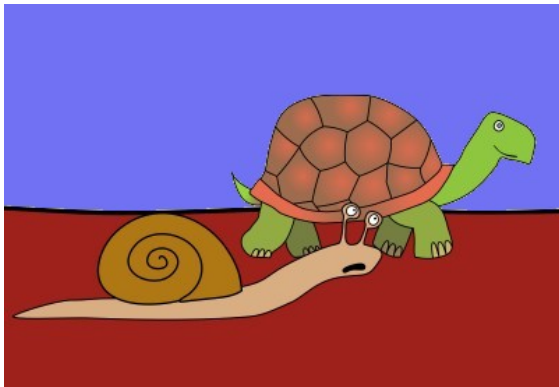# The MIS Paradox

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In the world of software, what you get is not necessarily what you pay for. Look at Google. It's free, yet it's acknowledged to be a great search engine.

And for some rather unique reasons this is especially true in the world of print estimating and print MIS. Here is why that's true.

Why what you pay doesn't necessarily match what you get

- Large print companies often do large jobs but fewer jobs, unlike the smaller jobbing printer who tends to do more jobs but with a lower average value.

- It follows that the administrative headache is actually rather worse for the smaller printer than for the larger.

A naughtily viable strategy for creating MIS

- So one perfectly logical business strategy is to write a simple system, aimed at larger companies, because their requirements are less demanding, and charge more.

- Larger companies can afford it, but to justify the expense the program has to be made to look both powerful and complex. When, er, it isn't.

A more useful MIS

- A really useful program would actually have to be powerful, more efficient, more simple to use

- ...and priced so even the smaller company could afford it.

To summarize this paradox

- So let's get this paradox straight.

- The expensive product seems more complex but doesn't need to be that great

- but the inexpensive one needs to be very powerful but seem very simple.

- ... Interesting!

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