

**PlanetPress®**

Objectif Lune Software

**SOLUTION IN ACTION  
GREATER OUTPUT  
FLEXIBILITY FROM ERP**



## ABOUT

### Y.K. Almoayyed & Sons

Y.K. Almoayyed & Sons is an auto dealership, recognized for quality automobiles in the Kingdom of Bahrain, well known for the quality of sales service and customer satisfaction it offers. The Palladium Balanced Scorecard Hall of Fame Award or the Ford Excellence Award are some of the prizes won by the company which attest its excellence.

It is no surprise that in order to provide these high quality services, the company has always paid strong attention to their customer communication and therefore to their business documents. However, despite YKA's desire to create personalized documents, the company was taken as a hostage by their data system, for a long time until they discover PlanetPress.

**WWW.ALMOAYYED.COM**

**« During daily operations, we produce many invoices, quotations, delivery notes, management reports and customer-facing documents - all printed from our Autoline system. Before, these documents came in a plain format with fixed fonts and content. There was no way to change the font, format or stationary, but with PlanetPress, it is easily doable. Planet Press lets users choose from popular Windows fonts and images. »**

Gopinath Athilat  
Y.K. Almoayyed & Sons

## BAHRAIN AUTO DEALER DRIVES BETTER AUTOLINE WORKFLOW

### Autoline

#### An ERP solution essential for dealers

Automobile dealerships tend to use Autoline, a popular ERP solution from ADP. The solution provides a wide range of tools to manage every vehicle operation. However, when it comes to the appearance of the documents, Autoline requires special stationery pre-printed with branding, branch information, terms and conditions, and other information depending on the dealership, not giving any flexibility. For YKA, integrating new forms or templates were major undertakings that required IT skill. Even basic changes like phone numbers, email or addresses involved replacing existing stock with new printed materials.

### PlanetPress

#### Leads to Transformation

Things started changing after Objectif Lune's integrated PlanetPress software with YKA's Autoline system in mid-2013. Before this date, YK Almoayyed was using dot-matrix printers, the only ones available with Autoline. Although laser printers were widely available at this time, they can't be used with Autoline preprinted stock and multi-part forms. YKA had dedicated printers for different forms, sometimes resulting in multiple printers in one department.

PlanetPress immediately brought greater output flexibility. Instead of having dedicated printers for invoices or letters, any PostScript-enabled printer can produce the documents YKA needs. Vehicle orders, parts lists, invoices and other templates can be printed on the same laser printer without worrying about changing paper. With PlanetPress, it's no longer necessary to print and distribute forms in bulk, to benefit from discounts. Instead, documents are printed on demand as required, which has the advantage to save costs of storage, distribution and labour.

#### Streamlined Report Workflow for Faster Business Insight

For sales people, as well as senior management who were affected by the daily document challenges, the use of PlanetPress has facilitated their reporting. Before the installation of the software, they couldn't get system reports and other documents in the desired format. With PlanetPress, the reporting process has become much easier for the IT department. PlanetPress integrated with the existing Autoline software has effectively reduced steps and streamlined workflow. Reports go out faster, giving managers real-time insight into the business.

In addition to routine reports, PlanetPress is used by YKA employees for customer quotations and invoices because of the easiness of maintaining the company brand across documents without a lot of effort. Instead of struggling to get documents done, employees can focus on customers, quality and growth.



## About PlanetPress

PlanetPress allows you to add value to your business documents and distribute them in a format that best suits the recipient's preferences.

PlanetPress you can design your invoices, your reports or any business document from scratch or you can import a PDF file into the designer and start your redesign work from that file to save some time.

Images, dynamic graphics, data from print streams, databases, XML files or any other text based format stored anywhere, can be read by PlanetPress and easily mapped onto a document. We know, it's kind of cool.

## Benefit from PlanetPress

- ▶ Communication personalisation
- ▶ Multi-channel distribution
- ▶ Operational flexibility and freedom
- ▶ Automate document related tasks
- ▶ Wiser print job management
- ▶ System costs reduction
- ▶ Human resources costs reduction
- ▶ Print costs reduction
- ▶ Postal costs reduction

« Since we are printing on demand, we no longer need to print in bulk and distribute the pre-printed stock. This saves the organization time and money. For us, PlanetPress solution is a net cost saver. Company stationery is standardized, since output is generated based on pre-defined rules, which enabled us to lower printing costs. »

Akhilesh Tripathi  
Y.K. Almoayyed & Sons

## Flexibility for Multiple Auto Brands

Y.K. Almoayyed & Sons started with Nissan cars in 1968 and today represents many vehicle lines, including Infiniti and Renault. The company is the exclusive dealer in Bahrain for the iconic American brands namely Ford and Lincoln and China's Foton and Great Wall auto lines.



Selling, servicing and promoting these multiple brands was an efficiency nightmare of pre-printed forms, logos, letterheads and content. Now, PlanetPress uses existing templates and automatically alters the document based on the data to be printed. A big dealership like YKA carrying multiple brands can modify the same layout for all its different franchises.

## Marketing Made Easier – and More Effective

Personalizing, targeting or cross selling products and services in customer communications are not the main features of Autoline. The pre-printed forms and legacy printers made it impossible to add marketing messages on documents on the fly. This resulted in many lost opportunities.

With PlanetPress, white space management has become an effective tool for maximizing the “real estate” on printed customer communications. A document dynamically changes content and appearance based on the data it receives.

**«With more flexible document designs, it's easier to place marketing content, campaigns and other sales promotions on customer-facing documents. More exposure to marketing messages in a relevant context helps increase its customer traffic in the showroom, and eventually leads to an increase in sales.»**