

Now you can engage your customers with business communications that are fully personalised and interact with them using sophisticated automated workflows.



Free existing data, wherever it is stored.

Build personalised interactive communications.

Distribute communications in any format, print, email, text message and web.

Automate business processes and repetitive tasks.

## Information input 1

Data and documents are sent to PlanetPress Connect from any host system or application, like ERPs or financial systems, in any format.

Automated  
Based on rules  
Runs in the background

ERP CRM

## Communication reengineering 2

PlanetPress Connect processes the information and uses existing data and resources to create personalised content for print, email and web.

Enhance your existing layouts with:

Colours Page overflow  
Barcodes Complex tables  
Inserters controls Dynamic graphs  
Wrap around text

TXT

3

## Distribution 3

PlanetPress then outputs the documents. Anything can be automated at this stage.

All automatically based on business rules and conditions.

Split, merge, and sort files Archive Print

Send emails  
Send text messages<sup>(1)</sup>  
Serve web pages and web content

EDM

4

## Interaction 4

After receiving a communication the recipients can take action:

Answer an email  
Fill a web form  
Place an order  
Pay an invoice

PlanetPress Connect receives this information and acts on it based on rules and conditions set up by the user to trigger follow-up processes.

5

## Go beyond printing with interactive processes

Printed communications are here to stay. However, with the rise of digital technologies, a majority of consumers expects to have alternatives to printing such as responsive emails, web portals and text messages.

PlanetPress Connect was developed to make the transition to interactive digital communications easy for any business, even with limited resources and time. As a result, it also overcomes the rigidity of large data systems.

## With PlanetPress Connect.

Leverage your existing data wherever it may be.

Output in industry standard print formats.

Output HTML email and web pages, natively (no conversion).

Trigger follow-up processes based on customer interaction.

## Customer 1

Receives an invoice via email and pays it right away.

The payment is automatically processed in the system.

6

## Built with usability in mind

## Customer 2

Visits the online store and places an order, receives a validation text message and texts back OK.

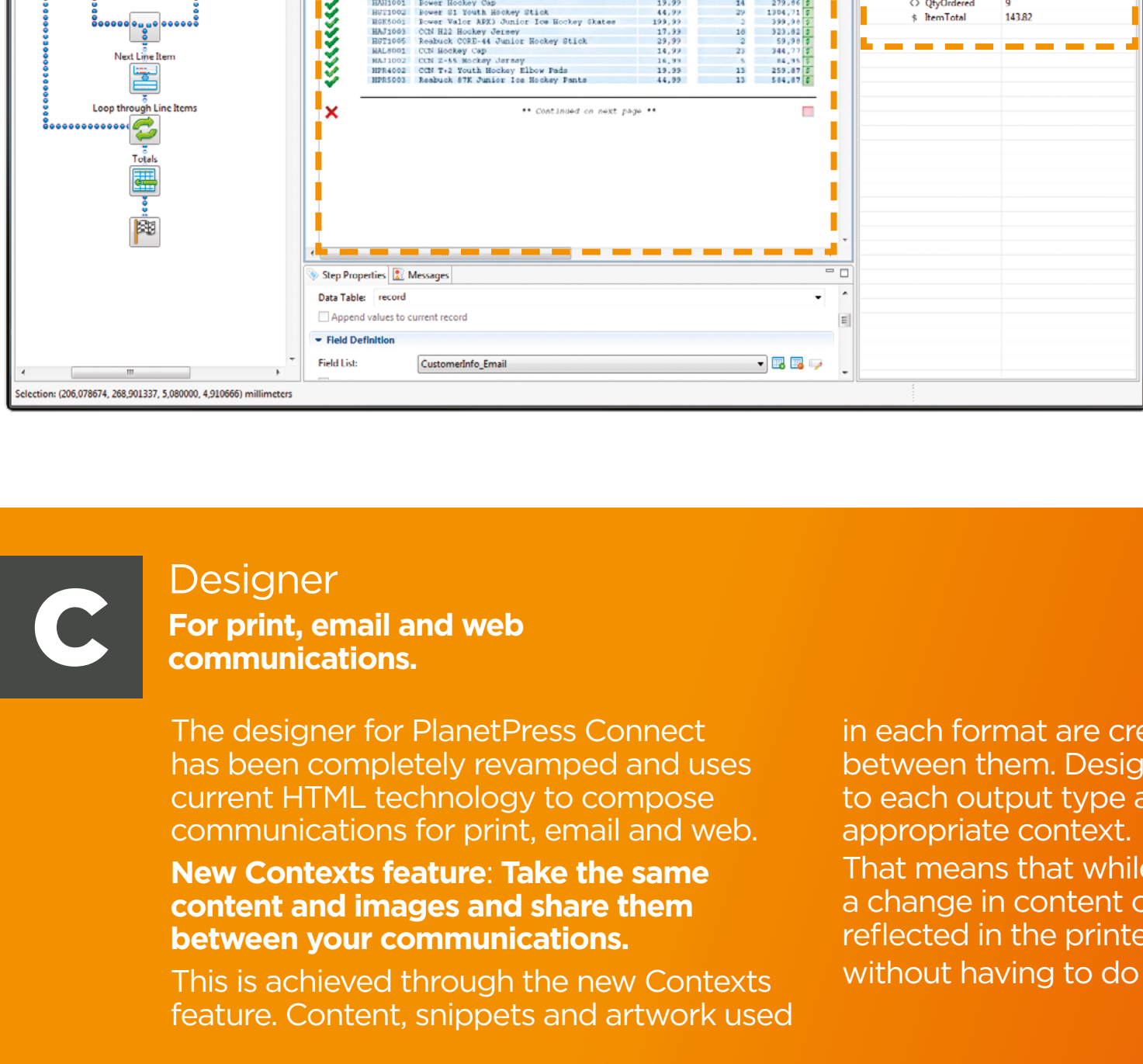
The order is processed by the system. The pick tickets, shipping labels and delivery slips are automatically printed. The order is shipped.

## DataMapper

Extract data from multiple sources and output it in a single format.

For example, PlanetPress Connect takes the PDF invoice that outputs from a customer's system and maps the relevant data into a data model. That model is then available to compose any number of documents or communications, HTML

invoices, customer portals, even better designed and enhanced print invoices. Once the data is mapped and the invoice is composed, they are sent out every month, week, day, on-demand, forever or until the customer decides otherwise.



The DataMapper makes a uniform data model wherever data originates.

**Data Model**  
The data configuration is saved for use in the designer, and can be reused in unlimited different designs.

## Designer

For print, email and web communications.

The designer for PlanetPress Connect has been completely revamped and uses current HTML technology to compose communications for print, email and web.

**New Contexts feature: Take the same content and images and share them between your communications.**

This is achieved through the new Contexts feature. Content, snippets and artwork used

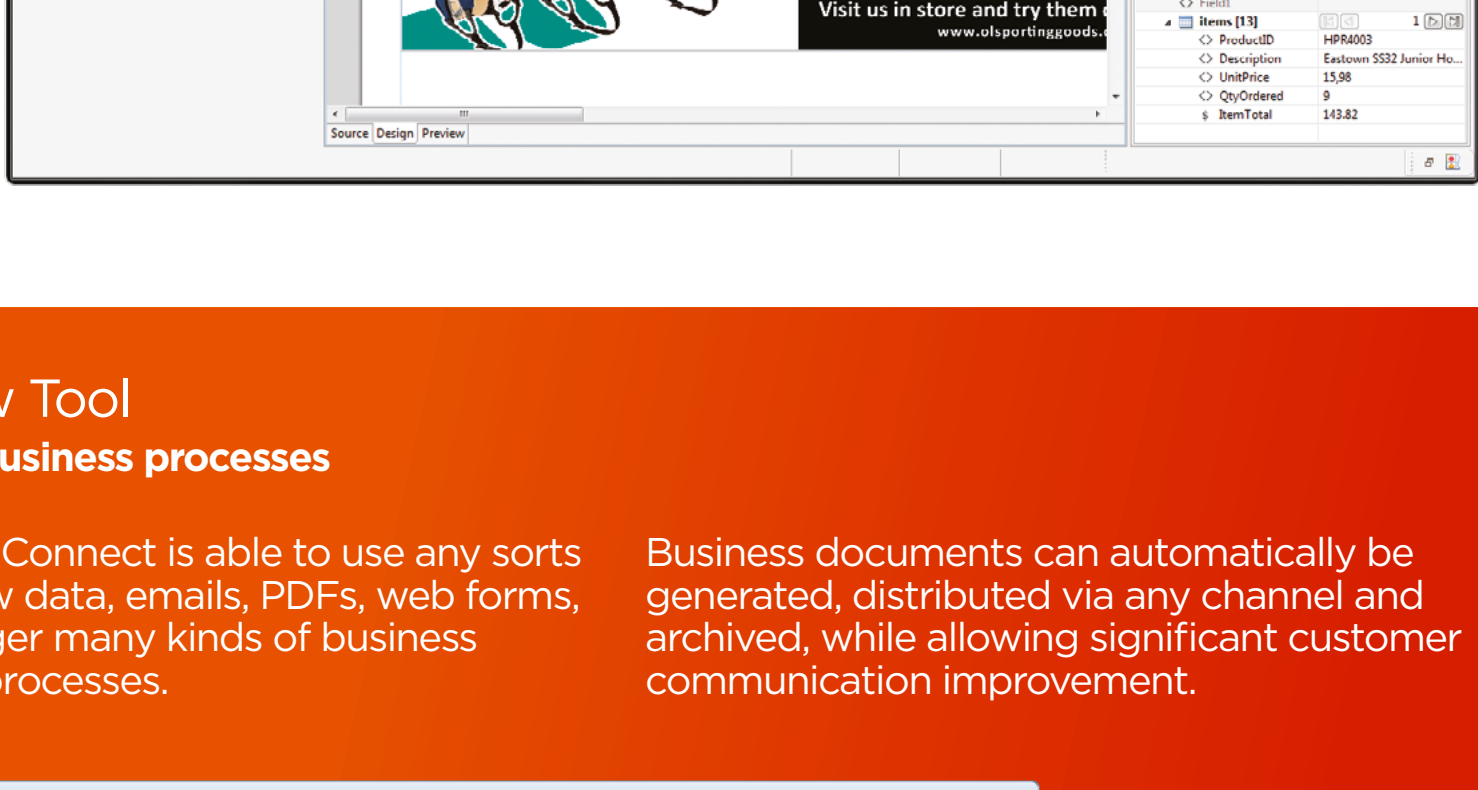
in each format are created once and shared between them. Design aspects specific to each output type are created in their appropriate context.

That means that while designing an email, a change in content or data is instantly reflected in the printed invoice or web page, without having to do the work twice.

**Contexts feature**  
Content and images can be shared between your communications.

**Drag & drop and wizards**  
Communications can be easily built using drag & drop and wizards.

Advanced users can work with the unlimited coding capabilities of JavaScript<sup>®</sup> and HTML5.

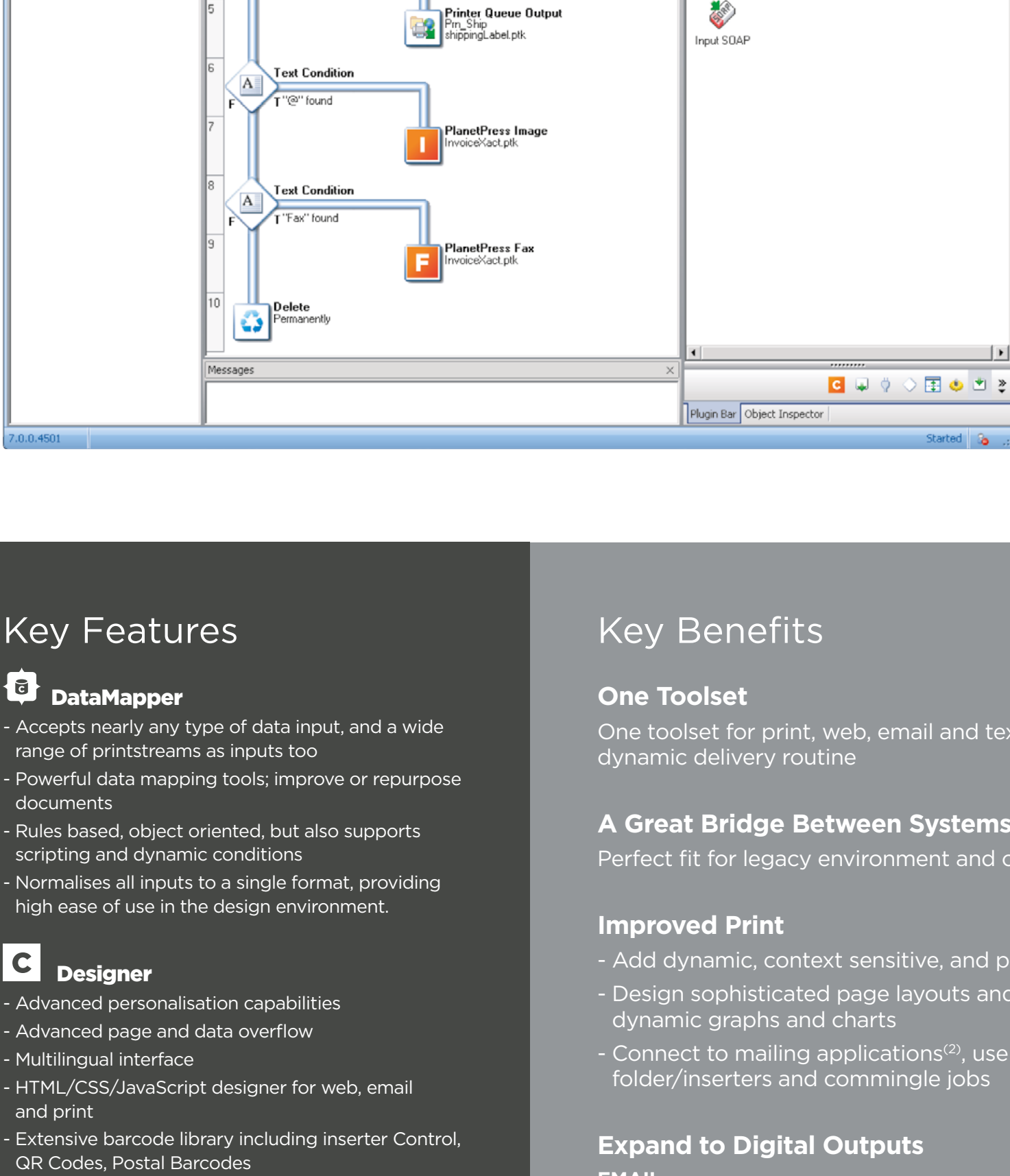


## Workflow Tool

Automate business processes

PlanetPress Connect is able to use any sorts of input (raw data, emails, PDFs, web forms, etc.) to trigger many kinds of business document processes.

Business documents can automatically be generated, distributed via any channel and archived, while allowing significant customer communication improvement.



**Automated tasks and workflows**  
Specific conditions can be set up to trigger actions such as document creation, distribution, and archiving.

**Multichannel distribution**  
Documents can be distributed via print, emails, web publishing or archived.

## Key Features

**DataMapper**  
- Accepts nearly any type of data input, and a wide range of printstreams as inputs too  
- Powerful data mapping tools; improve or repurpose source documents  
- Rules based, object oriented, but also supports scripting and dynamic conditions  
- Normalises all inputs to a single format, providing high ease of use in the design environment.

**Designer**  
- Advanced personalisation capabilities  
- Advanced page and data overflow  
- Multilingual interface  
- HTML/CSS/JavaScript designer for web, email and print  
- Extensive barcode library including inserter Control, QR Codes, Postal Barcodes  
- Print, email and web contexts in a single designer  
- Share content and images between contexts  
- Wrap around text  
- Overflow  
- Tables  
- White space management  
- Wizards

**Workflow Tool**  
- Multichannel output  
- Automated tasks and workflows  
- PDF Tools  
- Metadata  
- Trigger processes  
- Webserver capabilities  
- Connectors to many other types of applications

**Output Creation**  
- Industry standard print formats: PDF, PostScript<sup>®</sup>, PCL, etc.  
- Production decisions at the point of print (imposition, booklets, stapling)  
- Performance pack  
- Advanced print stream handling (sorting, merging, splitting, commingling) based on rules and job properties

## Key Benefits

**One Toolset**  
One toolset for print, web, email and text with preference-based dynamic delivery routine

**A Great Bridge Between Systems**  
Perfect fit for legacy environment and current technologies

**Improved Print**  
- Add dynamic, context sensitive, and personalised information  
- Design sophisticated page layouts and overflow, complex tables, dynamic graphs and charts  
- Connect to mailing applications<sup>(2)</sup>, use scan marks to leverage folder/inserters and commingling jobs

**Expand to Digital Outputs**  
**EMAIL**  
- Automatically send transactional emails in feature rich HTML  
- Generate emails that are personalised, dynamic, interactive and engaging  
- Embed links to external systems such as payment gateways to bring unprecedented value to your emails

**TEXT MESSAGES<sup>(1)</sup>**  
- Generate text messages to customers  
- Notifications to retrieve new documents  
- Link to a web page

**WEB**  
- Present documents online in graphically rich HTML  
- Allow customer to interact and engage  
- Build, host and serve web forms, and use the data to dynamically generate personalised pages.

(1) Requires subscription to 3rd party systems along with scripting.  
(2) Requires scripting.

## EXTENSIVE MAINTENANCE PLAN

**OL® Care**  
- Online training  
- Updates & upgrades  
- Technical support



PlanetPress®  
Connect  
planetpress.objectiflune.com

