About ACTIONMAIL

Actionmail is a medium-sized, privately owned direct mail processing company located in Auckland, New Zealand. Since 2007, the company has been transitioning into a value-added consultancy, dedicated to improving response rates for clients' communications and mailings.

Actionmail customers come from a variety of industries, including retail, finance, not-for-profit and government. They turn to Actionmail for direct marketing, business process consulting and solution delivery through innovative technology and state-of-the-art finishing and mailing equipment.

WWW.ACTIONMAIL.CO.NZ

Actionmail Reaches 200% ROI in First Year Using PlanetPress Suite

Imagine a tool that delivers 200 percent ROI to your business in the very first year. Actionmail not only hit that target with PlanetPress Suite, they expect ROI to eventually reach 500 percent.

Brenden Rolston
Managing Director
Actionmail

"Listening to our client requirements, we determined that they want us to work with any format of database and take away the pain by converting raw data into clean documents with clear content and instructions. Our clients also want to let each recipient choose how to best receive their communications, whether through direct mail, email, the web, fax or cell phone text messaging," said Actionmail Managing Director, Brenden Rolston. *"We needed one solution that could integrate multiple databases and deliver them via a variety of media, along with providing complex reporting and workflow automation - all in one package,"* he explained. It's a brief description for a big challenge.

More Flexibility than Alternatives

Actionmail first heard of Objectif Lune PlanetPress Suite through their printer vendor. After comparing it to other software, Actionmail found PlanetPress Suite offered more flexibility than the alternatives they researched. It supported their cut-sheet printers and could drive high volumes of variable full color output. Documents could be formatted and optimized for electronic delivery as well as digital printing. Detailed PlanetPress Suite reports would help with measurement, analysis and planning.

Actionmail assigned three programmers to train on the software and integrate it into their hardware and software platforms. Linking into their fax and web server, it integrated seamlessly with their existing environment. After a brief learning curve, the technical team had PlanetPress Suite running and processing smoothly.

An Immediate Test for a Key Client

A project for a major client put PlanetPress Suite to the test immediately. The client, a large multinational financial organization, handles administration for multinational customer trading in New Zealand. The company contracted Actionmail to produce all of its "beneficiary advices." These are documents sent by a financial institution to the beneficiary or owner of a given account or fund. Advices must be sent to recipients via direct mail, email or fax, and recipients dictate the method they prefer.

Every time an email is sent and received or bounced back, an email confirmation must be generated, detailing exactly what transpired. Accuracy is paramount. Any error could have financial impact for the recipient and legal implications for Actionmail's client. Actionmail credits PlanetPress Suite with helping to fully automate this sophisticated output management application, and as a result, errors due to manual intervention have been eliminated. The software manages email and fax bounce backs, and then redirects bounce backs to the next preferred delivery method.

This easy-to-use software solution has significantly reduced production time and cost, while concurrently increasing the standard of quality of services and products. With more process automation now in place, staff resources can be focused on other projects.

Output Management
for Multi-media Delivery

This complicated application showcases PlanetPress Suite flexibility and output management strengths. It automates the formatting of variable business information for multi-media delivery. PlanetPress Suite manages the collection and transfer of variable international financial data on Actionmail's server to create each unique variable document. It also drives the printing of security cheques and produces financial audit reports.

Detailed reporting is essential, too, given the financial nature of the application. A report must be generated to track every run, and the comprehensive reporting and auditing built into PlanetPress Suite ensure a secure process and well-documented results.

A Solid Return Across the Board

Today, PlanetPress Suite helps Actionmail produce approximately 3.5 million pages a year, representing approximately two thirds of the total document output. The majority of the volume is variable financial statements, which have no allowance for error. Whenever Actionmail calls with questions, Objectif Lune Customer Support is quick to respond. Actionmail has been further impressed with how well Objectif Lune has kept them current with upgrades.

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Within the first year of running the PlanetPress Suite, Actionmail generated $100K (NZD) of revenue from a single client, an ROI of more than 200 percent. Actionmail expects ROI to reach 500 percent, and it's a benefit their customers will enjoy as well, through solid service, consistent accuracy and reliable documentation.

PLANETPRESS SUITE

The ACTIONMAIL PlanetPress Suite Solution:

PLANETPRESS **DESIGN**
Flexible, Powerful, Transactional & Personalized Document Creation.

PLANETPRESS **IMAGING**
Electronic Image Generation for Archive, Email & Fax.

PLANETPRESS **WATCH**
Automated Document Output & Distribution Management.

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for more information, visit
www.objectiflune.com