

PLANETPRESS DESIGN

Create. Design. Print.

Flexible, Powerful, Transactional and Personalized Document Creation.

Create transactional and personalized variable data documents with PlanetPress Design. Everything from a simple mail merge to transactional documents to documents varying completely in size and shape can be created with PlanetPress Design. Learn to use the surprisingly easy to use design tool, or have your supplier's professional services design and implement documents into your existing host environment.

Start with a blank page and either add a PDF or EPS image as a background, or build a customizable design from the ground up. Easy drag and drop mapping of variable data fields, commingled with static text. Insert data driven messages, graphics, variable pie charts and internationally used barcodes. Documents can be printed to open systems printers or integrated into an automated distribution process workflow via PlanetPress Watch or PlanetPress Server.

Benefits

- Print complex documents at high speed
- Move to flexible open system printers
- Eliminate expensive pre-printed forms and documents
- Reduce operational cost associated with printing
- Apply rules and conditions to better target your customers
- Improve output quality and corporate image
- Intelligently target your customers' personal interest by tailoring content based upon your customer data

Business Applications

Create your transactional, promotional or transpromo documents using full color or monochrome, to give your customer only the information that they want to see.

Transactional documents

- Multi-part business form replacement
- Invoices & statements
- Grey bar reports
- Checks
- Insurance policies and forms
- Grade reports
- Financial portfolio reports and updates
- Pick tickets and shipping labels

Transpromotional documents

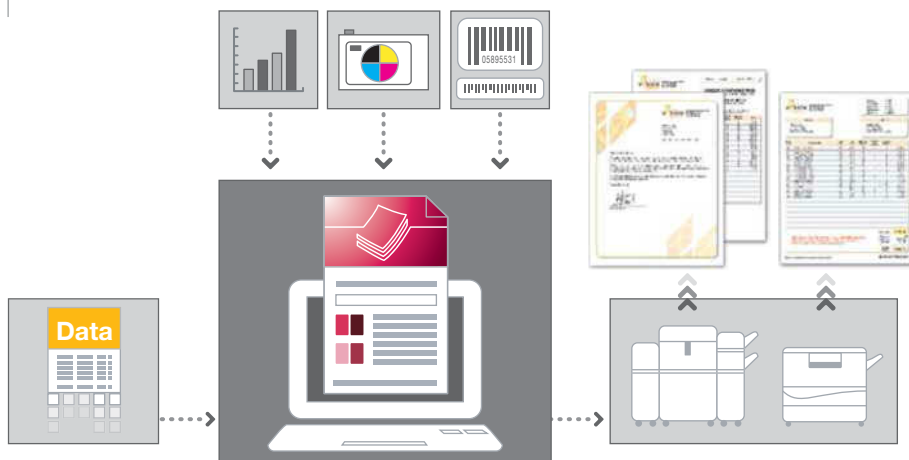
- Statements with targeted marketing messages
- Invoices with one to one promotions

Promotional documents

- Direct mailings
- Discount coupons
- Postcards
- Tickets

For a maximum return on your investment, transform your transactional documents into advertising vehicles. Whether the information gathered about your customer is based upon past purchases or from a form on your web site, use it to send targeted and personalized messages that will get their attention every time!

VDP and automation made easy



1 Import data from almost any source :

- Native XML
- Line printer
- ASCII
- CSV
- Database
- Channel Skip
- User Defined

2 Design the layout of the document as desired in monochrome or color. Create data driven, conditional content such as text, images, graphics, charts and barcodes.

3 Print variable content documents at optimum rated engine speed. Incorporate PlanetPress Watch or PlanetPress Server module to your solution for automated electronic output distribution.

