



Even at the most basic level, PlanetPress delivers increased efficiency and cost savings.

Cranfield University Press is the internal print division of Cranfield University. With its own external customers, it is also a commercial unit operating as a profit centre for the university. Time is money and in its role as an implant printer for the university, Cranfield University Press supply high volume digital print, copying and short-run colour services.

Cranfield University Press purchased black and white, fast, high volume digital equipment to reduce delivery time and maintain customer satisfaction. As William Keene, Business Manager of Cranfield University Press points out, when they acquired PlanetPress from Objectif Lune as part of the deal, they found that using even the most basic functionality of the software, helped to improve efficiency still further.

As a variable data management tool, PlanetPress is used by the division to produce mail merges for their customers; using the software to manage the data merges and print process.

"You can give the task to almost anybody and say here, this is what you do, here's a bullet point list of what you need to achieve, through it goes and it's out - very straightforward."



William Keene
Business Manager
Cranfield University Press

"The key difference is to do with labelling. Looking at the functionality of the software, it's quite ironic that the benefits to us are at quite a simple level. For the sake of 10 minutes processing time on a database and putting letters into window envelopes rather than non-window envelopes, what we're doing is not printing labels and not sticking those labels on to the envelopes. So at the very basic, functional level, we're saving time."

PlanetPress also allows Cranfield University Press to improve the appearance of printed collateral for their clients - the ability to change the layout of mail items quickly and efficiently means that the look and feel of items for mailing reflects the content.

In its function as an internal and external printing resource, large volumes of work are managed by Cranfield University Press. This makes reducing delivery time without compromising quality all the more important.

Print work at Cranfield University Press is managed on a task by task basis. The simplicity of using PlanetPress enables each task to be allocated to different members of staff based on availability and not on IT experience.

"It has achieved what we wanted it to achieve, pretty much straight away. We're not asking much of it, but it does what we ask, extremely well."

Moving forward William Keene is looking at ways to apply the functionality of PlanetPress more fully to support Cranfield University Press in the future.

"This type of software can seriously add value to an organisation."

"Subsequent to the black and white digital / PlanetPress purchase, we've also purchased a colour digital press. We have been aware that we've got PlanetPress and it would make sense to have one piece of software across all the different equipment, because then everybody knows what's going on and it's very straightforward. I'm conscious that PlanetPress has that ability and we had a training session last year where we became aware of some features. There's an awful lot of potential that we're not exploiting. This type of software is the way forward; this is the way that printing is going to develop; particularly digital printing. This type of software can seriously add value to an organisation. Definitely."



The PlanetPress Suite Solution:

-  PlanetPress for Document design
-  PlanetPress Watch for Process and distribution automation
-  PlanetPress Image for Integrated archiving
-  PlanetPress Fax for Automated conditional fax delivery
-  PlanetPress Search for Real-time access to critical information

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