OBJECTIF LUNE

For immediate release

2015 means saying good-bye to one-way communications. Establish real interactions with your clients using PlanetPress Connect from Objectif Lune.

Have you ever dreamed of converting your paper documents, like invoices, purchase orders, delivery slips or transaction receipts, to HTML in a snap? Have you ever dreamed of seamlessly creating and sending personalised emails that are relevant and interactive? Or to easily communicate with your clients through their preferred distribution channel?
If you said yes to any of the above, Objectif Lune created PlanetPress Connect just for you. Developed as a toolbox, Objectif Lune`s newest technology gives you autonomy, control and flexibility without the complications.

Montreal, January 15, 2015 – For 20 years now, Objectif Lune's corporate mission has been to facilitate small and middle-sized enterprises' life by offering open, elegant and accessible solutions allowing them to adapt to the technological evolutions of the market when it comes to communications.

The digital world is now part of daily life and companies need to evolve or fall behind.

Although printed transactional communications still remain essential in certain cases, today's clients are expecting more options: to receive their bills via email, for example; or consult directly through a Web portal. They also expect to be able to reply and react instantaneously, in a single click.

This is the new dimension Objectif Lune brings to its product line through PlanetPress Connect. The development team`s ultimate goal was to enhance business communications and automate processes without impacting current systems.

Since the solution uses HTML natively, it allows users to easily access the world of digital transactional communications, while enhancing printed outputs.

PlanetPress Connect's strengths

A genuine toolbox

PlanetPress Connect provides a toolbox to produce and send highly personalised communications, no matter what distribution mode used: print, web, email or SMS.

The modules that make up this very powerful toolbox includes:

- The DataMapper, for easy and intuitive data models extraction and creation
- The Designer, to create HTML communications that can be used in digital format or for printing. This tool allows alternating from one communication format to another i.e. print and email and sharing content and images, so that, in the end, the work is done only once.
- The Workflow tool, known and loved by existing PlanetPress users, allows the automation of any process related to transactional communications.

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An excellent bridge between systems

This new solution has the same philosophy with its predecessor –PlanetPress– and will easily integrate into existing systems organisations have in place. This means that minimal investment in IT infrastructure or consultation costs will be required.

Enhanced printing

With PlanetPress Connect it is possible to totally personalise printed outputs while enjoying advanced page layout capabilities and dynamic tools creation (tables, charts, etc.). It is also possible to connect to mass-mailing applications and add scan marks.

Native HTML for digital

Thanks to the powerful Designer tool, there`s no need to convert anything into HTML. The software creates communications directly in HTML, thereby providing new possibilities for optimal and interactive email or Web communications but allows to easily create printing formats with the same resources.

The Benefits

In the end, PlanetPress users will experience a reduction of their costs, an enhancement of their communication channels as well as better operational flexibility, while gaining clients' acceptance and trust.

To learn more, please visit planetpress.objectiflune.com

About Objectif Lune
Objectif Lune develops open, flexible and enjoyable software intended to free customers from their inflexible IT infrastructure. We offer solutions for the composition, multi-channel distribution and management of any personalised business document or customer communications, independent of hardware compatibility and with full automation capability.
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