

ZOOM INTO THE TYPICAL PlanetPress® USER



WHERE TO LOOK FOR A SUCCESSFUL HUNT?



Our typical user is not so hard to find...

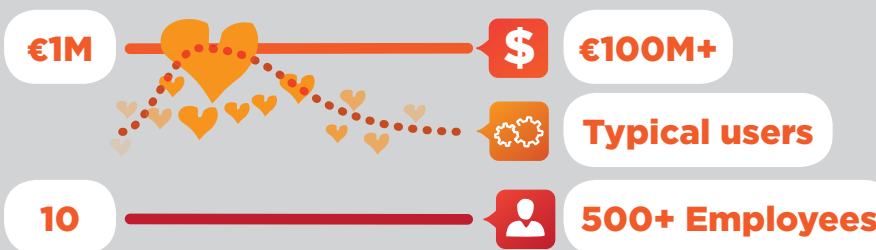
This is where you will be able to FOLLOW HIS FOOTSTEPS:

90% Employment in most developed countries



In the industry of Services and of Manufacturing

In almost any company...



...that generates revenues **>€20M**



...but the sweet spot happens to be In a company with **100+ employees**



What matters to him: LESS PAIN, MORE CONTROL

He values the ease of use of the software



He likes how easy it is to design documents...



He works with his internal IT team to implement and maintain the software himself

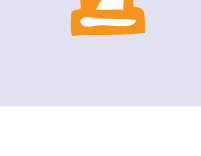


...and controlling business processes internally



And really enjoys having control over his data...

...to finally relax



What he uses the software for:



mainly: Corporate print
 Business process automation
 And commercial print output



Creating and optimizing workflows

Connecting ERP, financial and CRM systems



Outputting less than

<10 000 pieces a day



Printing
 Sending to folder
 Emailing



Inputting text and legacy data



Connecting to a database

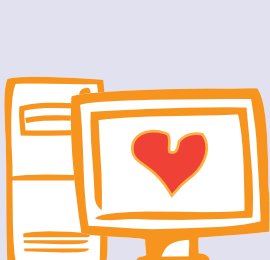


Using PDF streams



His main qualities: HE KNOWS WHAT HE WANTS AND IS LOYAL

He found the right fit...



...has no intention to change



And uses PlanetPress with **a smile** on his face

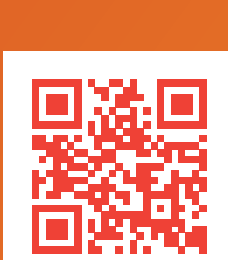
Has been using the software for

5+ years on average



PlanetPress®

Objectif Lune Software



OBJECTIF LUNE

WE CREATE SIMPLE, EFFECTIVE AND ENJOYABLE SOFTWARE, helping companies better communicate with their customers

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