



*Capturing the profit in your data*

**Get Better Control of Production Costs  
Using Your Existing Data**

Dear <name>,

Production economics are coming to the forefront of every commercial printer's financial health and well-being.

So, what are you doing to control your production costs?

Now there's an easy way to control your costs from Graphic Computer Consultants. GCC can show you how to **take the information in your existing data straight to your bottom line.** No more outdated production cost information. No more waiting for data entry and compilation. GCC captures the business intelligence you expected from your MIS to begin with.

- **Right now, you're missing a simple way to control production costs:** Your current MIS system has all the information you need to make intelligent decisions about controlling costs. The problem is it doesn't provide an easy way to retrieve that information and put it into an easy to use form. GCC takes the data you're already collecting and makes it easy to use. So you can make informed decisions quickly.
- **Don't waste valuable time entering and reentering data:** There's no need to add to your employee workload. With GCC solutions, you get the information you need, in the format you want it in, with **no additional input.** And because it's so easy to use, we can train your staff in a very short time.
- **Full compatibility with your existing MIS system:** GCC solutions are completely compatible with your existing systems, so integration is seamless. You can start using the crucial information your system captures quickly and efficiently.

To receive a **Free** Self-Evaluation Package, simply call me today (502) XXX-XXXX. Or visit our website at [www.gcc-inc.com](http://www.gcc-inc.com) and click the How to Contact Us link. This is a free package and there's no obligation.

Sincerely,

President  
Graphic Computer Consultants, Inc.

P.S. Our **Free** Self-Evaluation Package is designed to pinpoint problems in the area of Production and Control. It's an easy way to find room for improvements in efficiency and utilization of your existing system. Call today to request your free copy. 502-XXX-XXXX.