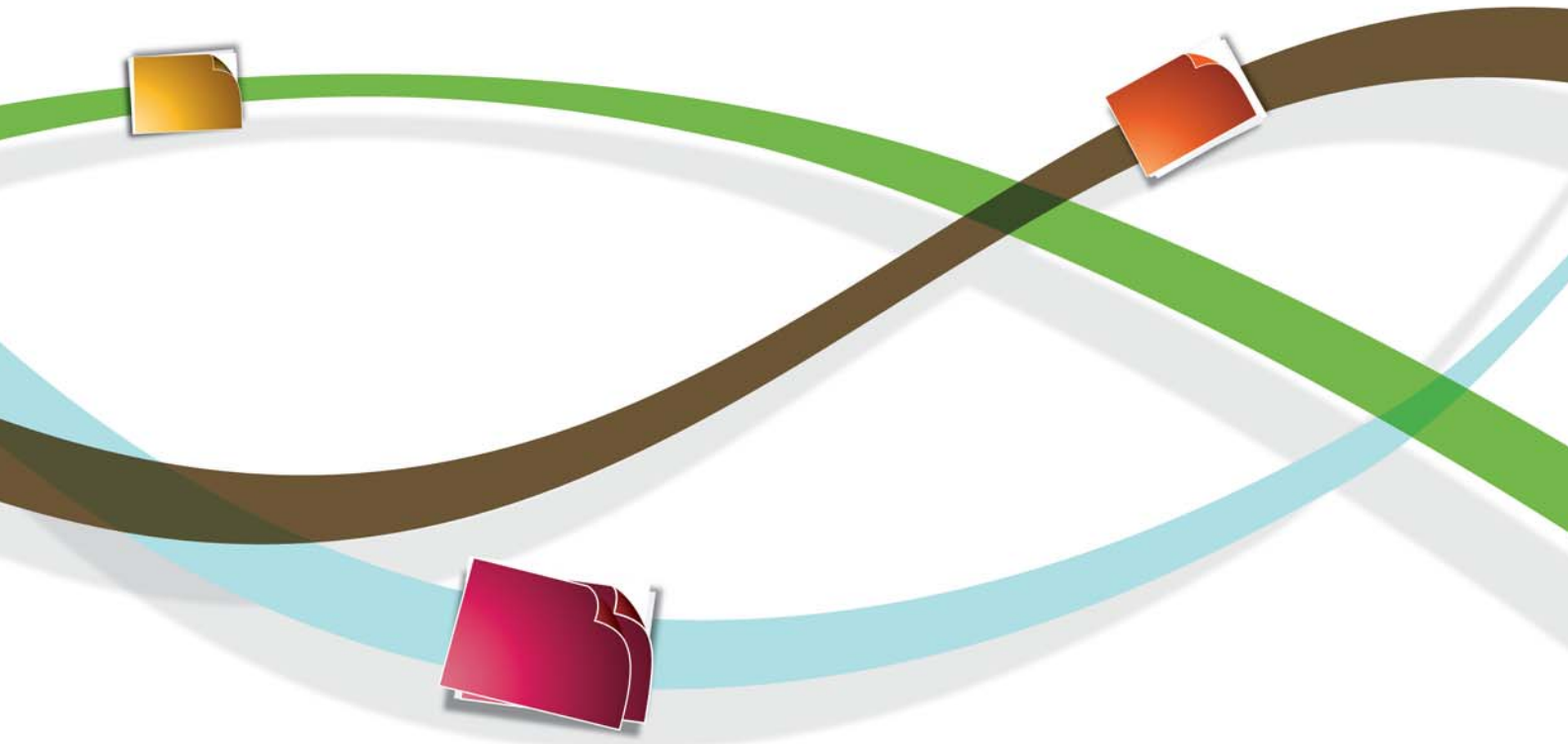
PLANETPRESS. SUITE



business communications

your way

Enabling business communications

Business documents play a central role in the communications between organizations and their clients. Invoices, statements, financial reports; every document sent to your customer is an opportunity for new business. With the right technology, you can create business documents and customer communications that help you develop, maintain and grow your business.

Helping you maintain and grow your business through effective communications

PlanetPress Suite is a professional software solution allowing organizations to maintain and grow their customer base by adding value to business documents and distributing them in a format that best suits the recipient's preferences. Its ease of use, affordability and open architecture make it the perfect solution to quickly and easily enhance, produce and distribute business documents with relevant content that is sure to capture the reader's attention and get the message across.

PlanetPress Suite

INCREASE PRODUCTIVITY AND PROFITABILITY

TURN EVERY COMMUNICATION INTO AN OPPORTUNITY TO BUILD LOYALTY AND FUEL SALES

DRIVE MORE BUSINESS WITH BETTER COMMUNICATIONS

IMPROVE YOUR BUSINESS PROCESSES WITH NO CHANGE TO THE SYSTEM IN PLACE

USE TECHNOLOGY TO CREATE REVENUES

CUSTOMER COMMUNICATIONS IMPACT EVERY DEPARTMENT OF YOUR ORGANIZATION.

Implementing a solution to simplify and optimize the creation, management and distribution of business documents must solve real business problems without adding operational overhead. The right solution will allow you to communicate more effectively with your current customers as well as to quickly implement strategies and processes to respond to future needs.

Process Owners

Increase productivity and profitability

Owning the processes that generate revenue and deliver service is a big responsibility. Your company's balance sheet and reputation depend on it. With PlanetPress Suite, reduce errors, and save time and money with fewer reprints, delayed payments and unhappy customers. The pursuit of better processes is well worth the return.

Improve existing processes and reduce production delays

Through automation, jobs get done faster; invoices get out quicker; and your company gets revenue sooner. Improve your systems in place without tinkering with existing workflows or impacting applications and production deadlines.

Do more in less time

With PlanetPress Suite, you can develop best-practice processes and do more – much more – in less time and with surprisingly little change to your existing infrastructure. Streamline workflow for operational efficiency, reduce manual labor through automation, and boost productivity, accuracy and capacity.

Business Managers

Turn every communication into an opportunity to build loyalty and fuel sales

As a business manager, you know that customer relationships are one of your company's most valuable assets. Organizations invest significant amounts in enterprise and relationship management applications, making customer data easier to capture than ever before. While these types of solutions excel in gathering business intelligence, they lack a simple way of converting customer communications into relevant business communications. Putting this information to work effectively still demands specialized knowledge and tools.

Convert data into targeted, relevant business communications

Making sure your communications are up to the highest standards can be confusing and at times overwhelming. That's why many business managers rely on PlanetPress Suite to take the pain out of the task. PlanetPress Suite fills the gap between enterprise applications and customer communications and helps you make the most of your hard-won business intelligence.

Efficiently slash document-processing costs

Give your employees the tools to be proactive and grow your most valuable assets. Enhance customer communications and deliver documents using formats and channels based on each recipient's preferences, while turning every communication with your customers into a personalized opportunity to build loyalty and fuel sales.

Marketing Professionals

Drive more business with better communications

Marketing is the driving force behind new customer acquisition initiatives and programs to expand your existing customer base. As the keeper of brand integrity, you are also responsible for the public face of your company. PlanetPress Suite helps you use customer communications to better support all these initiatives.

Quickly respond to market opportunities

With PlanetPress Suite, quickly add value to existing applications, with no additional costs or downtime. Communicate special promotions or products geared to purchasing habits and use relevant, personalized messaging to increase repeat orders, customer retention and average order value.

Easily enhance existing documents

If your existing business forms need a makeover, PlanetPress Suite allows you to easily and automatically implement the changes accross the organization, ensuring brand and content consistency. With a few clicks, add value to an existing document, with easy-to-create business rules and without altering the core application. Modify a black and white logo for color, update contact information, and add Excel graphics for higher impact.

Transform business documents into attractive advertising vehicles with Transpromo messages

Add variable messages, graphics and transpromo messages tailored to the recipient's profile to increase sales. PlanetPress Suite automatically evaluates available space and applies the appropriate content every time, and in compliance with branding guidelines. PlanetPress Suite is your indispensible toolkit for your personalized marketing strategies.

IT Professionals

Improve your business processes with no change to the system in place

Few business processes can function without the involvement of IT resources and expertise so no matter what initiatives or strategies a company pursues, IT usually plays a key part. Requests for support can come from anywhere within the organization with little notice and unrelenting deadlines. And nothing is ever simple or easy... until now, that is.

Implement a single and proven solution for all your documents and forms

PlanetPress Suite is the tool you'll turn to again and again for all types of document and forms applications. Already used in thousands of major corporations around the world, PlanetPress Suite is a proven solution for small and medium-sized organizations.

Make no change to your infrastructure and ensure compliancy with enterprise applications

PlanetPress Suite snaps into your current infrastructure with little or no change to systems. Whether you are looking for a solution adapted to a heavy-duty legacy mainframe, or one that supports the latest e-commerce and web applications, PlanetPress Suite adapts to every need and every platform.

Automate tasks and reduce your workload

Process owners and departments can manage the functionality they need, such as document design and messaging, without impacting core applications. With PlanetPress Suite, you can create processes to automate recurrent tasks, thus reducing workload and manual intervention.

Finance Executives

Use technology to create revenues and benefit from a speedy ROI

If you are a finance executive, you may not yet be familiar with the power of a solution like PlanetPress Suite, but there are many good reasons why you should be.

Reduce labor costs and associated production turnaround

Consider the invoices and statements your company sends; by using the right technology to automate their distribution and archiving, you can improve production as well as cash flow.

Accelerate distribution process, speed up the payment and reduce postal costs

With fewer production delays, invoices get in the mail sooner, and you can book revenue faster. By sending your invoices electronically, you also accelerate the distribution process, speed up the payment and reduce postal costs, a huge, recurring budget item.

Use digital archiving and reduce the cost of customer service

Service representatives can easily retrieve copies of invoices and send them by fax, email or post.

Maximize your marketing budget to create sales opportunities

Use your existing invoices to promote additional products or services. It's proven: personalization yields higher response rates, the use of transpromo increases repeat orders and delivering documents based on your customers' preferences increases loyalty.

EASILY CREATE OR ENRICH VARIABLE CONTENT DOCUMENTS OF ANY TYPES; TRANSACTIONAL, TRANSPROMOTIONAL OR PROMOTIONAL:

Bottom-up design, using host incoming data

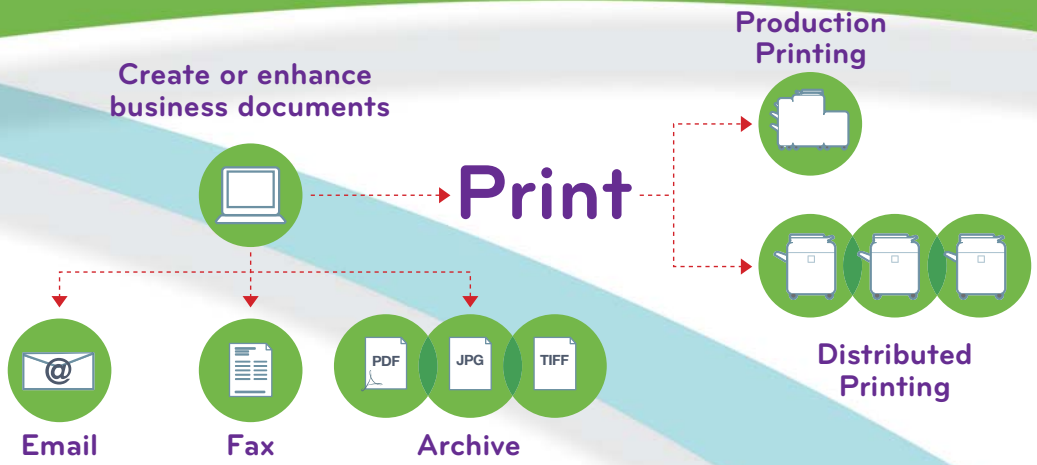
Create documents, from the bottom up, using your existing data sources as input. Extract required information from data such as print streams, databases, XML or other formats and easily map it onto a template document; design the page layout with conditional graphics and text or page elements.

Add value to existing business documents

For quicker time to market, import existing business documents created with any Windows application such as Microsoft Word and Adobe InDesign for repurposing and enrichment. You don't have to recreate your invoices, statements or any other business document as PlanetPress Suite can import and interpret their content intelligently. Automatically add value to your documents with barcodes, conditional color graphics, text and even entire pages.

Optimize production and document distribution with automated workflows

Documents created with PlanetPress Suite can be printed on any printer, sent by email or faxed and even indexed and archived in Electronic Document Management systems.



Key PlanetPress Suite Features

Object oriented workflow tools

The PlanetPress Suite workflow tools offer numerous easy to use built-in objects to simplify connecting to and communicating with almost any enterprise application, and advanced programs and scripts can be written for an unlimited level of integration.

Support for a wide variety of data and document input

PlanetPress Suite allows you to work with almost any type of data or document. Built-in emulations include ASCII & Line printer data, CSV, Database, Channel Skip, PDF and XML; you can also implement your own with our embedded script technology – PlanetPress Talk. Once PlanetPress Suite receives the data or document, it can be used to drive the document content, distribution and workflow dynamically.

Unique Windows driver for input from any Windows application

PlanetPress Suite's workflow tools are delivered with a Windows driver that imports documents created with any application into PlanetPress Suite for enhancement and workflow integration. Unlike most Windows drivers that reproduce a document for printing, the Objectif Lune Windows driver delivers fully formatted documents. You can add conditions, interpret content intelligently, print, email archive or fax.*

Advanced PDF handling tools

Combined with our unique Windows driver, which has the ability to create PDFs from any application for use in PlanetPress Suite, our workflow modules offer many PDF tools to help you optimize production. You can easily split, conditionally process and even merge documents together. Use the documents as they are or add instant value with OMR, color formatting, scaling and duplication; or, with third party options, perform address cleansing for postal optimization.*

Support for Windows

PlanetPress Suite runs on Windows Vista, Server 2008, XP and Server 2003. PlanetPress Suite can be installed on one or multiple workstations or servers (physical or virtual) and linked through workflow communication objects to work together and distribute processing across your business.

* Available with PlanetPress Office and PlanetPress Production only

Objectif Lune

BUSINESS COMMUNICATIONS - YOUR WAY

Objectif Lune creates software solutions to help organizations develop, maintain and renew their business by maximizing the value of their documents. Driven by a passion for creativity and innovation, our state-of-the art solutions create new business by adding the power of personalization to promotional documents and they increase revenues gained from existing customer base by simplifying and optimizing the creation, production and delivery of high quality targeted business documents.

For more information contact your local office, or visit:

www.objectiflune.com/ppsv7

Print wisely – be Eco-Friendly

Adding a promotional message directly on an invoice rather than adding inserts in the envelope; distributing documents by email or fax instead of regular mail; archiving electronic copies rather than stacking boxes of documents. These will all have a hugely positive impact on the environment, while allowing you to save time and money:

Save trees • Reduce carbon footprint • Decrease waste

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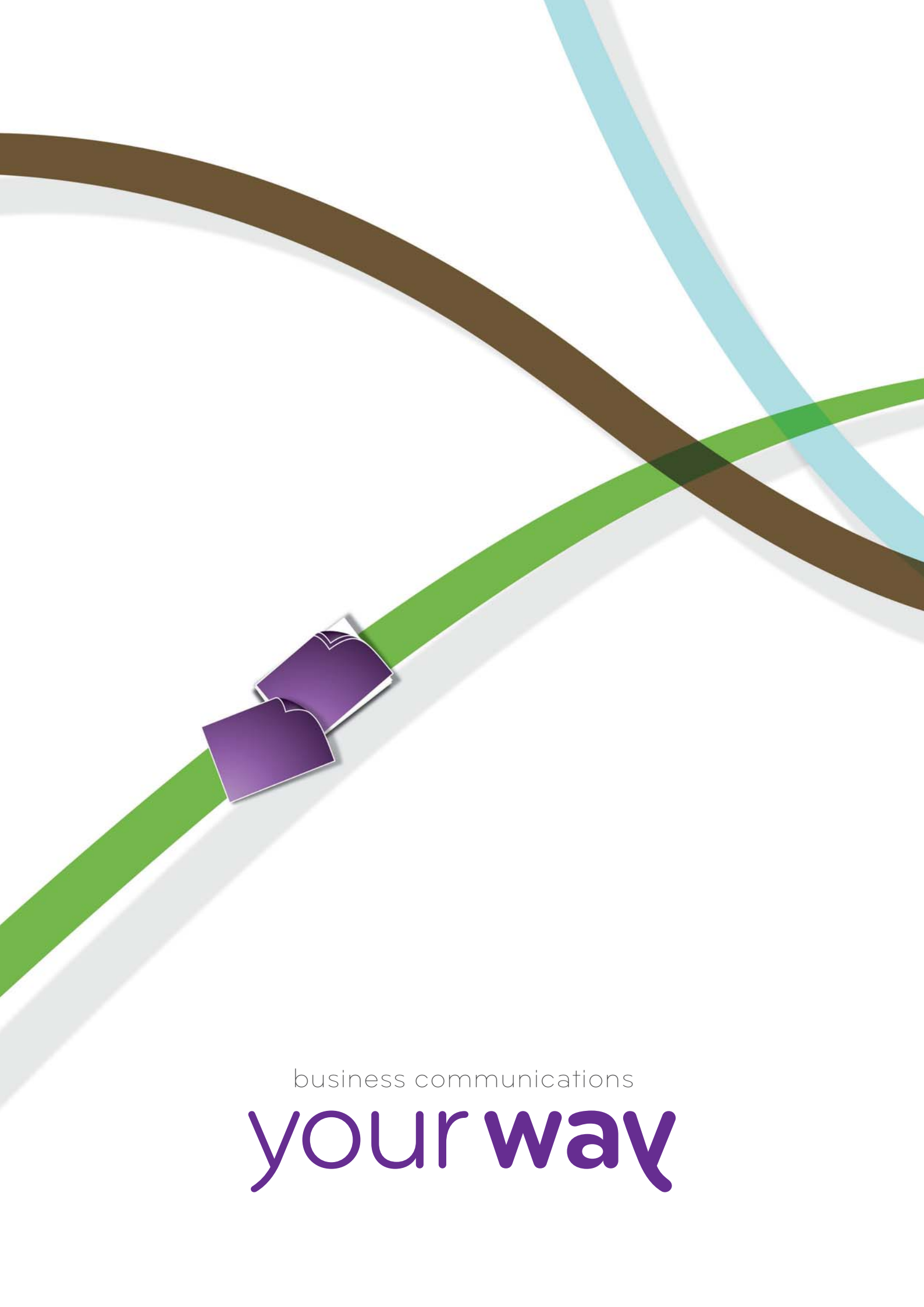

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