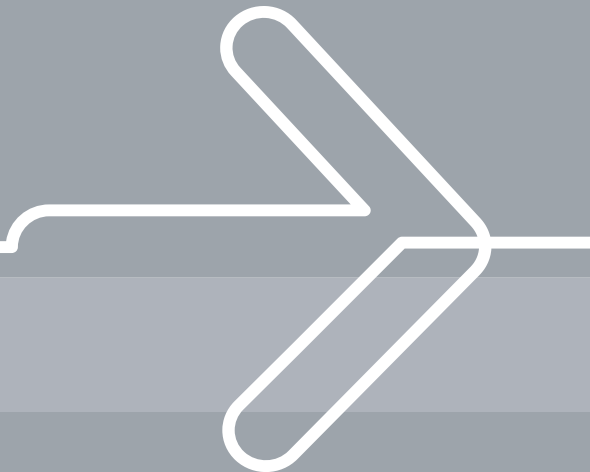




OBJECTIF LUNE

## Impact Printer Replacement

Lowering costs, increasing efficiency -  
white paper



**PLANETPRESS®**  
 **SUITE**



## **About Objectif Lune**

Objectif Lune develops software solutions for integrated management of transactional and promotional variable content documents. PlanetPress Suite® allows for efficient design of variable content document, automated digital output via fax or email and complete management of print process.

### ***"Objectif Lune" translates to "Objective Moon."***

*Our company name recalls the era of the lunar landing missions. It captures the spirit of adventure that harnesses the potential of existing technologies to reach unprecedented, revolutionary objectives without compromise.*

## **October 2005**

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## Introduction

This White Paper reveals the advantages and ease of switching from impact printers using pre-printed forms to high quality laser printers utilizing much less expensive cut sheet paper. Specific benefits for each type of typical printing applications are covered in this document. When considering the return on investment, exposed are the accompanying hidden costs, in addition to the obvious cost comparison of the impact printer and pre-printed documents and business forms versus the laser printer and cut sheet paper.

Gain a greater understanding of how replacing impact printers with laser printers greatly increases efficiency, productivity as well as lowering costs.

Detailed information on what the evolution process will look like is covered in the section, "How It Works." This is all of the technical jargon that I.T. will want to see. If you are solely looking for results, not how it works, feel free to skip that section.

Finally, answers to remaining questions that may exist are also covered, such as ROI, how to implement the solution, the training options, who to call and just a little about Objectif Lune.





## Before & After

To start off, let's look at a comparison of the two document lifecycles and printing workflow.

BEFORE & AFTER		
A third party typically designs the preprinted forms.	<b>Design</b>	<b>Design</b> Forms are designed or imported into the design tool. Data is mapped to the appropriate location. The logic to the conditional messages are incorporated.
Another third party prints the pre-printed forms.	<b>Pre-Printing Of Forms</b>	<b>Eliminated</b>
The pre-printed forms are then shipped.	<b>Shipping</b>	<b>Eliminated</b>
Forms are generally warehoused in a central storage location.	<b>Storage</b>	<b>Electronic Storage</b> The electronic forms sit resident on the printers' hard drive, flash or RAM.
Forms are distributed from warehouse to individual locations. The management of the forms include ensuring that the pre-printed forms are physically available at the right printers. (e.g. pick tickets printed at warehouse, invoices on 3 <sup>rd</sup> floor, etc.)	<b>Forms Distribution/ Forms Management</b>	<b>Electronic Distribution and Forms Management</b> Forms are saved on the printer's hard drive, flash or RAM, or electronically sent in front of the data stream.
The data is sent from the host system.	<b>Data Is Sent From Host</b>	<b>Data Is Sent From Host</b> The unchanged data is sent from the host with a trigger to activate the form.
The data is printed onto the pre-printed forms, on noisy, dirty impact printers after the print operator has loaded the appropriate form for that print run and aligned the paper. The often-illegible output must then be burst and decollated.	<b>Printing, Bursting &amp; Decollating</b>	<b>Printing</b> The output from the printer is crisp, high quality output.  No more time spent changing and aligning forms, no more waste from leftover forms, no bursting and decollating.
Forms are then sent to the mailroom for stuffing and pre-sorting to obtain postal discounts. In the case of multi-part forms, the departmental copies must be appropriately routed.	<b>Mailing</b>	<b>Mailing</b> In high volume mail pieces, PrintForm can be incorporated so that the output is printed in pre-sorted order for maximum postal, time and labor savings. Time is no longer spent routing departmental copies as they were electronically sent and printed in the appropriate department.
Anytime a form must be changed for an address or phone change, as an example, the obsolete forms must be destroyed and the process starts over again.	<b>Form Changes Require Disposal Of Old Stock</b>	<b>Form Changes Made Real Time In Design Tool</b>  <b>Output Management</b> For Printing To Local/Remote Printers, To Email, Archive And Fax Don't stop there. Add the ability to print to local printers, and remote printers as well as directly to PDF for email and archive, as well as directly to fax modem.





## Typical Applications

This section details the most common print applications that are run on impact printers. Every scenario is different, for a free consultation on how Objectif Lune's PlanetPress Suite can enable a more efficient workflow with eye-popping output; contact Objectif Lune for a listing of authorized PlanetPress resellers.

### Report Printing

No more cases of pre-printed forms, no more need for bursting or decollators. Move from printing reports originally printed on the specially purchased green bar paper to sending the data stream to the digital production hub where less expensive plain paper is used. Barcodes and graphics can also be added into the workflow process.

One would typically see financial, inventory and production reports printing off a host being printed on centralized high-speed line printers. All the documents are printed and then distributed and/or filed. The fanfold 132-column paper is expensive, physically far larger than necessary for the amount of data printed and difficult to file. Reports are distributed via courier to remote locations and sneaker-net locally.

Move to using less expensive cut sheet paper for high quality output that is more easily filed, add the capability to archive reports in a highly searchable PDF and print report pages 2-up for even more efficiency.



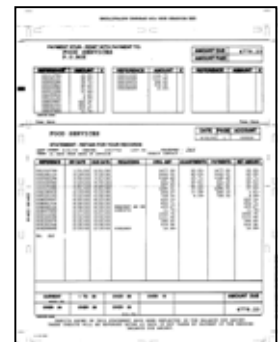
### Multi-Part Business Forms

Eliminate the cost of pre-printed forms, bursting machines, decollators, waste from unused portions of multi-part forms and the human resource of sorting forms, while gaining the finishing features of the printer.

There are many factors to consider with multi-part business form printing applications. At month end, there may be a spike in printing meaning a constant swapping of forms and while doing so wasting huge quantities. The operator generally leaves 50-100 forms in the bottom of a box because this reduces the number of form box changes on long print runs. Invoices are then manually burst, folded, pre-sorted to obtain mail discounts and placed in envelopes for mailing – a time consuming and error prone process.

With no change to the customer's host system, implement a solution replacing the noisy, dirty line printer using expensive pre-printed forms with PlanetPress with a PostScript® printer. With the addition of the Firstlogic PrintForm

solution, mailing addresses are pre-sorted, cleansed and groups multiple invoices to the same customer during this automated process for potentially very large savings on labor and mail costs. Source Z-fold pressure seal stock with the company's logo pre-printed in color. PlanetPress can map the data to print both invoices and statements to the same stock residing in tray 1. Print the copies on white cut sheet paper from the second printer tray. Once printed, the Z-fold stock can be placed in a folder sealer to produce mailing pieces with no envelopes. The Z-fold stock with the company's logo is 50% the price of the pre-printed form and envelope combined. The bursting and envelope stuffing is eliminated for huge labor and time savings. Improve the corporate image with a laser printed document, while the maintaining the color logo.





## Pick Tickets and Labels

Pick tickets and labels can be set up to automatically and simultaneously print on laser printers, eliminating the need for impact and thermal printers. Do away with re-entering information from one system to another for increased workflow efficiency, even if the information to print them comes from more than one host. No more manual matching of the labels and the pick tickets, which is time consuming and prone to errors where the wrong label is placed on the box causing mis-shipments.



## Grade Report

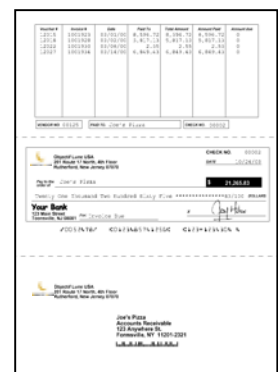
Take the existing print data stream and reproduce the output on Z-fold pressure seal stock with the PlanetPress Suite and laser printers. Once printed the Z-fold is passed through a folder sealer ready to be put in the mail. This media is significantly cheaper than the selectively carbon coated multi-part forms and now the college can add conditional messages using PlanetPress. As an example, if all the grades are A+, print "well done!" If the grades are F-, print, "Sign up for summer school at..." Add a section to the grade reports to communicate additional information to the parents such as fundraisers. If a mailing is going out, full use should be made of that cost. No more grades that are hard to read, or grades that print off the page because of the difficulties in aligning the media in the printer when you cannot see the print!



## Check Applications

Securely print checks on laser printers. Replace expensive pre-printed check stock with the MICR line and encoded incremental check numbers, by using a MICR toner compatible printer and PlanetPress. PlanetPress has the MICR font installed as a font, and the incrementing check number can be maintained on the printer HDD, enabling the printing of unique check numbers, simulating the expensive pre-printed check stock. The check stock could also be Z-fold self-mailer stock eliminating the mailing post process labor costs. Here are some examples of how check-printing security can be greatly enhanced:

1. The check "form" is an ASCII file (PostScript®) that can be placed on the UNIX host. NOT in the printer. When a check run is initiated, under UNIX security access, the check form is concatenated to the check data and sent to the printer. After the print run the form is deleted off the printer. This way there is no check stock with MICR line available for unauthorized printing.
2. All check information including payee, account number and check number is logged on the printer HDD. At the end of a month the printer can produce a report of all checks printed to reconcile against the accounting system to verify no checks have been printed fraudulently.
3. The check payee, account number and amount can be printed at 45 degrees on the check multiple times as a background, making changing the check almost impossible.





## Hidden Costs



In addition to the obvious costs of purchasing pre-printed forms, there are many other expenses that, even if important, do not always come to a customer's mind when calculating the real cost of pre-printed forms.

After the forms are purchased, there is the cost to store and restock. Forms are often warehoused in a central location, to then be shipped to each location for printing. There are hard costs for the utilization of warehouse space.

There is the man hours spent filing forms, as well as the time and labor costs of bursting and decollating forms. Time is also spent hand sorting the decollated multi-part forms for appropriate distribution.



Forms are wasted during long print runs when a print operator chooses to use a full box of forms instead of the box the had only one third left, so they will not have to add new forms.

Then there is the time it takes to align the forms each time they are changed.



What about if phone number or address changes? Think of all of the wasted forms due to obsolescence!

**Each and every one of these costs can be eliminated by incorporating PlanetPress Suite with a high quality PostScript® printer.**





## Increasing Efficiency and Productivity, Lowering Costs

With no change to your current host, there are countless ways that switching to printing on laser printers from impact printers increases efficiency, productivity and lowers costs, while increasing the corporate image. Here a bevy of examples:

### Eliminating expensive pre-printed forms

Documents once printed on impact printers with pre-printed forms are now printed on high quality, PostScript® printers on cut sheet paper, for huge cost savings. Dramatic increases in efficiency and cost savings are realized:

- reduce the time a labor spent changing over forms
- eliminate forms wasted when switching forms
- eradicate shipping costs of getting forms from a warehouse to each location
- wipe out storage of forms and consequently the need to throw away obsolete forms when there is a change to the form
- automatically and simultaneously archive as a highly searchable PDF. If a paper copy is not needed, labor cost savings are still realized from no longer having to burst or decollate.
- add any industry standard barcodes for workflow and tracking efficiencies – automatically and on the fly. Print to multiple printers to eliminate printer traffic jams during batch processing.

### Multi-Part Forms

- Electronically route departmental copies to the appropriate departmental printer.
- With no human intervention, print:
  - A customized cover letter with the sales reps signature
  - Pick tickets
  - Shipping labels for any merchandise that needs to be sent.
- For high volumes of documents to be mailed, have them print in pre-sorted order for huge postal savings.

### Green/Gray Bar Reports

- Print 2 up on regular sized cut sheet paper for easy filing and efficient paper use.

### Pick Tickets

- Automatically route the printing of pick tickets to the warehouse with no re-keying into a dispatch system.

### Check Printing

- Use MICR toner in MICR compatible PostScript® printers for printing checks.

### Labels

- Automatically print labels from an alternative printer tray loaded with label stock for delivery.

### Grade Reports

- Print grade reports on c- or v- fold paper that is then pressure sealed closed for confidential, readable, reports. Conditionally add messages, graphs or graphics to the students based upon their grades, year of study, etc.





### **Eliminating obsolete forms/storage/shipping/waste**

Print on demand is the industry buzz phrase for printing what you want, when and where you want it. When applying this concept to pre-printed forms, the list of hard and soft costs of forms comes to the forefront. When printing documents (along with the data) on as needed bases, inherently there is an elimination of obsolescence. If a form needs to be changed, simply open it in the design tool and make the necessary modifications. The form is changed real time, for the very next print run. Since the documents are stored on the printer's hard drive, flash or RAM, there is no storing, shipping or physically changing of those old pre-printed forms.

### **Flexibility and adaptability to latest technology**

The open architecture of PlanetPress Suite allows flexibility and adaptability to the latest technology. PlanetPress will print to any PostScript® printer, which is important in the event there are multiple printers by different manufacturers. This is often the case when incorporating output management with remote printing.

### **Personalize with messages, graphics and business graphs**

Much of the time, the output of impact printers are applications that are being mailed. Get the most out of your mailing dollar by incorporating personalized messages, graphics and business graphs. The more information you have on your customer, the more personalized you can make it. The sky is the limit here.

Industry experts say that variable data printing results in a combination of effects. Customers can achieve faster time to market, more ways to generate revenue, higher productivity, better customer service, consistency in message across media, more accurate and up to date information and reduced costs.

It has been shown that customers respond more, as well as faster and in larger numbers, when they are only receiving information that is relevant to them. In addition, the customer is receiving the information faster as there is no need for kitting as personalized books are printed with the needed information. Including information on like or related products, when a customer might not have thought of seeking more information on their own, can generate additional revenue. Imagine how important your end customers will feel if unwanted information is filtered out for them. Envision how well a customer service department will look when the Customer Service Representatives can call up on their screen the exact invoice on which the end customer is calling in with a question. These are just to name a few examples.

### **No more printer traffic jams in batch processing**

Often times with impact printer applications, they are batch processed. To reduce or eliminate traffic jams at the printer, jobs can still be set up to run at night add the ability to split the print job and send to multiple printers.

### **Cut sheet paper less expensive than pre-printed forms – you bet!**

There is almost always a cost savings from going from pre-printed forms to cut sheet paper. This is especially true with complicated multi-part forms, which can cost up anywhere from \$ 0.25 to \$ 1.25 per form!

### **Introducing barcodes on the fly for tracking**

For companies that are shipping products, you can print the pick tickets and shipping labels simultaneously to the invoices. But what if you could add any industry standard barcode for tracking? Think about the increases in efficiency here. It would be easy to track and route shipments.

### **Huge postal pre-sort savings for high volume mail pieces**

If the pieces are printed in high volumes to be mailed, one should think about the postal savings of printing them in pre-sorted order for maximum postal savings.

### **Adding color**

Adding color to documents has been shown to increase the readers' attention. If sending product or service information, retention is increased. And when using color to group ideas together, as well as business graphs and other instances of relaying information, color has been proven to increase comprehension as well.





### **No dedicated printer**

Impact printers are used for only those applications with pre-printed forms. Moving to a laser printer means that the printer can be used for other printing applications as well, usually front office printing.

Remove the need to dedicate a printer to a single printing application. There is often one impact printer dedicated for printing business forms, one for packing slips and another for shipping labels. One laser printer can feasibly replace several impact printers. Add cut sheet to one tray, label stock in tray two, etc, adding the ability to use one printer even for multiple media types.

### **Increasing legibility and corporate image**

Switching to high quality laser printing will achieve two other major accomplishments: increasing legibility as well as corporate image. When printing on impact printers, there are many factors that will lead to substandard printed output. For instance, if the paper is not perfectly aligned before the print run, data will not appear where it should on the page. Also, in the case of multi-part forms, the 2 through n copies become less and less legible. This does not project a favorable corporate image. Produce crisp, clean originals, with the data printed exactly where it should be printed. Incorporate color for attention grabbing results.





## PlanetPress Suite 5

PlanetPress enables easy transition from a line printer environment to laser printers, with no change to the host system. Documents created with PlanetPress can be printed, archived, emailed and/or faxed as part of a sophisticated output management application driven by PlanetPress Watch. Incorporate conditionally printed text, business graphs and graphics, based upon information contained within the data stream.



**PlanetPress®** is the core module of the PlanetPress Suite. This WYSIWYG design tool enables creation of a self contained PostScript® program that sits resident on the printer's hard drive, RAM or Flash. Documents can be created to run directly on the printer with no host or server software. The data stream is sent to the printer with a trigger to activate the PostScript® program to print the forms at optimum engine speed. Conditionally print messages, business graphs, text and graphics based upon information contained within the data stream. With no print operator training necessary, implementation is that much easier. For more specific details on how, please refer to the previous section, How It Works.



**PlanetPress® Watch** is the traffic cop of the Suite and is an automated workflow module to capture, route and distribute data streams to a wide variety of output sources (any number of local or remote printers, fax and PDF for archive/email) via other the remaining PlanetPress modules.



**PlanetPress® Image** is a PlanetPress Watch module that automatically and simultaneously produces PDF output for archive and/or email. Email variable data documents or archive with multiple custom user defined indexes. When used for archive, the small, efficient PDF is highly searchable which can be used by customer service, for retrieval and re-printing.



**PlanetPress® Search** is an Adobe® Acrobat® plug-in that delivers high-speed queries across multiple indexes for PDF documents archived by PlanetPress Image. Quickly find archived documents for on-screen viewing, re-printing or re-transmitting by email or fax.



**PlanetPress® Fax** is a module added into PlanetPress Watch that enables automatic, direct faxing via a modem. Any documents that cannot be transmitted can be printed to ensure communications integrity.



**PlanetPress® iWatch** is a module enabling variable content documents and forms management from the IBM iSeries servers.



## PlanetPress Suite Connectors

### **BrightLinQ connectivity for Codehost BrightQ**

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**Allows for flexible printing of forms from UNIX and LINUX via Windows drivers from BrightQ Pro.**

BrightQ provides UNIX and Linux users with the same kind of print driver and ease of use that Windows users have been enjoying for a while. BrightQ is a UNIX/Linux printer driver to make configuring and printing as simple as in the Windows world, while achieving a high level of optimization of the output files sent to print devices. PlanetPress provides users the option to <send document to BrightQ>. A file containing the document and its associated trigger will be sent to the BrightQ server. On BrightQ, users will be able to configure one or more printer/MFP queues, specifying either the PostScript document or the trigger, depending if the document resides on the printer/MFP or not. Starting with Version 5, a Data Capture Tool is available from right within the PlanetPress interface, enables the collection of sample data for use in the document design phase.

### **AutoStore™ Compliance**

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**PlanetPress users can link to Electronic Document Management Systems for documents archiving through AutoStore™.**

AutoStore™ is a server based capture application that provides automated rule-based document and content capture, processing and distribution into many document management systems. The plug-in feeds AutoStore transactional documents in TIFF format, while they are being printed, with the associated indexes in XML format. AutoStore™ is available through many major printer channels.

### **Digital Signatures for PDF files**

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**Digitally authenticate your PDF files for integrity validation and regulations compliancy.**

To validate the origin and integrity of your documents, PlanetPress Watch 5 is offered with an optional PDF Digital Signature module. If your business has an international presence and you need to comply with document exchange regulations, we have the ideal solution for you. Upon activation, you will have the ability to digitally sign all generated PDFs, enabling the recipient to be certain of the document's origin and integrity.





## Technical Overview

Documents are designed using the PlanetPress design tool. It is a WYSIWYG environment to design from scratch, or import the background in a graphic file format and map the data to exactly where it is supposed to appear. Easily incorporate conditionally printed text, graphics and pages. For example, if your company has some type of membership club, incorporate messages about upcoming events or conditionally print messages on grade school reports based upon their grades, such as printing, "Congratulations on earning a place on the Honor Roll for those students whose meets the required grade point average. Print a message in bold or in red for past due payments. All of the logic is built into the form or business document using PlanetPress. When designing a form it will be necessary to have a sample of at least 15 records in order to be able to map the data to the right space and build the logic. Once the document is designed, the form is compiled to be resident on the printers hard drive, RAM, or flash. This PostScript® program and the built-in interpreter understands many data streams including XML, line printer, ASCII, CSV, Channel Skip and Database. We call this self-contained program a condition based form.

Forms and documents containing the logic and elements (bitmaps, fonts, styles, etc.) sit dormant until a trigger, followed by the data stream, activates the program. (For more information about triggers, please see the next section, "Trigger Implementation.") The data and graphics are merged inside the printer, producing robust, dynamic documents with no increase in network traffic. (This approach is similar to the highly popular client/server scheme for network databases.) It's the printer that does the job. The forms and business documents are platform independent and run at the printer level, meaning no modifications are required to your current applications and no operator training is necessary.

Using PlanetPress to create your forms eliminates the need for and handling of pre-printed forms designed for loud, dirty impact printers. Utilize the latest monochrome and color laser technologies for your transaction based printing of invoices, statements, reports, and MICR checks. Standard company paper (whether plain bond paper, letter head or colored paper) can be used for a variety of forms replacing expensive, preprinted paper. Unlike forms produced by other commercial electronic form packages, forms created with PlanetPress require no data merging software on the host computer. Implementation is easy.

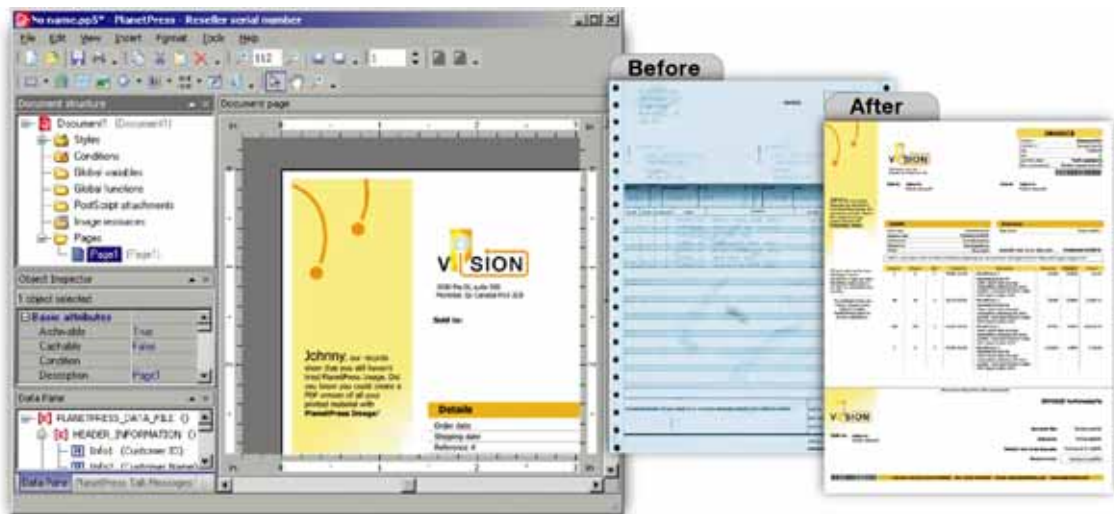
The PlanetPress Suite is a modular approach designed to fit your specific output needs. Up to this point in this section, we have been discussing the core of the Suite, PlanetPress. If you need to output to more than one device, or need to also send information contained within the data stream for fax, email or archive, you will want to consider PlanetPress Watch.

PlanetPress Watch receives data from the host(s) and automatically sends the same data stream for user-defined output to print (PlanetPress), fax (PlanetPress Fax) and PDF (PlanetPress Image) for archive or email. Workflow efficiencies can also be easily realized through round robin or job splitting cluster printing with just a few clicks.

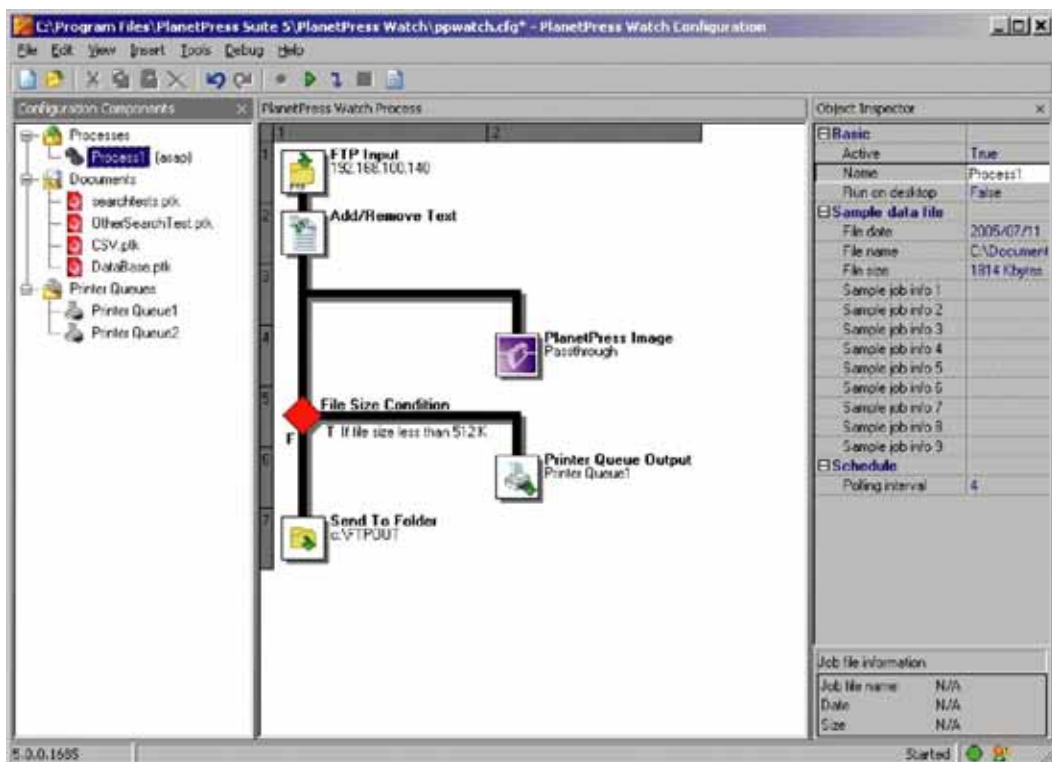
PlanetPress Watch can be configured to watch Windows Queues, LPD Queues, a shared Directory, email, or as a serial capture. From there, it can automatically output to a printer (or printers, both local and remote), or to a directory (possibly starting a new process), email, fax, and archive.



## PlanetPress



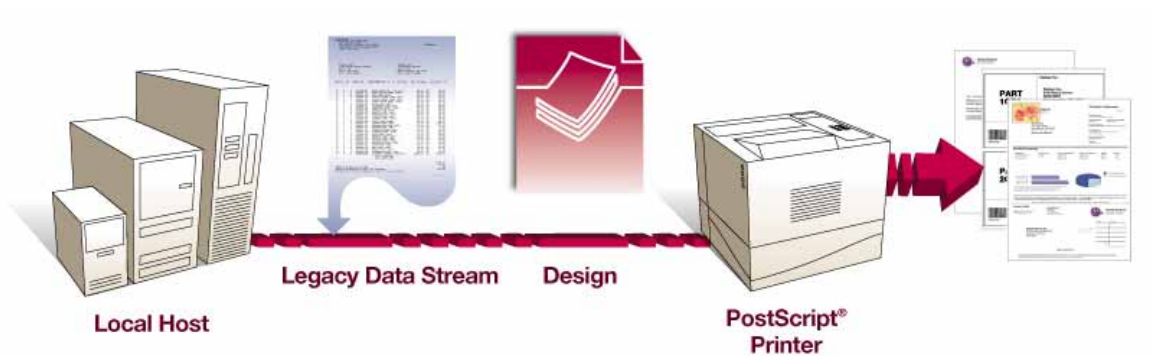
## PlanetPress Watch





## Printer Based e-Forms Technology

It's the printer that does the job. The PlanetPress® Suite, printer based e-forms provides a wealth of benefits over host or server based technology.



### Host Based

- Requires host expertise
- Expensive
- Proprietary

### Server

- More flexible but generates high network traffic and is limited by speed
- Print files are generated by the server
- Additional failure points in the print system

### Printer Based

- Minimal LAN traffic, forms stored on the printer
- Modifications are quick and easy to implement
- Control of input and output
- Open system architecture
- Maximum flexibility for complex applications
- No operator training required

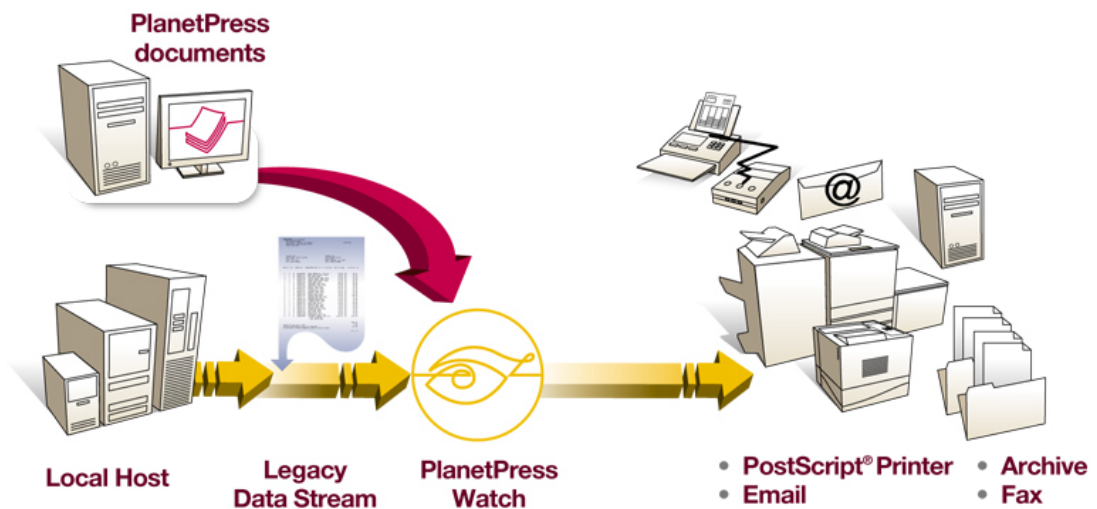




## Output Management Technology

Increase workflow efficiency by automatically and simultaneously outputting information to local and remote printers, to email, archive and fax. PlanetPress Watch receives data from a host or multiple hosts, with different data streams, and sends the unchanged data stream for user-defined output to print, fax and PDF for archive or email. Workflow efficiencies can also be easily realized through round robin or job splitting cluster printing with just a few clicks.

PlanetPress Watch can be configured to watch Windows Queues, LPD Queues, a shared Directory, email, or as a serial capture. From there, it can automatically output to a printer, directory (possibly starting a new process), email, fax, and archive.



### 1..Import data

From one central location, PlanetPress Watch can capture data streams from almost any source: shared folders, LPD, Windows print queues, serial ports, emails, FTP, ODBC compliant databases, RAW Socket printing and more.

### 2..From data to documents.

PlanetPress Watch looks at the data and routes it to the appropriate device to output the right document. You can also process the data to split it into several files, search and replace items, query ODBC-compliant databases for additional information, apply business rules or redirect conditionally.

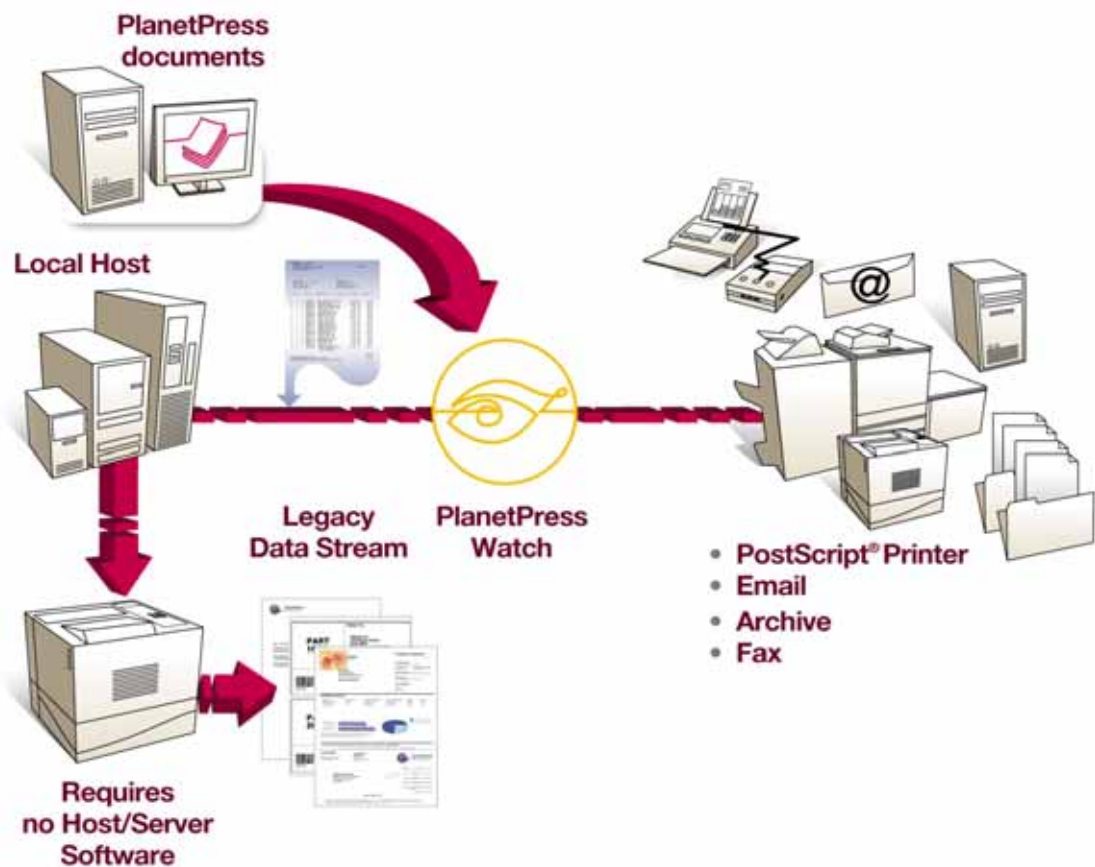
### 3..Distribute your documents

Print at optimum speed on local/remote PostScript printers; send documents to companion products to create electronic versions, email, fax and archive them. Automatically post a digital version of your documents on the Web or on your FTP server.



## Trigger Implementation

A trigger is the series of lines displayed before the data is sent to the printer. It indicates which form to use, where to find it, and the language to use: PostScript®, automatically. There are multiple ways to trigger or activate forms. Triggers are inserted before the data stream (see Diagram 1, page 14) when using only the PlanetPress module to compile and print. Triggers can also automatically be inserted using the PlanetPress Watch module (see Diagram 2, page 15). PlanetPress Watch looks at the data and determines which trigger to add as well as the output device to which it should be sent. PlanetPress Watch can also send the form with the data, which becomes increasingly important in situations where there are multiple printers. This ensures that the most current form is always being used without having to update each individual printer. It also means that forms can still be used with printers that do not have flash RAM or a hard drive.





## Engineering Schematics

With no change to the host system, print documents and forms on PostScript® printers using cut sheet paper instead of impact printers.

Forms are designed into a design tool and data is mapped to the appropriate place, incorporating the ability to conditionally print text, graphics and data driven business graphs, with no increase to bandwidth as only the ASCII data is sent over the network.

Diagram 1 – Simple Line Printer Replacement

	Mainframe	Novell	UNIX	NT 2000	AS/400
Typical Connectivity Options for Printing	<ul style="list-style-type: none"> <li>- Channel</li> <li>- Coax</li> <li>- Ethernet/IP</li> <li>- SNA</li> <li>- SAA</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet /IP/ IPX/ SPX</li> <li>- Token Ring/ IP/ IPX/ SPX</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet / IP</li> <li>- Serial</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet / IP</li> <li>- Token Ring / IP</li> </ul>	<ul style="list-style-type: none"> <li>- Twinax</li> <li>- Ethernet / IP</li> <li>- Token Ring / IP</li> </ul>
How document or form triggers are inserted	<ul style="list-style-type: none"> <li>- By third party</li> <li>- Protocol</li> <li>- Converter or Spooler</li> </ul>	<ul style="list-style-type: none"> <li>- As print</li> <li>- Initialization</li> <li>- Strings in queue</li> </ul>	<ul style="list-style-type: none"> <li>- Concatenated to print file by system script</li> </ul>	<ul style="list-style-type: none"> <li>- In separator page by the NT print queue</li> </ul>	<ul style="list-style-type: none"> <li>- In printer definition file (sometimes referred to as workstation customization)</li> </ul>
TCP/IP					
<b>Common communications thread</b>					

The trigger, inserted in front of the print job, activates the form that is resident in the printer.

Printer is NOT dedicated to forms printing.

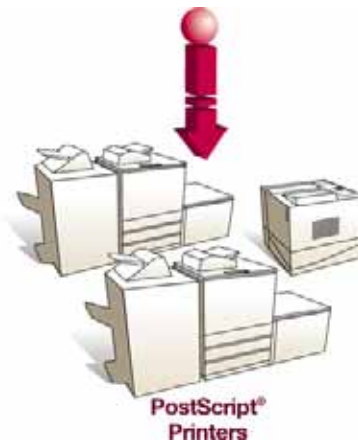
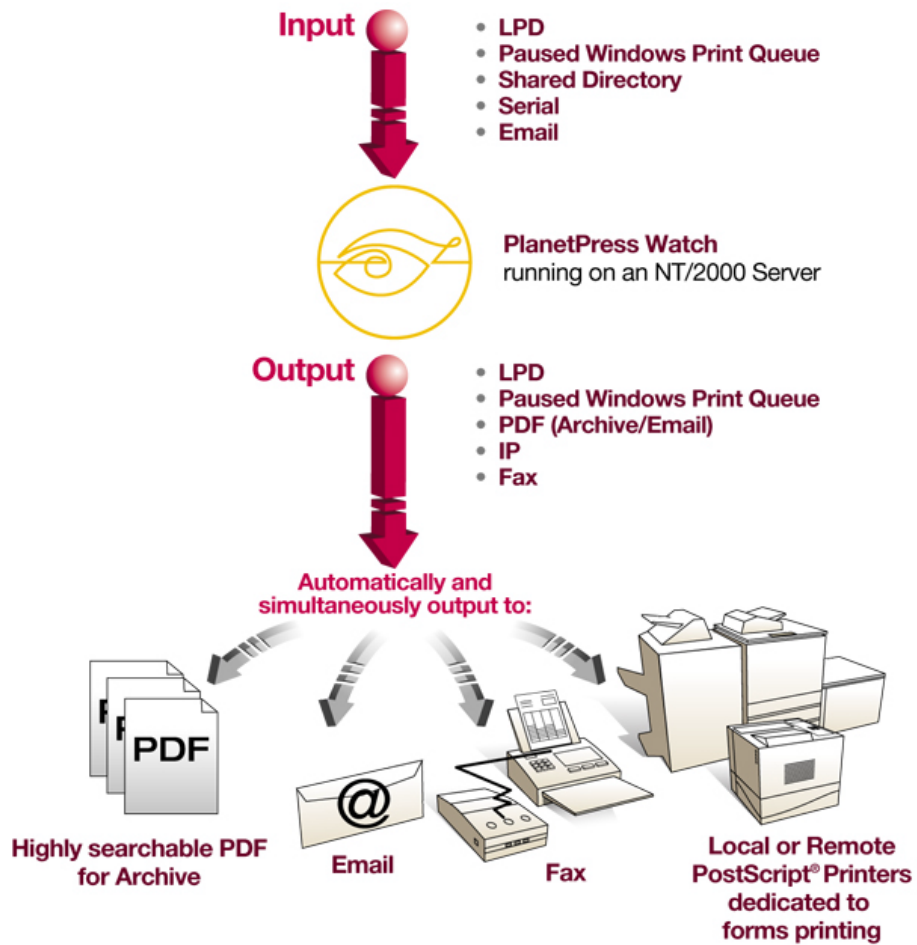




Diagram 2 – Line Printer Replacement with Output Management

	Mainframe	Novell	UNIX	NT 2000	AS/400
Typical Connectivity Options for Printing	<ul style="list-style-type: none"> <li>- Channel</li> <li>- Coax</li> <li>- Ethernet/IP</li> <li>- SNA</li> <li>- SAA</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet /IP/ IPX/ SPX</li> <li>- Token Ring/ IP/ IPX/ SPX</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet / IP</li> <li>- Serial</li> </ul>	<ul style="list-style-type: none"> <li>- Ethernet / IP</li> <li>- Token Ring / IP</li> </ul>	<ul style="list-style-type: none"> <li>- Twinax</li> <li>- Ethernet / IP</li> <li>- Token Ring / IP</li> </ul>
TCP/IP					

Common communications thread





## ROI Sample

Feature	Benefit
Eliminate Pre-Printed Business Forms	Tremendous cost savings as can be seen from the analysis below, there is a strong cost per copy argument.
Laser Quality Output on Each Page	Each page of the form becomes highly readable, which is especially important in multi-part forms, improving your corporate image and workflow.
Documents and Forms on Demand	Eliminate the need to inventory pre-printed forms that are often wasted due to obsolescence and changing of forms on long print runs. Remove the management overhead associated with storage and re-stocking of pre-printed forms.
WYSIWYG Design Interface	Forms can be changed with no programming, enabling fast modifications such as a new area code.
Page Sorting	No bursting or decollating is required. The printer can sort the multi-part form output, reducing labor costs associated with managing impact printers.

### Typical Savings Model

Current Impact form Printing Cost		Monthly
Impact forms printed per month	25,000	
Number of sheets per form	3	
Cost per form	\$ 0.12	\$ 3,000
Impact printers monthly maintenance		\$ 200
<b>Current monthly running cost</b>		<b>\$ 3,200</b>
Electronic Form Replacement Cost		
Clicks per month	75,000	
Laser printer cost	\$ 5,000	
Lease rate	0.03	\$ 150
Consumables & Services	\$ 0.03	\$ 2,250
Paper cost	\$ 0.005	\$ 375
<b>Monthly cost to purchase &amp; run a laser printer</b>		<b>\$ 2,275</b>
		<b>Monthly Savings \$ 425</b>
		<b>Annual Savings \$ 5,100</b>





## Implementation

By now you are saying, this sounds great, but how do we implement this new solution. The answer is it depends. It depends on how involved you want to be and the internal technical expertise that you may already have.

### Scenario 1: We do it all for you!

Objectif Lune and/or your chosen local print solution provider can implement this turnkey solution. We can administer:

- System Design/Consultancy
- Design of the Forms/Documents that will replacing the pre-printed forms as well as any new ways or places to which data can be routed.
- On-Site Implementation

### Scenario 2: We do some, you do some!

If you have the expertise to implement various parts of the solution (e.g. setting up the networking over TCP-IP if there will be remote printing, and/or designing your own forms/documents, etc.)

### Scenario 3: You do it all!

With the documentation that we provide, you do everything yourself.

## Training

If you have forms that generally don't change, then it's best to let us do the work for you. If you are a commercial printer or a marketing department that will be doing a lot of one to one communications, we can train you how to do the point and click design. No programming required! Training can be on-the-job while we are implementing the solution or classroom style.

Objectif Lune and some of our print solution partners offer many different formats of training both on-site and off-site. Class sizes are small, ensuring that you will have the personal attention that you deserve. Topics covered include working with data, how to design a form including building the conditions needed for variable data output, capturing data, setting up triggers, an overview of the entire suite of products, and much more.

Classes can be scheduled either on-site or at our location in Montréal, Canada.





## Objectif Lune in short

### Established

1993

### Headquarters

Montréal, Canada

### Mission

To provide businesses with state of the art tools for the efficient design and distribution of variable content documents, independent of hardware compatibility considerations. Out of a friendly, fair and creative work environment, which encourages diversity, ideas and hard work, a dedicated team of professionals has emerged. Embracing Objectif Lune's philosophy, this team upholds the tradition: achieving total customer satisfaction by listening to each specific need, adapting rapidly and allowing customers to benefit from a tremendous Return On Investment.

### Variable content documents

Variable content documents are the backbone of business because most processes rely on them. But business needs have evolved, and so have paper-based documents. The electronic document now plays an important role in how businesses operate and communicate with their customers.

Whereas the traditional paper document was characterized by the inseparability of both form and content, its electronic counterpart has more versatile features:

- Both form and data exist in digital format and are distinct. Different forms can therefore be used to present the same data according to specific needs.
- At production time, documents can be intelligent. They can dynamically alter the layout and/or the data of the final document according to specific rules.
- The same document can be distributed and presented using multiple media (e.g. printers, computer monitors, database archive, faxes, emails etc.).

Responding to the needs of modern businesses, Objectif Lune offers a comprehensive suite of software applications that help boost document production performance while reducing overall costs.

### Technology

Objectif Lune was founded on the tremendous potential of the PostScript® language, which lets users design efficient and intelligent documents. By allowing the creation of printer-centric documents, Objectif Lune's technology makes the best possible use of the available hardware.



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