

# IKON / Document Solutions Portfolio

OFFICE SOLUTION



**PLANETPRESS.  
VERSION 5**

## PlanetPress Suite

### Business Challenges Addressed

Customers use transactional documents, such as invoices, reports, checks, shipping labels with bar codes, and multi-part business forms to run their businesses. Meanwhile their marketing departments, with no access to customer buying history or preferences, send static outbound communications (newsletters, postcards) en masse, with more information than each customer probably wants to see.

Transactional documents are often produced on legacy or impact printers using pre-printed forms, while marketing documents are typically printed in large runs on offset presses. With seemingly no easy way to upgrade, customers are left to deal with obsolescence and inventory problems, the inability to easily make changes, manual document assembly and being solely reliant on paper-based delivery methods.

### Solution Overview

Objectif Lune's PlanetPress Suite is a modular approach to transactional and variable content document printing and output management, and generally requires no change to your host system.

Many times, companies do not realize that there are ways to integrate information, automate processing and finishing, and enhance customer-facing documents.

It is easy to migrate the printing of transactional and variable content documents to IKON's high quality PostScript printers. PlanetPress helps eliminate expensive pre-printed forms and turn transactional documents into marketing vehicles by adding targeted messages or coupons, automatically based upon information contained within the data stream. With PlanetPress Suite, you can incorporate dynamic output of business graphs, text, logos, graphics, colors, fonts, and barcodes designed to print locally or remotely, archive, e-mail and fax — simultaneously and automatically.

# IKON

PREMIER Partner

To learn more about IKON's Document Solutions Portfolio, contact your local IKON representative.

The IKON Document Solutions Portfolio is a comprehensive offering of end-to-end solutions designed to address document management needs at all phases of the document lifecycle: capture, workflow, output and retention.

IKON selects products for the portfolio based on a flexible, open architecture and standards-based technologies to ensure interoperability as well as extensibility of functions between new and existing systems.

IKON delivers the portfolio solutions through its team of Professional Services specialists who assess, customize, install, manage, service and support end-to-end solutions.



**Document Efficiency  
At Work.®**

A RICOH COMPANY



**1-888-ASK IKON [www.ikon.com](http://www.ikon.com)  
Order Supplies at: 1-888-456-6457**

**Solution Differentiators**

- Personalize customer-facing collateral and documents
- Increase workflow efficiencies on mission critical documents
- Printer-centric technology allows for robust documents with minimal network traffic, even with remote/distributed printing
- Drag and drop, point and click, wizard-driven design tool for ease in document design
- One application for both transactional and one-to-one variable data document design
- The ability to print locally as well as remotely, and simultaneous output to e-mail, archive and fax
- Documents printed at optimum speed, with the ability to drive the finishing features available on the printer
- Supplies XML Data Streams

**An Integrated Solution**

Integrates with:

- **All of IKON's PostScript printers** including color and monochrome devices
- **Electronic Document Management Systems** — automatically generates a PDF or TIFF image and an index file of transactional documents
- **IKON PowerPRESS™** — together, the technologies offer a complete CRD/Data Center Solution
- **FreeForm I and II** — already a fan and user of FreeForm? Take it to the next level and let PlanetPress drive for endless personalization abilities
- **Datastream Transform Products** — takes you from being able to print from virtually any host with the software itself, to all host environments
- **Captaris RightFax** — providing a total seamless solution
- **IKON DocAccel™** — together, the technologies deliver a total solution
- **UNIX/Linus** — users with BrightQ can easily integrate host printing abilities with the inclusion of BRIGHTLINQ

SOLUTION FEATURES	SOLUTION BENEFITS
Conditional variable content output	Helps eliminate expensive pre-printed forms
Integration with existing infrastructure	Adds cost-effective functionality to existing investments
Enhanced color management and editing functions	Aids in improving output quality and corporate image
High-speed, high-volume output	Does not reduce machine output speeds, suitable for production
Easy document creation	Simplifies form creation and output

**To learn more about IKON's Document Solutions Portfolio, contact your local IKON representative.**

**PART #IKNSP-08-O/P** © 2008 IKON Office Solutions, Inc. IKON Office Solutions®, IKON: Document Efficiency At Work®, IKON DocAccel® and IKON PowerPress™ are trademarks of IKON Office Solutions, Inc. All other trademarks are property of their respective owners.



**Document Efficiency  
At Work.®**