PRESS RELEASE

Headline

Infigo Software and Tharstern integration delivers a first in real-time quotation and stock management

Crawley, England DATE: August 2017

Infigo Software and Tharstern have announced completion of an integration that will transform how clients manage their print or packaging workflow. And the two innovative companies will be joining forces at Print 17, Chicago, Illinois, USA on the 10th-14th September to showcase the power of this exciting partnership.

Tharstern, the worldwide specialist in management information systems for the print and packaging industries, will be demonstrating its latest two modules at Print 17 – Business Intelligence and Advanced Imposition. These developments provide users with a smarter way to access and analyse their MIS data, uncovering trends and opportunities, while the Advanced Imposition module offers a quick and easy way to create complex imposition plans from jobs of different shapes and sizes.

Together Infigo Software and Tharstern will show how the integration between their two powerful solutions automates functions such as product mapping, job specification and submission, estimating, reporting, imposition, stock management, billing and shipping into a streamlined workflow.

The most exciting development enabled by the partnership, and which will be a key feature of the demo at Print 17, is integrated live pricing through the new Tharstern API. This is a first which means that pricing can now be pulled automatically from the Thartern MIS into Infigo Software's Catfish platform, creating a single entry solution for product pricing, and resulting in real-time, on-demand quotations for end users. This reduces manual tasks and also meets the demands of the always on digital customer.

Douglas Gibson, Managing Director, Infigo Software commented, "In our experience, automation and user experience are the two most important factors for printers delivering an e-commerce solution to remain profitable. Our clients need solutions that reduce manual input, increase the opportunity to deliver 24/7, on-demand services, and all with an easy-to-use online user interface. This is why we have focused our effort in recent years on developing partnerships with best in class suppliers to ensure we can deliver

efficiencies, cost savings and end-user engagement for clients. We're excited to be able to demonstrate how the partnership with Tharstern delivers these benefits, and the theme of 'Metamorphosis' at Print 17 gives us the perfect platform to do this.'

Lee Ward, Global Sales Director at Tharstern, added: "We're delighted to be able to show how our collaboration with Infigo Software delivers a new level of workflow efficiency and powerful e-commerce capabilities for customers. Print 17 will be an exciting format to launch the latest innovations, and we're really excited to be coming back to the show that launched us in the US at Graph Expo back in 2015. We're looking forward to demonstrating the new functionality and modules that we've launched since then."

The two companies will be situated at **booth #334 in the South Hall at Print 17**.

For an individual demonstration of the exciting integration, contact www.infigosoftware.com/contact

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