

CASE STUDY

ACTIONMAIL

PLANET PRESS SUITE



OBJECTIF LUNE

Actionmail is a medium-sized, privately owned direct mail processing company located in Auckland, New Zealand. Since 2007, the company has been transitioning into a value-added consultancy, dedicated to improving response rates for clients' communications and mailings. Actionmail's clients come from a variety of industries, including retail, finance, not-for-profit and government. They turn to Actionmail for direct marketing, business process consulting and solution delivery through innovative technology and state-of-the-art finishing and mailing equipment.

MORE FLEXIBILITY THAN ALTERNATIVES

Actionmail first heard of Objectif Lune PlanetPress Suite through our printer vendor. After comparing it to other software, Actionmail found PlanetPress Suite offered more flexibility than the alternatives we researched. It supported our cut-sheet printers and could drive high volumes of variable full colour output. Documents could be formatted and optimized for electronic delivery as well as digital printing. Detailed PlanetPress Suite reports would help with measurement, analysis and planning.

Actionmail assigned three programmers to train on the software and integrate into our hardware and software platforms. Linking into our fax and web server, it integrated seamlessly with our existing environment. After a brief learning curve, the technical team had PlanetPress Suite running and processing smoothly.

AN IMMEDIATE TEST FOR A KEY CLIENT

A project for a major client put PlanetPress Suite to the test immediately. The client, a large multinational financial organisation, handles administration for multinational customer trading in New Zealand. The company contracted Actionmail to produce all of its "beneficiary advices." These are documents sent by a financial institution to the beneficiary or owner of a given account or fund. Advices must be sent to recipients via direct mail, email or fax, and recipients dictate the method they prefer.

OUTPUT MANAGEMENT FOR MULTI-MEDIA DELIVERY

This complicated application showcases PlanetPress Suite flexibility and output management strengths. It automates the formatting of variable business information for multi-media delivery. PlanetPress Suite manages the collection and transfer of variable international financial data on our server to create each unique variable document. It also drives the printing of security cheques and produces financial audit reports.

Detailed reporting is essential, too, given the financial nature of the application. A report must be generated to track every run, and the comprehensive reporting and auditing built into PlanetPress Suite ensure a secure process and well-documented results.

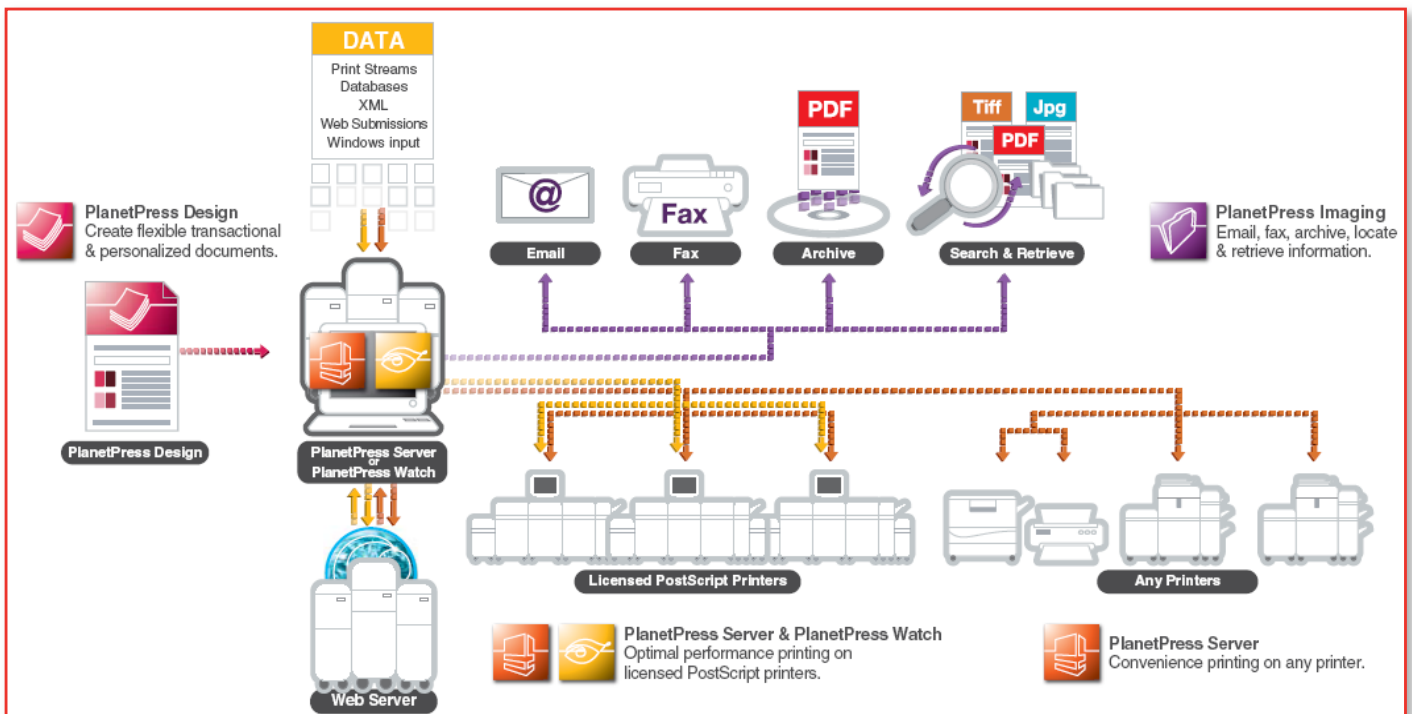
A SOLID RETURN ACROSS THE BOARD

Today, PlanetPress Suite helps us produce approximately 3.5 million pages per year, representing two thirds of the total document output. The majority of volume is variable financial statements, which have no allowance for error. This easy to use software solution has significantly reduced production time and cost, while concurrently increasing the standard of quality of service and products.

PLANETPRESS SUITE

The ACTIONMAIL PlanetPress Suite Solution:

- PLANETPRESS DESIGN** Flexible, Powerful, Transactional & Personalized Document Creation.
- PLANETPRESS IMAGING** Electronic Image Generation for Archive, Email & Fax.
- PLANETPRESS WATCH** Automated Document Output & Distribution Management.



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