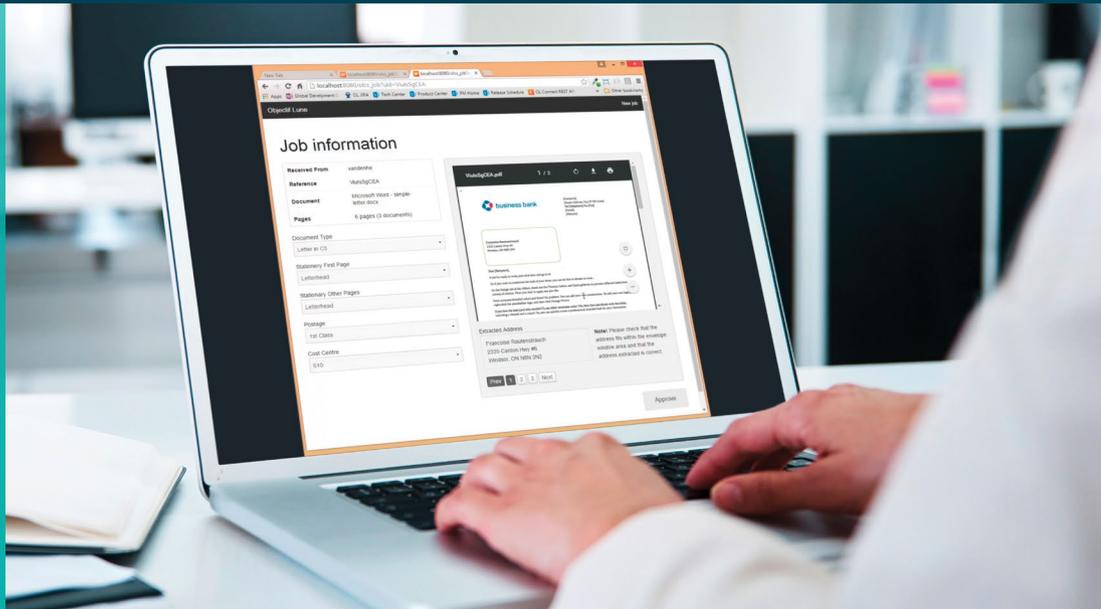


OL[®] Connect Send for ad hoc print & mail consolidation

Receive, print and mail in one click!



- More print volume
- Provide online value-added services
- Enhance your efficiency and respond more quickly to customer requests
- Increase profitability with postal discounts and mail optimisation



The cost of ad hoc mail is overlooked in most organizations. Simple steps can lead to considerable savings through consolidation, automation and postal discounts.

Are you passing over business opportunities?

Since there are less and less large companies that outsource a high volume of printing and since you can't get more business out of your existing customers, you're faced with always looking for new ones. The reality is that print is expected to decline as a percentage of overall communications spend in 2017.¹ You need to onboard more and more customers to maintain or increase your print volume, but more customers means more processing, and smaller print jobs are not less complex than big ones and they require the same processing time. This means your overhead is increasing while profitability is impacted. You might even be passing over business opportunities because you can't make a profit off of their volume.

Are you missing deadlines?

Print orders come to you on different types of media each time: ftp, USB flash drive, CD-ROM, Web, etc. Each one requires many small steps that amount to a lot of wasted time: confirming receipt, sending a price confirmation, searching for the source, moving and renaming source files, configuring the print job and informing the customer of the mailing date. And you have to restart these tedious tasks for each order, big and small alike!

Do you struggle to provide better customer service?

Continually having to look for new customers and manage their ad hoc orders keeps you busy, so it's hard to find the time to improve your processes and provide a better customer service. The customer experience is key to earning customer loyalty. People are increasingly accustomed to using interactive online services. Not being able to provide such services penalizes you in terms of keeping up with the competition.

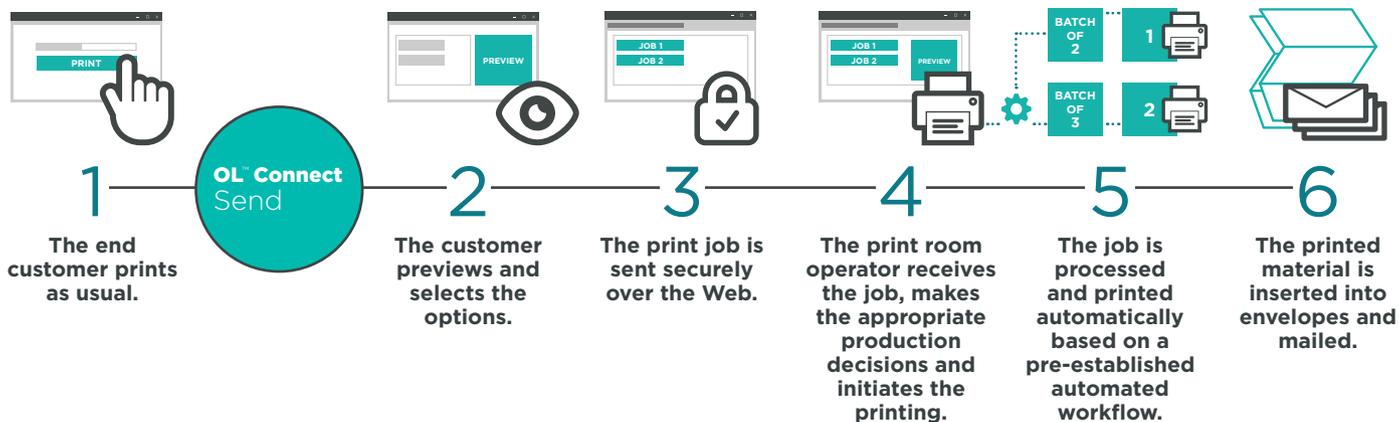


"55% of PSPs cited their ability to increase sales as their biggest concern."

Andrew Paparozzi
Chief Economist, *Idealliance*

¹ InfoTrends

OL's solution for ad hoc print & mail consolidation



Ad hoc mail examples:

Business letters
Certificates
Collection letters

Confirmation letters
Contracts
Credit letters

Declarations
Dispute letters
Quotes

Reminders
Promotional letters
Welcome letters

OL Connect Send for ad hoc print & mail consolidation

What you get:

- ✓ Onboard more customers
- ✓ Upsell your existing customers
- ✓ Become a true full service facility
- ✓ Receive preapproved documents
- ✓ Automate the handling of print jobs
- ✓ Consolidate, sort and batch jobs
- ✓ Optimize all mailing tasks
- ✓ Lower management costs
- ✓ Offer cheaper rates



What's in for your customers:

- ✓ Reduce costs by eliminating overhead like paper, envelopes, toner and postage
- ✓ Stay in control of branding, finishing, inserts
- ✓ Access a simple and intuitive Web interface available 24/7
- ✓ Rely on a secure transmission without a complex registration and login process
- ✓ Preview documents before sending in real-time
- ✓ Receive alerts at each stage of the process



Why choose OL?

Objectif Lune has over 20 years' experience in the printing industry. Our partners include leading printer manufacturers, and we have an installed base of over 15,000 customers. Our products helped usher in the era of digital printing and we have the technology to help our customers go through the next print revolution, print automation through the Web.

- We combine expertise in print technologies with new Web technologies.
- We offer short implementation times, a flexible price structure, support and knowledge transfer.
- Our software is user-friendly, adapts to your way of doing business and allows you to support the solution yourself.
- We have offices around the world so that we can provide effective support in a timely manner.

