

### What is PlanetPress Connect?

PlanetPress Connect is Objectif Lune's flagship solution for automating business processes and data-driven communication. PlanetPress Connect has the same philosophy as its predecessor, PlanetPress\*, but goes further by bringing its powerful composition and output capabilities to email and web channels. It reads your system's output and provides you with the tools and freedom you need to use data any way you want. Produce and send highly personalized communications, whatever the format: print, web, email, SMS or e-form.

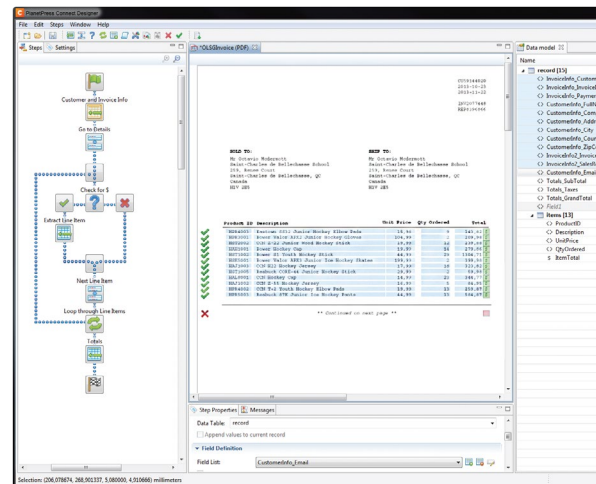
\*PlanetPress customers with OL Care can upgrade to PlanetPress Connect Print only free of charge or upgrade to a full multi-channel version.

### A perfect Automated Business Communication toolset

**DM** **DataMapper**  
The missing link between your data and your variable data documents

The DataMapper can standardize data from multiple sources and formats.

- Create a data extraction setup and use it with multiple documents, as the design step is no longer tied to the datamapping.
- Standardize the data coming from multiple systems with the new Unified Data Model. No matter where the data came from, it will look the same.
- Capture and read data from almost any source or format: PCL (optional), ASCII, print streams, hot folders, emails, HTTP requests, PDFs or database exports.
- Automate business processes based on inbound documents by datamapping communications from suppliers and customers.

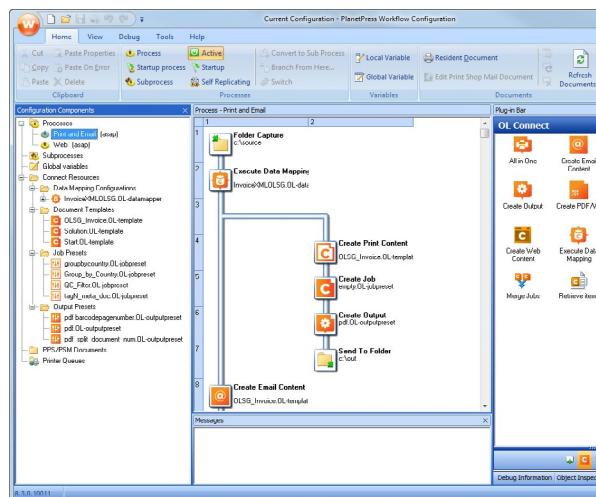


**W** **Workflow**  
Where the magic happens

The Workflow module automates tasks like output production for all contexts through a simple drag and drop interface.

The Workflow tool is upgraded to work seamlessly with the new Designer.

- Trigger internal processes with web forms.
- Manage the progression of dynamic and personalized web pages without the need for developing code.
- Initiate document workflow from your mobile devices with Capture OnTheGo.





## A multichannel Designer

### Create all your business communications in one place

With the Designer, you get a powerful composition tool to build templates for print, email and web, where every element can vary based on the conditions you set.

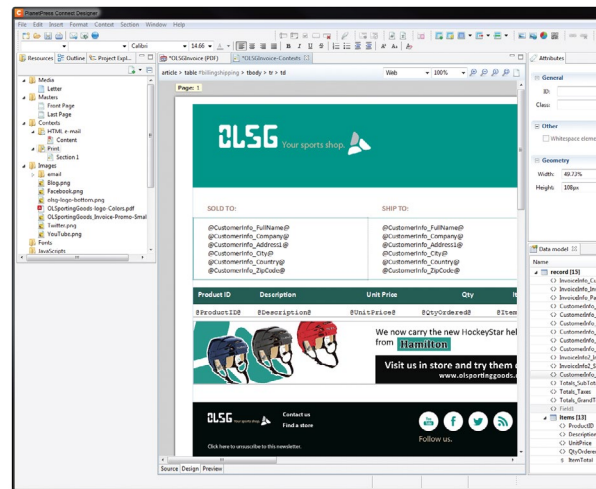
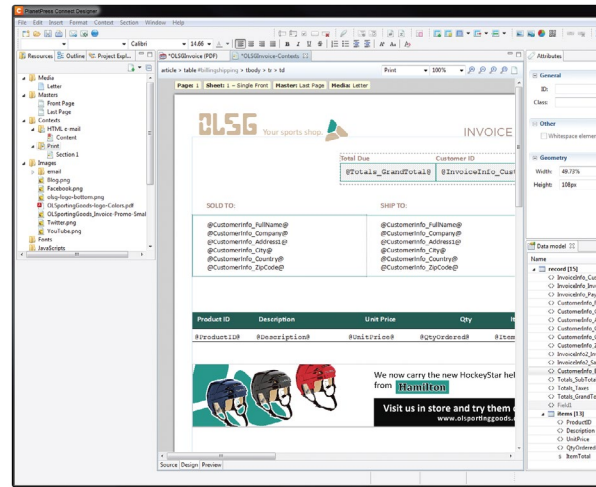
#### Not an expert?

The Designer is user-friendly and perfect for everyday use.

- Benefit from two new mediums; continue to print but also send communications through the web or HTML-based email.
- Prepare various materials without specific expertise, with the help of wizards. For example, design tables with widow and orphan control in a single click.
- Create content, images, code snippets and other resources once, and then use them in other designs and contexts.
- Add payment buttons in PDFs, emails or web pages and speed up transactional processes.

#### Advanced users can also work with the unlimited coding capabilities.

- Because the designer is HTML- and JavaScript-based resources can be found over the Internet for code snippets and for external connections to mapping, weather or other web services.
- Redoing whole designs from scratch is a thing of the past. Once you've created a code snippet, you can reuse it in your other templates.



## Output Generator

### Flexible, multichannel output

The Output Module controls output generation for all contexts.

- The Output Module is our new multi-channel composition engine. It can create output for print, email, web and mobile from a single data source or combine multiple data sources into a unified data model to allow comingled output creation.
- Design documents in advance and use Workflow to create lights-out data driven and conditional multi-channel output (print, web or mobile).
- Automatically post your documents to your mobile devices and use them in the field with Capture OnTheGo.
- Print on any device using native print streams (PS, PDF, VPS), plus PCL
- Get scalable performance - add a performance pack or upgrade to PReS Connect. PReS Connect is 100% compatible with PlanetPress Connect and can use PlanetPress Connect templates.

