

Canon

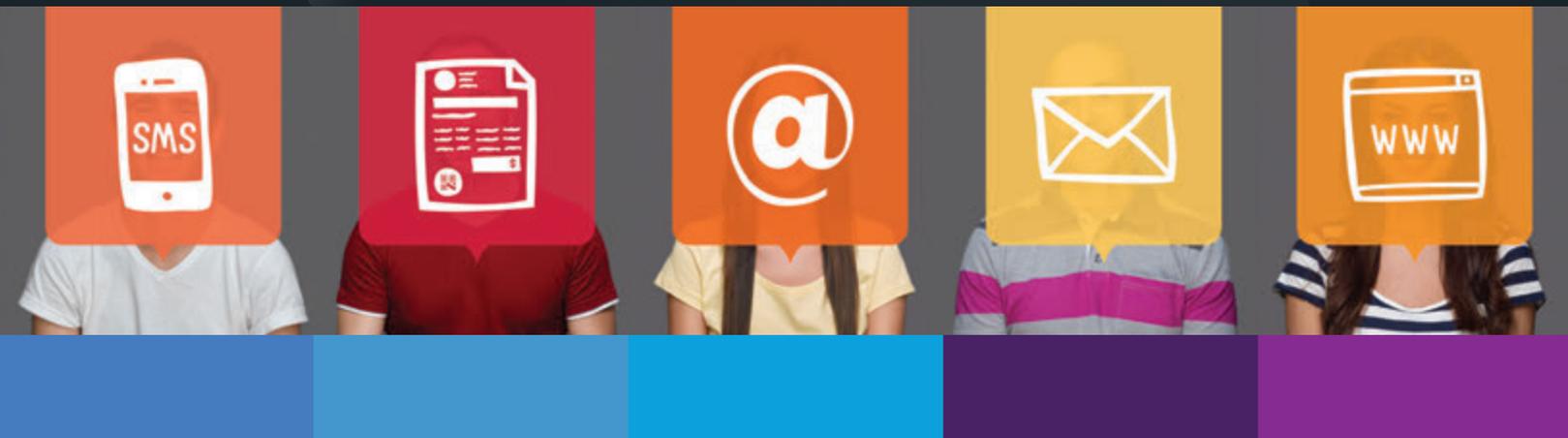
CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE

STRIKE UP A CONVERSATION WITH YOUR CUSTOMERS

PlanetPress Connect provides a link between your data systems and your customer communications.



Now you can engage your customers with business communications that are fully personalized and interact with them using sophisticated automated workflows.

Free existing data, wherever it is stored.
Build personalized interactive communications.
Distribute communications in any format, print, email, text message, and web. Automate business processes and repetitive tasks.

PlanetPress® Connect

OL™ Software

PlanetPress® Connect



DataMapper

Extract data from multiple sources
and output it in a single format.

Built with usability
in mind

PlanetPress Connect takes the PDF invoice that outputs from a customer's system and maps the relevant data into a unified data configuration file. That file is then available to compose any number of documents or communications, HTML invoices, customer portals, even better designed and enhanced print invoices. Once the data is mapped and the invoice is composed, they are sent out every month, week, day, on-demand, forever or until the customer decides otherwise.



Information input **1**

Data and documents are sent to PlanetPress Connect from any host system or application, like ERPs or financial systems, in any format.

Automated
Rules based
Runs in the background



Communication reengineering **2**

PlanetPress Connect processes the information and uses existing data and resources to create personalized content for print, email, and web.

Enhance your existing layouts with:

Barcodes
Inserter controls
Wraparound text
Page overflow
Complex tables
Dynamic graphs





Designer

For print, email, and web communications built in one unique design tool. Take the same content and images and share them between your communications.

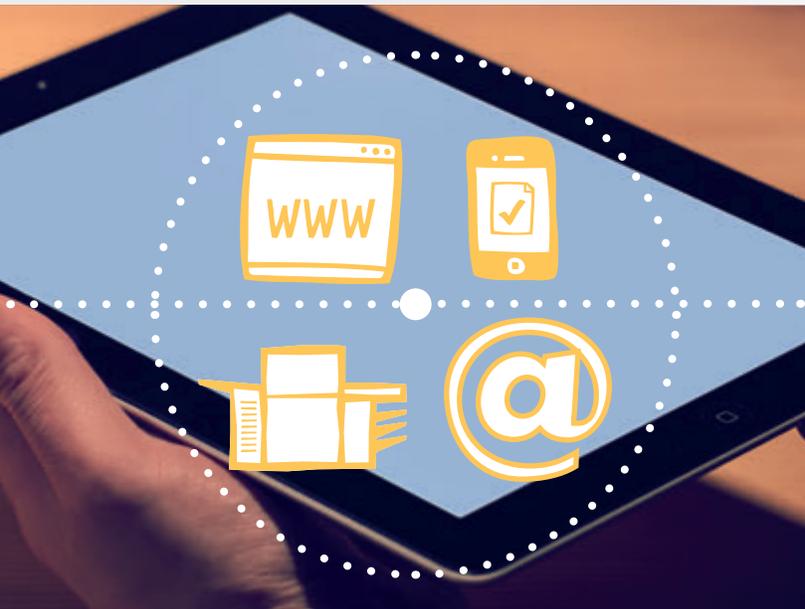
Contexts feature allows content, snippets, and artwork used in each format to be created once and shared. Design aspects specific to each output type are created in their appropriate context. That means that while designing an email, a change in content or data can be instantly reflected in the printed invoice or web page, without having to do the work twice.



Workflow Tool

Automate business processes.

PlanetPress Connect is able to use many kinds of input (raw data, emails, PDFs, web forms, etc.) to trigger many kinds of business document processes. Business documents can automatically be generated, distributed via any channel, and archived, while allowing significant customer communication improvement.



Distribution 3

PlanetPress then outputs the documents
Anything can be automated at this stage.

All automatically based on business rules

- Split, sort, and merge files
- Populate an archive system
- Serve web pages and web content
- Print
- Send emails
- Send SMS messages



4 Interaction

After receiving a communication the recipients can take action:

- Answer an email
- Fill a web form
- Place an order
- Pay an invoice

PlanetPress Connect receives this information and acts on it based on rules set up by the user to trigger follow-up processes.





DataMapper

- Accepts nearly any type of data input, and a wide range of printstreams as inputs too
- Powerful data mining tools, improve or repurpose documents
- Rules based, object oriented, but also supports scripting and dynamic conditions
- Normalizes all inputs to a single format, providing high ease of use in the design environment



Designer

- Advanced personalization capabilities
- Advanced page and data overflow
- HTML/CSS/JavaScript designer for web, email, and print
- Extensive barcode library
- Print, email, and web contexts in a single designer
- Share content and images between contexts
- White space management



Workflow Tool

- Multichannel output
- Automated tasks and workflows
- PDF Tools
- Metadata
- Trigger processes
- Webserver capabilities
- Connectors to many other types of applications



Output Creation

- All industry standard print formats: PDF, PostScript®, PCL, etc.
- Production decisions at the point of print (imposition, booklets, stapling)
- Advanced print stream handling (sorting, merging, splitting, commingling) based on rules and job properties

Free
Online training

Extensive
Maintenance Plan

OL™ Care

- Updates & upgrades
- Technical support

Key Benefits

- One toolset for print, web, email, and text with preference based dynamic delivery routing.
- Perfect fit for legacy environments and current technologies. A great bridge between systems.

Improve Print

- Add dynamic, context sensitive, and personalized information.
- Design sophisticated page layouts and overflow, complex tables, dynamic graphs, and charts.
- Connect to mailing applications¹, use scan marks to leverage folder/inserters, and commingle jobs.

Expand to Digital Outputs

Email

- Automatically send transactional emails in feature rich HTML.
- Generate emails that are personalized, dynamic, interactive, and engaging.
- Embed links to external systems such as payment gateways to bring unprecedented value to your emails.

Texts

- Generate text messages² to customers.
- Notifications to retrieve new documents.
- Link to a web page.

Web

- Present documents online in graphically rich HTML.
- Allow customer to interact and engage.
- Build, host, and serve web forms and use the data to dynamically generate personalized pages.

(1) Requires scripting.

(2) Requires subscription to 3rd party systems along with scripting.

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For more information, call or visit
1-800-815-4000 **CSA.CANON.COM**