OANHSS
ONTARIO ASSOCIATION OF NON-PROFIT HOMES AND SERVICES FOR SENIORS

Objectif Lune Helps Association Solve Communication Problem

The Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS) already had a solution in place to handle their fax and email communications, but they ran into a major problem when it came time to upgrade. Their vendor informed them that the upgrade would not support fax anymore, only email. Although considered low tech by some, faxing was still a preferred option for some OANHSS members. With their supplier walking away from fax functionality, OANHSS was in a real bind.

OANHSS represents over 470 members, including long-term care homes, seniors' housing, and community agencies that provide care and services throughout the province. Through emails and faxes, OANHSS keeps members informed about changes and developments in the sector and what they mean to members. OANHSS must relay these updates as quickly as possible so members can act on the information and take advantage of opportunities.

OANHSS urgently needed a replacement to maintain its established delivery channels. It was a matter of running the business and meeting their primary obligation to their membership. "A key role for our Association is communicating with our members," explained IT Manager John Odorico. "OANHSS is responsible for getting information to them, so it was our duty to find the means to do it. We had to find a tool that would 'speak' both fax and email."

Highly Recommended by Printer Vendors

As OANHSS approached the end of a seven-year lease of printing equipment, Odorico had the idea to ask major printer vendors for recommendations on a replacement software. When they all came back with the same answer - PlanetPress - Odorico sensed he was on to something.

"It was the only tool that could do what we needed".

PlanetPress offered the ability to automatically fax and email the membership database and track all the communication. In fact, tracking communications was almost as critical as sending them out.

The Association operates independent of government; funding comes primarily from member fees and revenue generated through programs and services. To maintain loyalty, OANHSS must assure members that it follows through on promises "If one of your key roles is to communicate, you have to be able to track your efforts," said Odorico. "The membership must be able to validate that we do what we promise and that we deliver regular, reliable and accurate communications." OANHSS needed software that would populate data back into the database, what member received what information, and PlanetPress Suite was the only one that would do that.

Customization Automates Communication Workflow

OANHSS acquired PlanetPress Suite Version 5 and uses most of the suite's modules: PlanetPress for its design tool, PlanetPress Watch for the automation of all print and information distribution processes, PlanetPress Fax, PlanetPress Image for generating PDFs and PlanetPress Search to retrieve information. Although OANHSS is not the typical PlanetPress installation, it demonstrates the software's extended capabilities and its ability to solve a variety of problems.

Unlike vendors that shy away from custom work, the job for OANHSS was a custom project from beginning to end. "Our membership database program is 100 percent proprietary, so we required a 100 percent proprietary solution for communicating with that database," explained Odorico. As the first step, Objectif Lune made it their business to learn all they could about the account. Over several months, Objectif Lune not only met with OANHSS, but also their database supplier. "They took the time to understand our business and get it right. We showed them the issues, and they studied what the old software did and made sure the new tool encapsulated that. They stayed connected with us during the entire process."

Ease of Use Creates More Time in the Day

For OANHSS, the power of PlanetPress was in its ability to automate processes and document distribution via PlanetPressFax and PlanetPressImage. Users enter a customized message that will be used in the body of the email and on the front page of the fax. Then they simply click content and a query from the database, and PlanetPress Suite takes over from there, automatically assembling documents for faxing or emailing, including converting any images for faxing.

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John Odorico
IT Manager

When Odorico joined OANHSS, he moved the database to an SQL server platform, and later PlanetPress Suite also became part of the system so anyone could easily do a communication en mass. They only have to create this content one time for both methods of delivery. Access to the PlanetPress form is controlled to protect its integrity. PDF and Word documents are merged in PlanetPress to automate the distribution process.

Objectif Lune created a better user interface for accessing queries stored in the proprietary database. The previous tool had similar basic functionality, but was more difficult to handle. Ease of use became a particular focus of the project, and it paid off. Now the PlanetPress automation saves valuable time for the busy staff. "*These tasks can either eat up the day, or we can use PlanetPress and get it done almost instantly,*" said Odorico.

Praise for PlanetPress People

Odorico's favorite thing about Objectif Lune software is not any particular feature, but the people behind it. "*You can get software anywhere. The real value comes down to people,*" he stressed. "*I was impressed with how the company understood our requirements and went over and above in what they delivered.*" According to Odorico, Objectif Lune exceded expectations in three key areas: the user interface, taking time to understand the customer, and providing timely response.

"There are plenty of technology companies, but my challenge is always the quality of the support behind the technology," he noted. "*A measure of how well a vendor will do comes down to how they handle exceptions to core events, how they handle the hard stuff. Anyone can install software and walk out.*" His experience with Objectif Lune was a notably different experience. "*When they were installing PlanetPress Suite, the turnaround time for our requests was almost instantaneous. I like the support and how they do business with you. They make an effort to understand the problems you are facing. I would recommend Objectif Lune's solution to anybody.*"

OANHSS has only begun tapping into the possibilites of PlanetPress. Future plans call for further training to become familiar with all other capabilites to continually enhance their communications with members.

The OANHSS 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

For more information on our line of products, visit **www.objectiflune.com**