PlanetPress® Connect

✎ Category

Variable Data Publishing

✎ Characteristics

– One-to-one marketing
– TransPromo
– Integration into printing workflows
– Integration with layout application
– Multi-channel communication

PlanetPress®
Connect

Giving Shape to Ideas

ADDING VALUE TO
BUSINESS DOCUMENTS

In the electronic age, information is readily available in real-time and accessible on any device. Today's knowledge workers expect this instant access to whatever information they require without concern as to how this might be achieved. To remain competitive, successful companies must tackle this challenge because nowadays, web technology is indispensable to reach one's customers and employees just where they are – in the digital world.

PlanetPress® Connect is the perfect Variable Data Publishing tool for any corporate division charged with the creation and distribution of business communications and documents. Facilitating the production of personalised direct mail, invoices, e-mail campaigns, mobile information, and versioned brochures, it makes sure to capture the reader's attention and get the message across. Thus, the application is ideally suited for medium-sized businesses that want to start producing digital output but cannot afford to make expensive changes to their existing systems or invest in customised software.

Available with a choice of options, PlanetPress® Connect offers a comprehensive toolbox for every step of a communication workflow, from document composition and personalisation to multichannel distribution and archiving.

Fully personalised business communications for all output types are created natively, including print, HTML, e-mail, and web. Another important aspect promising enhanced efficiency is this VDP solution's seamless integration into existing internal workflows.

Simple and straightforward, PlanetPress® Connect improves business processes, increases productivity as well as profitability, and enables its users to generate new revenue. Office workers benefit from an effective one-to-one marketing and TransPromo tool for comprehensive enterprise communication. Also thrown in are automation and multichannel distribution capabilities that can flexibly grow with evolving business needs.

KEY **FEATURES**

◢ One-to-one marketing

– **Increased productivity and profitability:** PlanetPress® Connect lets users add value to documents with easy-to-create business rules and without altering the core application. Changes, for example to existing business forms, are automatically implemented throughout the organisation, ensuring brand and content consistency.

– **Versatile support of data and document input:** The free design tool of PlanetPress® Connect lets users work with almost any type of data or document. They can map data coming from print streams, databases, XML or other formats, onto a template document and complete the design with conditional text and graphics.

– **Import from any Windows application:** Documents created in Windows, for example with Microsoft Word or Adobe InDesign, can be dynamically processed, modified and integrated. After importing the document into PlanetPress® Design, the user can enrich it with elements like barcodes, OMR marks and conditional graphics; or repurpose the document and integrate it into an automated document workflow.

– **Intelligent interpretation of content:** Saving valuable time, the application intelligently interprets the content of existing documents, so that it is not necessary to recreate existing forms in PlanetPress®.

◢ Integration into printing workflows

– **Full control of printing and paper handling features:** Ideal for example for users operating in a commercial print environment, PlanetPress® allows overlaying data on customers' designs, and supports device-specific settings such as dynamic tray pulling, (subset) finishing, scripting (i.e. for crash numbering), and dynamic imposition.

◢ TransPromo

– **Enriching documents with promotional content:** Sending out promotional inserts together with invoices or creating targeted promotional messages on the invoice itself requires minimal setup and no changes to existing systems. This can for example be additional information on a product related to the one just purchased in order to drive additional revenue; specific user instructions based on invoiced items; coupons or messages about related items or service contracts. TransPromo grabs the recipient's attention, maximizes the use of white space, and saves postage fees. It is the perfect tool to advertise promotions, clearance sales,
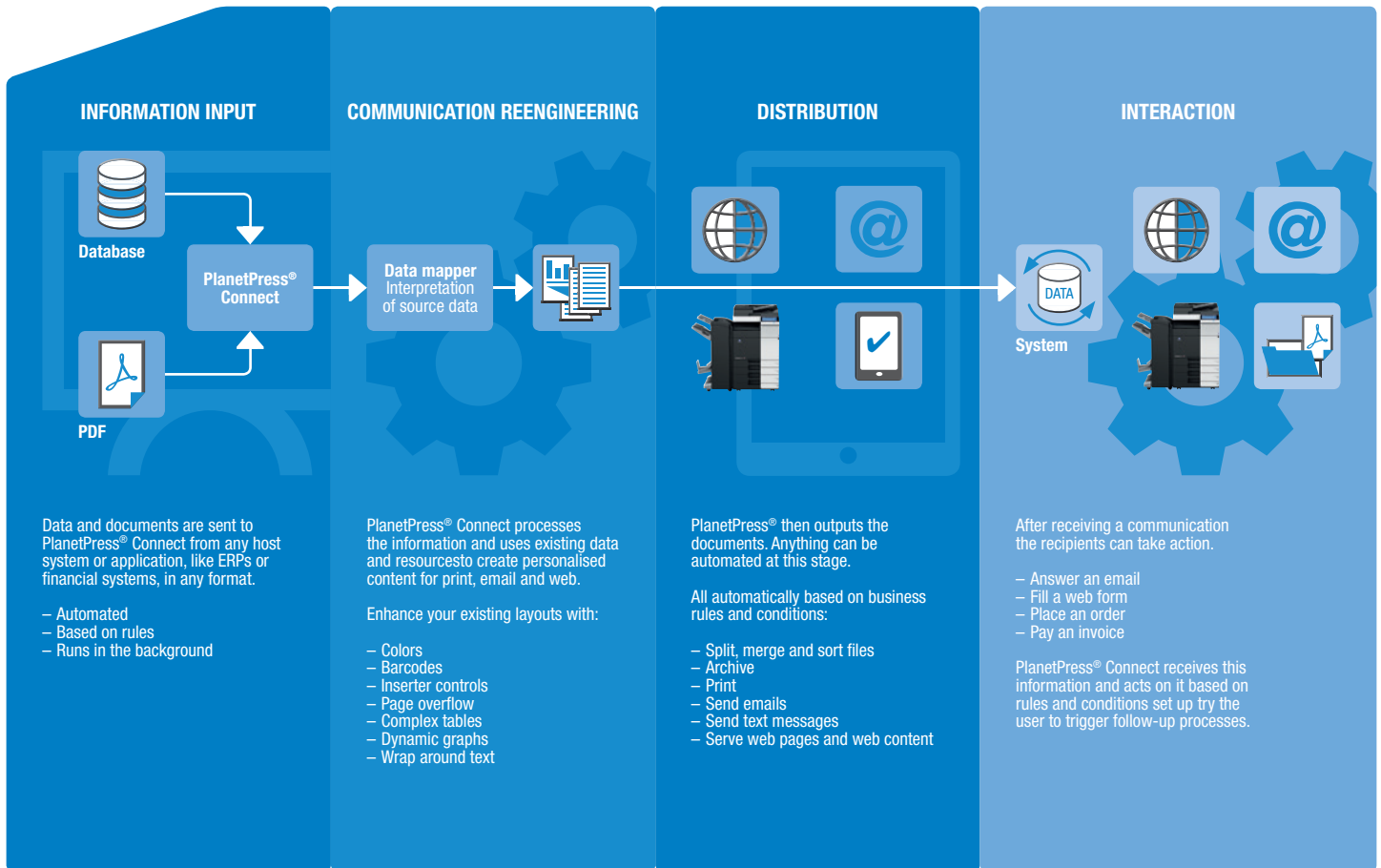
new premises, new products and services, upgrades, or whatever – all on the invoice itself, automatically and following the purchasing habits or any other aspect of the recipient's profile.

– **Automated distribution:** With PlanetPress®, documents can be printed or output in digital format. It is possible to automate the distribution of medium to large quantities of transactional documents, either through Web publishing, e-mail, fax or indeed conventional mail by adding OMR barcodes. This overcomes the limitations of inflexible mailing systems that are not suitable to processing medium and high volume e-mailings, and facilitates such procedures for all enterprises that regularly have to send large amounts of information to their customers and suppliers.

◢ Multi channel communication

– **Various communication channels:** PlanetPress® Connect facilitates the interaction with customers and prospects using different communication channels in any combination. These can include:
  – **Print,** for automatically generated printed material
  – **Online,** allowing the convenient creation of PURLs (personalised URLs)
  – **Direct,** focusing on personalised e-mail campaigns and
  – **Mobile,** for the sending of personalised information directly to the targeted person's mobile device

– **Preferred communication:** Relevant information and targeted messages can be automatically conveyed to customers/prospects via their preferred communication channel; all that's required is specifying this once.

– **Leverage new communication trends:** Companies can always be up-to-date by adopting the latest communication trends as soon as they appear – without changing their existing systems, requiring complex programming or additional tools.

– **Wider reach from multiple channels:** Using a range of different channels enables the corporate message to be spread further and more efficiently, facilitating and enhancing the business' visibility to new potential customer groups.

WORKFLOW

INFORMATION INPUT

Database

PlanetPress® Connect

PDF

COMMUNICATION REENGINEERING

Data mapper
Interpretation of source data

DISTRIBUTION

INTERACTION

DATA

System

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

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

Enhance your existing layouts with:

– Colors
– Barcodes
– Inserter controls
– Page overflow
– Complex tables
– Dynamic graphs
– Wrap around text

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
– Serve web pages and web content

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 try the user to trigger follow-up processes.

TECHNICAL **SPECIFICATIONS**

MINIMUM SYSTEM REQUIREMENTS for PlanetPress® Connect Designer 1.0.0

Operating systems	Microsoft Windows 2008/2008 R2 Server (64)
	Microsoft Windows 2012/2012 R2 Server (64)
	Microsoft Windows Vista (64)
	Microsoft Windows 7 (64)
	Microsoft Windows 8.1 (64)
	(Windows XP, Windows 2003 and older versions of Windows are not supported)

MINIMUM HARDWARE REQUIREMENTS

Filesystem	NTFS (FAT32 is not supported)
Memory	8GB (10GB recommended)
Hard disk space	At least 10GB
Software	Java SE 7u13
Pre-Requisites	Microsoft Visual C++ 2008 SP1 redistributable package (x86)
	Microsoft Visual C++ 2005 Service Pack 1 redistributable package MFC Security Update (x86)