Resource Planning
Contains the administrative core business processes for sales, purchasing, inventory and logistics

PPS | Production Planning System
Organizes your productions processes and administers your resources

EST | Estimating
Configures your products and leads to cost transparency and the optimal way of production

SFC | Shop Floor Control
Leads to transparency in costs and performance in production and is the base for actual costing

BI | Business Intelligence und Controlling
Supplies key figures and analysis of every department to navigate your company

DMS | Document Management System
Administers documents and files for all processes

CRM | Customer Relationship Management
Organizes sales and marketing and brings you closer to you customers and prospects

The additional modules DMI | Direct Machine Interface, JDF | JDF-Integration, WP | Web-Portal und WE | Web-Estimating complete you C3 system and connect it with customers, suppliers or other systems.
User interface

The intuitive and easy to use MS Office style user interface will kickstart the introduction to C3 for you and your colleagues. The most important Office applications such as Microsoft Outlook, Word, Excel and Access are smoothly integrated in C3.

All Areas evaluations and data can be conveniently accessed via the C3-Central, which is also the highest level of the authorization system.

All C3 Central areas can be accessed or restricted for specific users or groups. In addition, you can create your own company specific entries, which e.g. call up third-party software or your own workflow lists. Here, you can also define your individual evaluations.

Each user can switch to "MyCentral" mode, in which entries can be arranged as desired, so that the applications used daily are immediately available at a glance.

All possible actions for a specific field, e.g. the customer form, are clearly shown in the icon bar similar to MS Office. Moreover, in this case, each user can define his/her own important actions as "Rapid Access". These could include links in C3, e.g. the current inventory of items assigned to this customer or also web links, such as showing the route from the company office to the customer via Google Maps.

The output can be on screen, printed or sent to external programs for further processing, e.g. Microsoft Excel. All types of documents, e.g. offers, can also be sent as faxes or PDF attachments to e-mail with just one click.
ERP | Enterprise resource planning

Practice oriented business processes on a commercial basis are among the must have elements of business. Whether you produce products yourself in house to order or otherwise trade in them, you need a fully developed warehouse management system at all times. The ERP/Warehouse management system module includes all business processes on a commercial basis in the fields of sales, purchasing, warehousing and logistics.

All sales processes, from the offer phase up to shipping, intermesh seamlessly in C3 and are automatically linked with the relevant purchasing processes. Routine business tasks, such as compiling an inventory or generating accompanying documents, e.g. proforma invoices, can be handled swiftly and easily in C3.

Sale and order management

Most business interactions start with your quotation. You are able to enter as many items and alternate items as needed for your customer quotation, each with scaled prices. Once there is an estimate, a quotation is created with one mouse click. You can check the availability of products for a certain target delivery date and can see your margin and minimum price at any time.

A special assistant for entering scaled prices in a quotation is available. Scaled prices can be entered directly within the quotation or can be transferred from estimates or your own price inquiry. Each item with its related price can be individually selected to be transferred into an automatically created new order confirmation. Quotations which do not lead to an order can be provided with feedback and status information to carry out analysis on rejection reasons.

With your own archive of text templates, extensive quotations can be created efficiently. Together with your predefined texts and quotation templates, C3 produces attractive, quick quotations. For complex project quotations, detailed quotation appendices can be prepared automatically with material specifications.

C3 also gives you the option of working with "simple" orders or contract orders with call offs. This means an order may always consist of multiple items. Every order item can have its own delivery date. New articles or versions can be created without interruption of the existing order entry. Prices are retrieved and checked for validity or taken from the assigned price list by mouse click automatically by the system. Each delivery date can be automatically calculated using your own configurable settings and can be changed individually. Depending on a current order input the settings can dynamically be changed and adapted. Moreover, you can directly generate your own purchase order for every order item.
C3 helps the administration of proofs with an automatic preparation of the required cover letters. Appointments for the approval of proofs are supervised and if needed a reminder letter or e-mail can be automatically generated. The order processing controls the delivery of call-offs in time schedule and permanently checked delivery dates of the orders. In case of order specific manufacturing, C3 can automatically create internal production orders or order production proposals which are directly linked to a customer order.

Delivery notes and invoices are produced from the respective orders automatically or can be generated as required, also without an order. You can enter any amount of invoice and/or delivery addresses or other addresses linked to the customer. Divergent invoice addresses can therefore be simply selected or can be set up for automatic selection. Moreover, complex logistic relationships, e.g. the supplying of subsidiaries or franchises, can be managed transparently with C3.

With every delivery, C3 checks for possible over or under supply. For every order item any amount of partial deliveries can be done.

As with all C3 documents, product images can also be printed on invoices or delivery slips, to facilitate incoming goods checks for your customer. Orders are prepared for the delivery and weight data of the packages can be transmitted by attached scales to C3. The delivery labels can be produced for DHL or UPS directly with the print out of the delivery note. National and international zones are taken into account with weight tables and price assignments.
Article, material, tool and color administration

The Articles area represents one of the central components in C3. Products are organized in individual structured product areas and goods groups. Your materials or tools are managed similarly by C3. Every detail of an article such as characteristics, inventory, purchasing information or assigned graphic or CAD files can be comfortably administered in one form.

You can create as many descriptive terms as you like for each goods group, which can then be used to describe your products and raw materials.

When creating a new item, the object parameters are automatically generated from the goods group of the item, which makes it very easy to describe specific common properties of items within a goods group. For example, roll labels may have the property "winding type", the values of which, e.g. "Out/Bottom ..." can be predefined and then made available for selection. Grades inherit specific characteristics of a so called grade template (e.g. material) and are then completed with concrete sorting characteristics e.g. the imprinted EAN number.

For every characteristic you can define if the information is for external use for customers or suppliers or only internal information. Internal characteristics are usually only printed on internal production orders. For each goods group, the text creation can be configured in various ways, which eliminates the need for upkeep of their product descriptions for customers.

Even with classic "single orders" time can be saved and processes more transparent with the efficient article administration. For this class of products special settings are used by C3. The product configurator helps that these products are entered technically correct and can be calculated by each employee.
You can enter any amount of the combination of customers and their customer specific article numbers with your internal articles. When using this article in customer documents, C3 will automatically print out “Your article No.: WU08523”

Item numbers can be automatically generated from an internal range of numbers, or you can use your own choice of terms or e.g. drawing numbers specified by the customer. The revision status and date of each version can also be saved separately from orders, which let you continually verify at which time the customer has received the specific version of an item.

The option of the assignment of defined articles to a certain customer simplifies the search for customer specific products. All prices for items or materials are organized in C3 based on price lists. This can be set up flexibly for complete item groups or assigned to a special item/material. The actual change status of a product and the date of product data are independently saved from the orders. You can reproduce at any time, with which delivery a customer received a certain version of their product.

Purchasing and Planning

Purchasing management is available both for articles and materials as well as for auxiliary supplies for external contractors.

All articles and materials can be ordered or arranged manually or automatically for a certain date. Articles and materials are classified with certain suppliers or groups. The arrangements can be made by major supplier or auxiliary suppliers followed by a price inquiry or purchase order.
You can generate delivery reminders automatically from outstanding orders, which signal delayed delivery to the respective suppliers.

For the entire purchasing process C3 uses several documents such as price inquiries, purchase orders, incoming delivery notes, and invoices. All these documents are tied together to ensure that complex purchase projects can be managed in a transparent way avoiding duplicate data input.

Every delivery can be registered and approved with a special assistant for the reception of goods. It automates the checking of triggered orders with the actual delivery by comparing the original purchase order. The required level of quality assurance is already guaranteed in the beginning of the manufacturing chain of the purchase. The incoming goods can alternatively be grouped by material, article or product area. Moreover, C3 makes it possible to assign the original documents of the supplier by directly scanning them. The electronic invoice can be checked efficiently and submitted to the financial accountancy without a manual recording being necessary. The allocation of an account is already defined in the purchase goods group.
Customers, prospects and suppliers

For every customer, prospective customer or supplier, multiple addresses and contact persons, as well as notes can be recorded. Potential customers are initially managed as interested parties and can be changed to actual customers when the first order is made.

Customers may also have a credit limit, which can be automatically checked by the system when entering an order. Particular customers and suppliers can be blocked using special criteria, to protect your company from foreseeable problem situations. For every customer specified information can be entered such as shipping instructions or marketing information. Moreover, a possible under or over supply for an individual customer can be monitored.

Stock, inventory and availability

Articles can be administered in an unlimited amount of stock and stock location with different types of stock spaces. The actual inventory of stock in a specific location can be requested and checked any time. C3 calculates earliest possible delivery dates considering all future stock movements for orders or planned production and the requisition time. The proposal for a certain delivery date can be directly applied with a certain order. If the availability check is opened from a production order, all materials involved in the production process and articles are taken into account.
Confirmed orders automatically reserve the required material and article inventory and inform of threatening bottleneck situations. All material and article consumption is recorded with bar codes, readers or online mobile devices and registered in real time.

C3 provides you with extensive statistics by analysis of the store movements for the stocktaking process and particularly for the assessment of the actual inventory.

Stocks can be analyzed as required based on quantities, pallets, batches or individual rolls.

Quality-Management

Quality and complaint management in C3 helps ensure your quality standard remains high, since many of our customers have to ensure a range of certifications in any case. External and internal complaints can be made directly to customers or suppliers and combined with any other relevant documents for further complaint processing and quality assurance. For the quality management required as a key basic element, C3 supports you by offering diverse functions, all of which can be completely built-in into the warehouse management system and production. This means for example that individual items or tools can be saved and then separately handled when generating offers or orders.

All complaints recorded for any customer, open or closed, are immediately available with every customer contact. The quality assurance in relation to suppliers is supported by supplier assessment. Every delivery can be assessed and recorded with criteria such as appointment reliability, product quality, pricing and environmental aspects. From this the fulfillment of the delivery and the quality of the supplier can be determined.

Price and commission system

C3 includes a high-performance commission system, which allows discount rates to be assigned to customers and trading partners on an item specific or item group specific basis. In addition, price and quantity discounts that differ to the price list can be granted to specific customers on an individual basis. Representatives and trading partners can be managed via trading areas, which also allows detailed commission rules to be applied, e.g. depending on consumer group. C3 uses this information to automatically generate commission invoices. C3 also supports you when analyzing sales or
representative areas with comprehensive evaluations of orders, turnover and the development of both over time.

Additional features at a glance

- Supplier evaluation
- G/L accounts, cost centers, payers for initial account assignment
- Open items management and dunning
- Flexible discount and price system
- Framework agreements sales and purchasing
- Intrastat declaration
- Group documents e.g. collective invoices
- Permanent inventory, annual inventory and evaluation
- Management of pallets, batches and individual rolls
- Chaotic stock management with slot management and consignment warehouse
- Interfaces to logistics providers

Your key advantages

- You are best placed to handle future requirements thanks to practice oriented ERP standard functionality with a large function list
- Even complex structures such as contract orders with call offs and partial deliveries or advance payment are both transparent and traceable
- Support your purchasing division by focusing on the key areas, and allowing C items to be arranged automatically via minimum or reorder levels
- Dates and stocks of finished or semi-finished goods are checked and managed
EST | Estimating

In practice, the preliminary costing must be swift and simple as a priority, but still accurate and traceable. In the area of calculation, C3 offers virtually unlimited flexibility and multiple automation options. Thanks to the individually configurable set of logic rules and self-definable templates, you can create a high performance expert system, which means even complex calculations can be performed efficiently and transparently. Depending on your internal costing approach, you can use full, partial and/or direct costing invoices to maximize cost transparency and determine actual prime costs or bottom prices. All internal calculations are documented allowing you to trace each costing calculation step by step, while a wide range of adjustable parameters let you create diverse calculations for different product types. You can define your own formulas or decision tables for machines, which can then be used to calculate the machine performance – e.g. depending on the sheet size, material and inks.

With support of the shop floor control system [SCF] estimated costs and actual cost can be easily compared automatically for all production orders. Due to this automated comparison, differences between estimated and actual costs are already discovered during the production process.

The built-in production versions calculation allows multiple production versions, e.g. for different criteria, to be calculated and compared at the same time. Here, C3 simulates complete production e.g. in a digital roll and conventional sheet production to determine the optimal production method for each required quantity.
Product configurator

Every estimate becomes even simpler and faster with the fully integrated product configurator. Moreover, costs can no longer be "overlooked". All data which is dependent for an estimate of a certain product is verified by C3. In the background C3 turns this into the complete working plan and calculates the estimate according to your company specific rules. Moreover, all required data for a later actual cost comparison is already calculated.

You can set rules and restriction conditions for certain characteristics of the product class for every product. As an example, the following rule could be defined: "If a product form 'rectangle' is selected, the user is then asked to enter a corner radius." Moreover, certain product characteristics can cause additional working steps, an additional material consumption or check the technical feasibility according to your specific rules. A rule could be defined for example: "If the backside is printed, an additional working step 'Make ready turn bar' is inserted automatically." Your own rules are customized, but not programmed, so they don't need to be changed for a software update.

Decision tables

Complex rules and plausibility examinations during estimating are simplified by decision tables. E.g. a decision table "Make Ready + Run Rotogravure", has any amount of deciding criteria and results. E.g. deciding criteria would be front colors, back colors and varnish yes/no. Resulting values could be the make ready time and the press speed for each combination of criteria. Decision tables you create ensure that every employee works with the same criteria and receive the same estimated prices for every product.
Additional features

- Unlimited print runs and production versions (e.g. conventional to digital) can be calculated simultaneously
- Preliminary and final costing as well as current costing
- Partial costs, full costs or activity based costing
- One click generation of offer and items from the costing
- Support for all production methods
- Fully flexible and configurable
- Surcharge rates and commission can be individually specified per print run
- Sliding scale prices for materials and items
- Simple design of versions
- Graphical sheet and cutting optimization
- Optimization of the production channel depending on quantity

Your key advantages at a glance

- The product configurator lets you ensure that only coherent products are offered
- You can use your own rules and freely configurable logic for each product class to create your company specific expert system and ensure that regardless of the processor, the same price will be issued for the same enquiry in each case
- C3 not only selects the best machine but also calculates the complete production sequence and thus determines the optimal production version for each print run
PPS | Production Planning System

A key factor behind business success is ensuring efficient production planning and control, which will allow your high product quality to stand out from the rest, despite high cost pressure and intensifying competition. For order related production in particular, as well as long term planning, the ability to react flexibly in the short term is also important. C3 supports you in deploying and exploiting your resources optimally as well as minimizing throughput times.

Process plans and bills of material

All manufacturing relevant data or manufacturing variants of an article are centrally administered in working plans. A working plan consists of individual work steps and a bill of materials. Target time and material consumption details build the baseline of the estimate and a material requirements analysis or a calculation of the earliest possible delivery date.

Production orders

The production order includes all information and data which are relevant for in-time manufacturing and quality assurance. There all target values are recorded such as which material shall be taken in which quantity from which inventory location.
The manufacturing is supervised comprehensively in progress. Deadlines for each department can be entered and controlled. The actual data concerning the status and progress of a certain order comes from the data collection at the shop floor.

The user therefore is always up to date on the status and progress of a certain order. Meeting delivery deadlines or giving useful information about order progress is made simple.

A special aspect is the assurance of the product quality. With detailed production orders combined with the shop floor control system, quality problems can be determined in time and can be solved. Details for each work step in a production order inform your employees of particular technical features and requirements to make sure that problems that have already occurred will not happen again.
Graphical scheduling board

The graphical scheduling board of C3 supports you optimally in your manufacturing planning and control. In connection with the automatic capacity planning and automatic scheduling, a preliminary plan can be done by C3 automatically. In the process of the detailed planning you determine the optimal sequence for each resource.

New or existing orders can comfortably be moved by Drag-and Drop until the desired place is found. Different filters and views help you to find an optimal manufacturing sequence for each resource that meets your company specific restrictions. The Graphical scheduling board is a powerful tool to reduce Make Ready times and the pass-through. This results in detailed day or week plans as print outs or directly on each user’s PC. The current progress status is clearly visible. Any manufacturing delays or machine breakdowns can be immediately noticed from the office.
Capacity planning

The C3 capacity planning and scheduling supports the coordination of deadlines, production orders and shift plans with each other. You can comfortably enter shifts plans for all resources. C3 automatically schedules all work steps based on a calculated earliest start dates and latest completion dates with a forward or backward scheduling algorithm. C3 not only calculates Set-Up times but also time needed for transport between work steps or additional time buffers and the actual capacity and shift plan for each resource. As a result a detailed capacity forecast is possible and makes it possible for you to react by adjusting delivery dates or shift plans in time or the reschedule certain production orders sooner or later.

Material requirement planning

C3 supports you optimally in the material requirement planning. For an article or a production order, each material or article consumption is calculated. Consumption of bills of material at several levels can be allocated by article. Depending on the current inventory and the reordering time of articles or materials, purchase orders can be generated automatically or manually.
Additional features

- Production parts lists with as many levels as desired incl. job steps and bill of material explosion
- Internal production orders and proposals
- Rough capacity planning
- Detailed planning with forward and reverse scheduling as well as troubleshooting
- Quality assurance
- Management of statuses and milestones for production orders

Your key advantages at a glance

- The combination of schedule planning and control room helps all parties produce corresponding orders, which will save on costs of set-up times and procure additional capacities
- With automatically calculated time slots for each job step, find out early which orders are behind schedule and require attention
- The material requirement analysis determines what has to be ordered at all levels of an order (material, colors, tool,...) and prepares your tasks accordingly
- Precise description of job steps and screening criteria help ensure that no QS-relevant information is lost, helping you relax in the run up to the next QS audit
SFC | Shop Floor Control System

A Shop Floor Control System leads to the greatest possible transparency of the production and cost structure of your enterprise. You are constantly informed of the current order progress, machine occupancy and material consumption in your manufacturing processes. You receive a proven ability to retain control machine processes such as make ready time, production, downtime or overhead periods as well as all manufacturing relevant data. Furthermore C3 SFC provides all data for the actual job calculation without additional effort. Withdrawals of materials are registered in the SFC to avoid unchecked material and goods usage resulting in wrong stock levels or missed bookings.

The BDE terminal gives production employees access to the product description, target quantities and e.g. all data relevant to quality assurance via a "Digital Job Ticket". Goods quantities and consumption volumes of finished or semi-finished products can be entered via the BDE terminal and the required logistics markings e.g. pallet slips or box labels can be printed.

The production data can be registered in normal PC jobs, mobile equipment or daily notices. C3 produces special barcodes for articles and products, making the recording of usage of stock and materials made easy and error proof for your production employees. In addition, a project time registration is integrated through which dates and times can be recorded and analyzed later on certain orders, quotations, projects or customers. Recording of working times for your employees (start/ break/ finish) are available for cost and pay slip administration.
The evaluation of the recorded material withdrawals and processing times leads to the establishment of "green" and "red" areas, which are directly compared with the preliminary costing. This lets you see at a glance whether the order was processed at a profit, where problems emerged or if the assumptions made during costing were incorrect. Detailed evaluations on divisional, resource or material levels allow non-profitable production steps to be identified.

### Additional features

- Electronic counter for recording quantities
- Daily timesheet for entry or corrective entries
- Personnel time registration
- Shift models
- Recording of activity in the form of production, auxiliary and downtime
- WLAN terminals for mobile data entry
- User friendly short term replacement of machines or materials
- Reworking / unscheduled material withdrawals

### Your key advantages at a glance

- The "digital Job Ticket" gives your production employees continual access to the current product specifications and issues to be observed and facilitates error free production without further enquiries.

- An integrated electronic machine counter (DMI) keeps you informed in real time of production progress as well as quantities of finished and semi-finished goods.

- Based on costs actually incurred, you can determine profitable and unprofitable orders, product groups or customers, which gives you a solid basis from which to make decisions.
DMI | Direct Machine Interface

Complementary to the C3 Shop Floor Control Terminals, the direct machines interface via electronic meters also facilitates the automatic collection of machine data using electronic machine meters. Requiring no additional acquisition work, the set-up provides live production data with a tool controlled by a photoelectric sensor. This means that the production is completely recorded and monitored in real time for all connected machines and the scope includes quantities, speeds as well as – as far as technically feasible – finished quantities, waste quantities or overall production quantities as well as quantities of semi-finished goods.

Connecting machines with electronic meters helps ensure precise tracking of material consumption and finished quantities, as well as downtimes and machine status. In practice, this means that the consumption of roll material or details of the finished quantities attained by the folder-gluer machine can be accurately determined.

The order progress and machine speed are shown live on the monitoring board allowing e.g. production planners to track production in real time, while the software allows improved production data analysis. The machine connection with electronic meters can be completely integrated into the C3 Shop Floor terminal, while C3 automatically shows when the target quantity has been reached for the current operation.
The data generated are used for live production tracking and to improve the analysis of production data together with the Business Intelligence & Controlling module. Combining this with Shop Floor data logging allows us to achieve maximum transparency and continuous monitoring of your productive capacity.

The data is collected using either additional electronic meters, interfaces to internal meters of the machine manufacturer or a JDF/JMF integration. Various sophisticated sensors are available depending on the counting requirement, while the technical process employed dictates whether an electronic impulse counter, photoelectric sensor or optical meter is used as the basic hardware. The DMI network controller functions as a bridge between the sensor and IT network, whereby the base number data are processed in the DMI network controller and transferred in real time to C3.

Additional features at a glance

- Complete data archiving for subsequent analysis
- Target/actual comparison of production figures per machine and per shift
- Precise data without manual collection
- Continuous tracking of quantities produced or consumed
  - Monitoring of speeds and downtimes

Your key advantages

- Reliable production data by connecting the management workflow with actual production
- Accurate counting, which eliminates over- or under-production
- Configurable monitoring board for live data: Instantly see who is currently producing which order and at what output
- Tried and tested complete solution with sensors, network controller and software
CRM | Customer Relationship Management

Your customers are your capital. Beside the acquisition of new customers, the building of long term and successful business relationships is a priority for your business. C3 offers everything you would expect from a trend setting CRM solution enabling much more than customer administration.

Process management

All personal, telephonic and written contacts with your customers are registered in C3. You have the overview of the development of your customer relations as well as mailed advertising or other correspondence at any time. The structured construction of the events using individual process categories permits a simple overview and required action within processes. E.g. single events can be indicated when “completed” or “in progress”. It is also possible to find arbitrary occurrences of words or partial words in events and also in documents such as Word letters with the C3 full text search.

Follow up and tasks

C3 supports your own daily work organization with system wide resubmission, the scope of which includes companywide task and calendar functionality. You can assign yourself, your colleagues or an entire team to your choice of C3 objects such as customers, offers or e.g. also a specific tool and plan visits or discussions. To do so, you have the option of using C3 internal management or your own Outlook calendar.
Sales and service projects

With the C3 project management all information about a certain project is at your disposal at all times. A project also includes all relevant events and e-mails, documents as well as all receipts (estimates, quotations) linked to all companies involved and contact person. With the help of freely definable project phases your sales force knows which sales are on the radar, and where the most profitable sales chances lie.

Marketing campaign manager

Valuable data is made easily available for marketing action and mailings. From a completed marketing action, you have relevant contacts for any follow up. The integrated address import and export assistant feeds purchased addresses in C3 and makes them available for other programs. The integrated standard letter manager creates customer cover letters in the desired format. All events are documented in the system, making transparent customer service issues and new customers gained.
Additional features

- Telephony integration via TAPI
- Organization of incoming and outgoing e-mails
- Campaign planning for e.g. mailings
- Follow-up and task lists
- Address import and duplicate analysis
- Address export for external service providers
- Field sales management incl. visit reports

Your key advantages at a glance

- Telephonic integration gives you an overview of outstanding orders or complaints even before the phone call comes, which keeps you up to speed on all current matters for the conversation
- The entire scope of communication, e.g. call notes or visit reports, is managed in a structured way – visible and transparent for the whole team
- The built in follow up and task lists make your sales representatives more efficient and optimize teamwork with the internal sales team
- The campaign planner helps you find suitable addresses for a specific theme and organize a mail shot or telemarketing campaign
BI | Business Intelligence and Controlling

The built-in Business Intelligence module in C3 facilitates your cross-divisional reporting of company data as a powerful tool for both users and management for the automated creation of the widest range of queries, statistics and reports. Offering added transparency and information, which decisively supports your decision making and gives you the key data you need to ensure you have the best arguments to hand. Regardless of whether it concerns the efficiency of specific product groups or customers or complaints related to specific production methods – C3 provides you with a solid number base at all times as well as performance indicators for commercial performance monitoring and forward looking decisions. The comprehensive range of access authorizations unique to C3 also help protect your confidential company data.

All evaluations can, as required, be shown in three different versions – in list form, as a diagram or as an interactive table. Each evaluation can be printed as a report, sent by e-mail or even exported with one click to Microsoft Excel or Word for further processing and you have numerous useful statistics and evaluations for immediate use. Companywide automated reporting could not be easier for all users.

Some preconfigured statistics

- Customer hit lists with sales trend of customer
- Turnover and profit contribution/profit by goods groups
- Complaints and resulting costs per error type
- Average deviations between preliminary and final costing
- Customer profitability evaluations
- Output of resources for specific periods
- Activity and outcome reports on sales force visits
- Orders in hand and load factor by periods and calendar weeks

Individual statistics, analysis and Workflow lists

Individual analysis and reports with one’s own data can be created extremely fast and comfortably with the help of integrated assistants. A magnifying glass function can also be defined for some countries. With this tool a magnifying glass is shown in the appropriate field, executing a definable action. In this example the customer/interested party is opened with a click on the magnifying glass. Through this additional functionality can be installed for improved workflow of the MIS Viewer. A view can defined, in which one can jump with the magnifying glass directly to the respective quotation to "my open offers" for a sales employee.

If you plan your own evaluations, numerous predefined functions are available as well as statistical views specially tailored to your own evaluations. The definition of an evaluation in this case always consists of an SQL definition, while the definition of graphical preparation may take the form of a list, an interactive diagram or an interactive pivot table. SQL definitions can also be created with a built-in graphical enquiry designer. The complete definition of an evaluation can be exported and imported as an XML file, allowing even complex evaluations to be easily exchanged between your installation and the theurer.com customizing team.

Simply define colors, traffic light functionality or highlighting depending on your values

Interactive filtering, sorting and grouping like Excel

Links to other C3 documents

Export data to Excel
Interactive analytics

The C3 Pivot analysis, so called OLAP Cubes, offer the possibility of collecting the data material necessary for solid decision making. The data is organized and condensed multi-dimensionally following your input, permitting far reaching sales or ordering analyses. With each use, you are able to add more and more details, filtering and displaying as needed. Even complex analyses, for example, the revenue comparison of 2 sales people in the fourth quarter of the last five years, are easily reportable without previous knowledge.

Additional features

- Analyze all areas of your database
- Reports in the form of lists, printed reports, interactive table or diagrams
- Individually customizable reports for multidimensional data analysis (OLAP)
- Built-in graphical SQL Enquiry assistant
- XML Import/Export of report definitions
- Integration of external data sources in reports
- All reports individually customizable

Your key advantages at a glance

- Practice oriented analytical templates to accelerate the introduction to reporting
- Designed like MS Excel user interfaces and graphs for optimal comfort
- Filter pivot tables/diagrams interactively until you find the desired data base
- The workflow lists mean you have a constant view of actual tasks in your area
DMS | Document Management System

Spending large amounts of time searching for documents, or having to prepare new documents when they cannot be located is very cost intensive for your business. With the DMS module, document management and workflow can be fully integrated into the Enterprise Resource Management and all other modules of C3. All documents, files and receipts of a certain process are archived in C3. This is valid both for internal documents such as Word and Excel files, article pictures or technical drawings as well as external receipts, such as scanned invoices. External documents, such as supplier invoices or technical drawings, can be archived in the database electronically and managed by C3. Documents can be scanned directly from C3 without having to open a third program or a file name having to be allocated. The original document is available by mouse click at any time and as required can be re printed.

Documents and files

In house document types, such as quotations or delivery notes can be summarized and managed together per event or project. Windows documents can be attached to customer and supplier records. By the definition of templates, document types can be assigned such as “first contact advertising letter”. The corresponding application program is assigned to the document type, for example CorelDraw, Adobe illustrator or Microsoft Word. By a simple click the document is produced, opened and saved with address, contact person and fax number. It can be immediately completed, printed or faxed. The documents are organized and saved in the database by C3. No file names must be created. Direct document shipment is available with a mouse click and can send via fax and e-mail, where the fax number or e-mail address is transmitted automatically.

Pictures, production data and documents

You can assign invoices, pictures or documents to your articles, orders or events. The complete file administration is managed by C3. The files are however accessible without C3 at any time, and are organized automatically. You can connect film files to the storage location of the film, job files for programs, as well as product pictures, scans or data sheets of used materials, to their articles or orders. All files can be retrieved directly from C3, where C3 starts the application, such as the Adobe illustrator at the call of the EPS original file automatically. All image files can be stored to any C3 document. You can for example add Proof pictures on your delivery notes, or technical drawings on working papers for manufacturing.
Moreover, pictures, technical drawings or initial invoices can be scanned directly from C3. No separate software must be started and the scanned document can be saved / processed in the C3 document management system.

Additional features

- Word documents with automatically completed bookmarks
- PDF archiving and versioning of all documents in sales and purchasing
- Linked original data from e.g. prepress or CAD systems
- Manages JPG thumbnails and high-resolution PDFs for the web portal
- Direct scanning of non-electronic documents

Your key advantages at a glance

- All information concerning e.g. customers, items or materials including images, PDFs, production files or data sheets is centrally managed at a single source
- Customer correspondence can be swiftly and conveniently created, based on uniform text templates and layouts
- Prepress or CAD data can also be shown to people in charge as required
- Central database for different production software such as machine settings or e.g. print image inspection systems prevents multiple administration of data
WP | Web-Portal

The C3 web portal is a unique tool for service oriented customer loyalty and offers great benefits to you as the manufacturer, too. Your customers can securely and safely manage and check their individual item data and orders 24/7. In addition to huge time and cost savings in order processing, the platform enables a secure, fast and transparent workflow for customers and suppliers. The C3 web portal itself is designed as a modular system and offers functions to manage individual customer products and classic standard items.

For individual customer products, C3 allows you to manage the approval process as well as the grades and their ordering, while providing classic e-commerce functionality for standard items. All data from the C3 web portal comes directly from the C3 database and is also entered into C3. Unlike third-party E-business solutions, this does not require any data to be exported or imported or any repeat entry of data. During an order, you can e.g. check in real time whether a stock item is available in the desired quantity.

The C3 web portal offers unrivaled user friendliness for you and your customers as well as immediate e-mail notification whenever your customer performs a transaction. Data added in the form of a PDF or JPG file can thus be opened immediately in real time and need not undergo complicated synchronization or uploading. The C3 web portal can be completely integrated into C3 software, but also used as an individual solution and in connection with other interfaces.
QR-Code Smartphone-App

Impress your customer with this useful tool, which can be easily integrated into the service-oriented C3 web portal solution. It is also possible to print two-dimensional QR codes on the box labels, roll closure seals or pallet slips. With this code, reordering could not be simpler via a smartphone application. Your customer reaches your C3 web portal platform almost “in passing” after scanning in the QR code and then has direct access to all data concerning the selected item.

Additional features

- Simple application via secure e-mail links
- Item and grade overview for your customers
- You can activate a function to show stocks per customer
- Online approval process
- E-mail notifications to your team based on the actions of your customers

Your key advantages at a glance

- Easy and convenient correction, approval and ordering processes
- Enhanced efficiency by easing the burden on your employees
- Optimal image projected through faultless customer service
- Safety and transparency in the workflow for both you and your customers
WE | Web-Estimation and Web-Shop

The online estimating and web-to-print features for labels, flexible packaging or folding cartons enables full integration of the C3 automated production workflow and order processing in connection with digital printing. While the end customer configures his product online, the price is automatically calculated and displayed. The product configurator also takes technical features into account. The solution offers a reliable end-to-end workflow from the online shop to digital production, generally without requiring manual data input or data control on the part of the operator.

There are, however, control points that can be activated to enable user-controlled workflow. In addition to growth potential in the web-to-print segment that is not to be overlooked, this online module brings an enormous improvement in efficiency thanks to the complete automation of the internal processes, especially with the processing of smaller runs.

Configuration as an open or closed system

The ability to configure the system as an "open" or "closed" portal allows even more flexibility. Whereas in closed mode, only customers you have approved beforehand can log on, the online estimation function in open mode is open to everyone. Here, you have the scope to configure the types of products for which e.g. maximum quantities are possible in the online calculation. This opens up a whole set of new options to serve your target markets and gain new market shares.
Seamless integration into offline order processing

The processes of online estimating and the additional commercial processing are completely integrated in C3 on the basis of reliable price determination via a "real-time estimation" in the background. When an online order comes in from your existing customer or new customers, an order is generated and, at the same time, your sales team receives an e-mail confirming the receipt of a new order. With one click of the mouse, this online order can now be transferred to the normal order pool for further processing and dispatching to production. Within the entire process chain, there is subsequently no further difference between orders which your customers themselves have made and those made by your own administration section.

The result achieved is an end-to-end workflow from the online shop to digital production, such as HP Indigo without operator intervention or recording of data via employees. By leveraging deliberately activatable control points, this automated workflow can be controlled by the user as a "final instance".

Additional functions at a glance

- Complete online estimating for your customers and prospects
- Additional web-shop option for standard articles
- Based on your real internal estimates
- Configured as an open or closed system

Your key advantages

- Entirely automated order processing
- End-to-End Workflow: from the Internet to your digital press automated via JDF
- Merge of a traditional sales representative workflow with true Web-To-Print
Integration and automation

Financial accounting

Standardized interfaces mean all data required for financial accounting is made directly available, for example for sales and purchase invoices with payment terms or master data. Defined groups of goods can be assigned to your chosen G/L accounts, payers and cost centers.

Data can be synchronized on an ongoing basis and in both directions, avoiding the risk of re-entry. As early as the offer phase, users have access to all the relevant information on outstanding receivables and payment behavior, thus ensuring transparency and timely protection against bad debts.

JDF/JMF

Internal linking of different systems and machines via JDF/JMF can boost productivity potential in many areas. For this purpose, C3 can create different JDF job tickets – depending on use and processes feedback from JMF notifications. C3 organizes your entire JDF workflow as a genuine JDF management system, which means it can generate e.g. machine specific JDF job tickets depending on other related JDF systems on an event driven basis. The exceptional flexibility of the C3 JDF components also facilitates handling of JDF extensions proprietary to the manufacturer.

Business process automation and interfaces

The automation server allows C3 to provide a platform to automate business processes. This enables the import/export of data to be automated, for example, or internal business processes implemented based on events or intervals. Via the automation server, individual solutions e.g. for web applications can be combined, such as the electronic data exchange with EDI (Electronic Data Interchange). The C3 automation server thus enables freely configurable actions or checks in accordance with your rules, administers hot folders or reads e.g. customer orders from XML files automatically into C3.

A selection of already implemented integrations and interfaces can be seen at www.theurer.com
Infrastructure

C3 from theurer.com can also be swiftly integrated into developed infrastructure within your company and ensures all relevant areas and divisions are provided with a transparent and above all, integrated solution. C3 links the performance of Microsoft Basis infrastructure, such as Microsoft SQL Server, with a convenient user interface similar to MS Office, thanks to which the key Office applications such as Microsoft Outlook, Word, Excel and Access can be seamlessly integrated into C3.

The "C3 Startup Wizard" automatically handles the task of distributing updates on a companywide basis, which helps ensure the latest versions of software are always installed at each relevant workplace. Software updates can be conveniently performed centrally and online, eliminating the need for an on-site visit from a service technician and without requiring any modifications to be installed at any workplace.

The database, which is scalable as required, contains all relevant information, images, documents as well as all e-mail traffic in a secure and central storage location. This method guarantees you controlled access at any time as well as offering amazing scope for swift evaluations as lists and tables, graphical summaries and individual statistics, all of which facilitates interlinking of existing sets of data as required.

C3 can be adapted within all areas of your company in an update proof manner via “Customizing”, which means individual requirements e.g. related to user groups in the system can be mapped. Comprehensive individual requirements can be implemented as required via the open add-in interface and integrated into the C3 workflow. Wherever you are in C3, you always have access to the detailed online help facility.

With three product versions available: Small Business, Standard and Enterprise, C3 also offers scalable solutions to suit the size of your company.
Notes

This detailed function overview represents only a part of the power spectrum of C3.

We therefore recommend you to participate in a workshop with theurer.com during which you can experience the concrete use of the integrated functions, the efficiency and the user friendliness of C3 in detail.

Certain program qualities represented in the function overview can change according to technical improvements at short notice. No assurance can be derived from represented program qualities. Those hardware and software names mentioned in this function overview are registered trademarks and should be regarded as such.

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