



KONICA MINOLTA

PlanetPress® SUITE

Category



Variable Data
Publishing

Characteristics

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



Giving Shape to Ideas

PlanetPress®



ADDING VALUE TO BUSINESS DOCUMENTS

Marketing services companies, print and copy shops, commercial printers, and even in-house print rooms as well as CRDs (Central Reprographic Departments) all have a common interest: to maintain and grow their customer base. The best way to do this is by adding value to business documents and distributing them in a format that meets the recipient's preferences.

As a professional software solution, the PlanetPress® Suite is the perfect VDP tool for this purpose. PlanetPress® increases efficiency, reduces overall costs, enables faster time to market, and elicits a higher rate of response. Its ease of use, affordability and open architecture let users quickly and easily enhance, produce and distribute business documents – such as personalised direct mail, invoices, invitations, customised collateral, versioned brochures and similar – with relevant content that are sure to capture the reader's attention and get the message across.

With PlanetPress® Watch, PlanetPress® Office and PlanetPress® Production, the application offers three workflow tools for individual requirements. Users can make their choice depending on whether printing is mostly printer centric; mainly concerns existing documents rather than print data; or larger print jobs need to be produced quickly with page-based finishing and subset finishing options.

Opting for the PlanetPress® Suite, marketing companies and print service providers enjoy the benefits of using effective one-to-one marketing and TransPromo tools. Another important aspect promising enhanced efficiency is this VDP solution's seamless integration into existing printing workflows.

With PlanetPress®, it is simple and straightforward to turn every communication into an opportunity to build loyalty and fuel sales; increase productivity and profitability; and to use technology to generate revenue. The application also supports users in improving business processes without having to change systems in place; and it helps create better communications in order to drive more business.

KEY FEATURES

One-to-one marketing

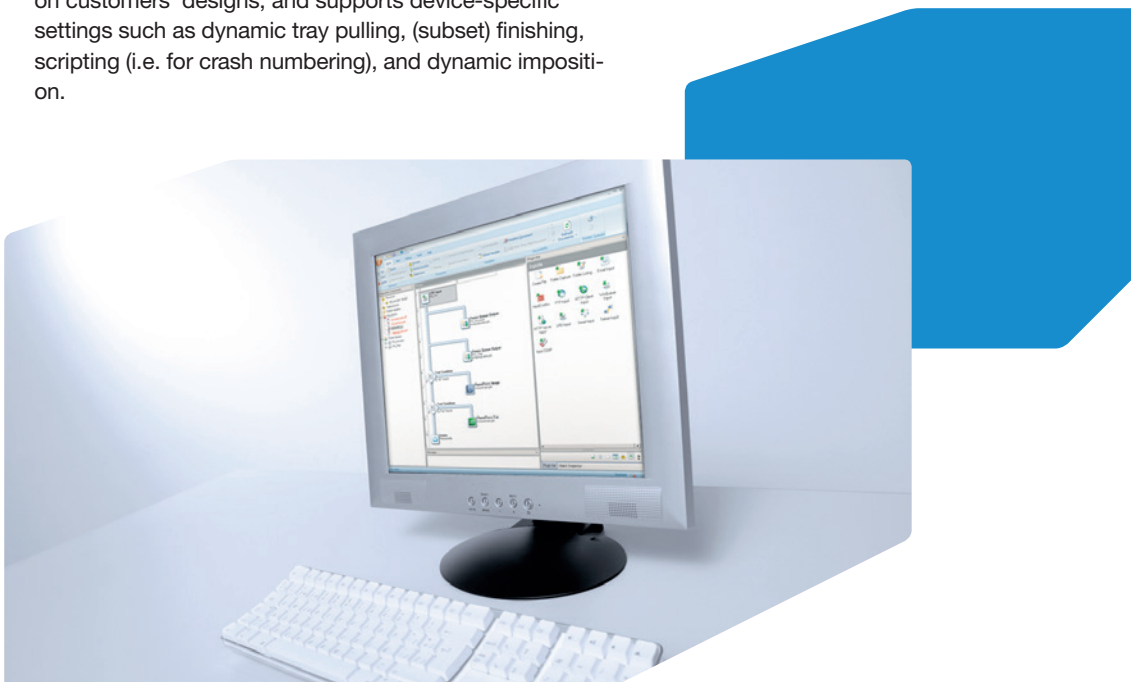
- **Increased productivity and profitability:** PlanetPress® lets users add value to documents with easy-to-create business rules and without altering the core application. Changes, for example to existing business forms, are automatically implemented throughout the organisation, ensuring brand and content consistency.
- **Varied support of data and document input:** The PlanetPress® Suite's free design tool 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

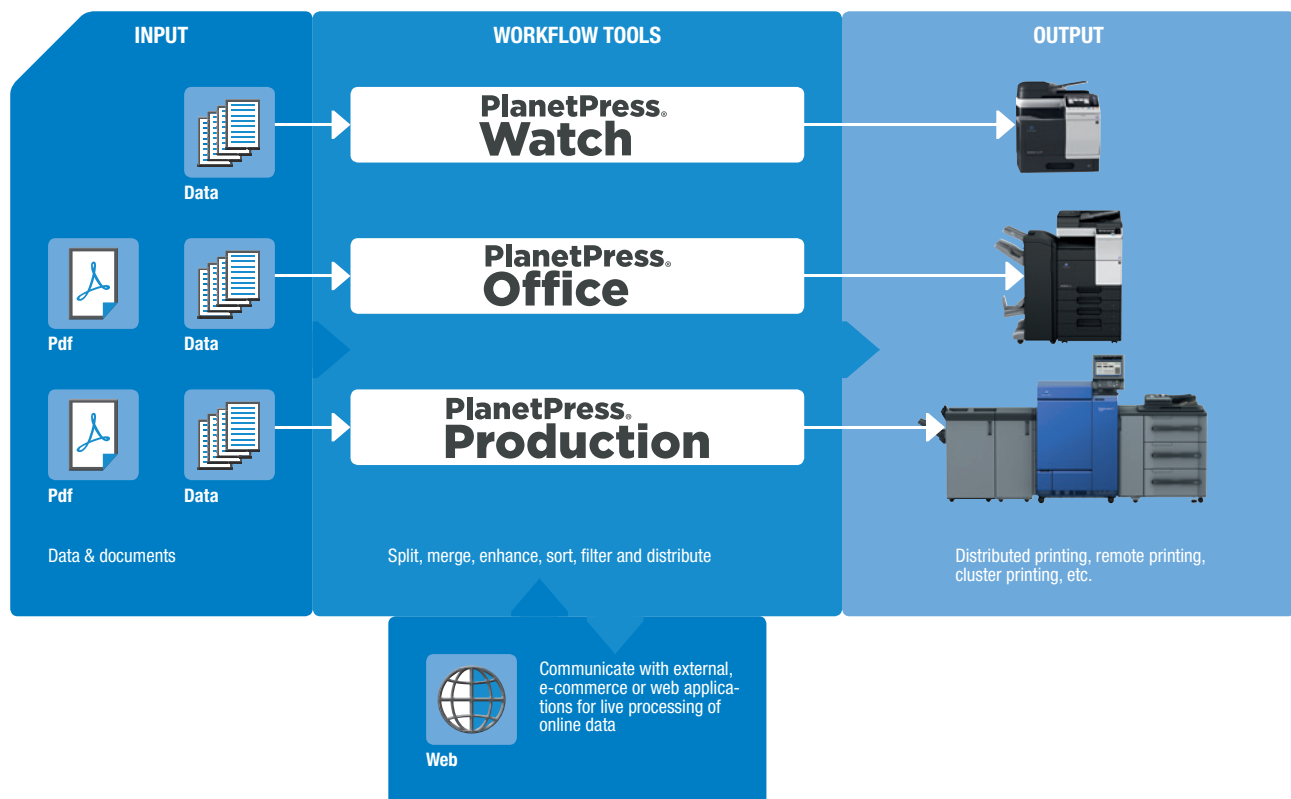
- **Full control of printing and paper handling features:** Ideal for example for users operating in a commercial print environment, PlanetPress® allows overlaying data on customers' designs, and supports device-specific settings such as dynamic tray pulling, (subset) finishing, scripting (i.e. for crash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



WORKFLOW



TECHNICAL SPECIFICATIONS

SYSTEM REQUIREMENTS

Operating systems	Windows 2000 SP4 (32/64) Windows XP (32/64) Windows Vista (32/64) Windows 7 (32/64) Windows Server 2003 (32/64) Windows Server 2008 (32/64) Windows Server 2008 R2
Memory	1 GB
Hard disk space	5 GB
CPU	Pentium 4 Class
Colour graphics adaptor	1024 x 768 (16)
Supported virtual environments	VMware, including vMotion, vSphere, VMware View
Supported languages	English, French, Italian, Spanish, German, Portuguese, Japanese, Chinese (simplified)
Supported image formats	BMP, EPS, JPEG, JPG, PDF, PNG, TIFF
Supported output formats	Optimised PostScript, PPML, PPML/VDX, PDF, VIPP, PDF/VT, VPS

RECOMMENDED REQUIREMENTS

Operating systems	Windows 7 (32/64) Windows Server 2008 (32/64)
Memory	8 GB
Hard disk space	20 GB
CPU	Dual/Quad Core Pentium Class
Colour graphics adaptor	1600 x 1200 (32)

The support and availability of the listed specifications and functionalities varies depending on operating systems, applications and network protocols as well as network and system configurations.