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PlanetPress Suite Serves Up Speedy Workflow for Fast Food Conglomerate

It takes a lot of employees - about 77,000 - and even more documents to support more than 1,375 chain restaurants in the Canadian operations of one of the world's largest fast food conglomerates.

Training manuals, bills, statements, MICR printed checks, and barcoded materials are some of the applications required on a daily basis.

After many years of growth, this fast food leader recognized the need for a revitalization plan to update their systems and processes for producing these materials. Newer technology - both hardware and software - offered better ways to do what they were doing. As with most businesses, cost containment was also a concern, and tools were available that could make document workflow more cost-efficient. In addition, they wanted a stronger disaster recovery and business continuance strategy as part of their revitalization plan.

This fast food leader turned to an outside business process consultancy to devise and implement a strategy that would meet all their objectives. The PlanetPress Suite from Objectif Lune was a key component of the recommended solution. PlanetPress Suite is a complete, integrated software suite that allows easy creation of variable content documents, with the added benefits of automated workflow and output management features. Ease of use, painless implementation and strong local sales and tech support were further incentives to select PlanetPress Suite.

Keeping All Options Open

PlanetPress Suite offered many other advantages that made it ideal for the company's needs. In particular, the software's open architecture meant easy integration with whatever technology was used for document production, and the software could be deployed without involving host or server modifications or software addition. This openness allowed flexible data stream routing from device to device, an important consideration for implementing a better back up plan.

PlanetPress, the variable data document design tool of the Suite, gives full control of forms management, so users can more efficiently maintain and modify the variety of contracts, templates and other forms needed to run the business. With PlanetPress, documents can be printed from scratch, and elimination of various pre-printed forms has allowed the company monthly savings of approximately \$1,000. Conditional printing of graphics, data and pages enables them to customize documents on the fly for promotions, reports, billing and other purposes.

Processing Improves 150 Percent!

Lengthy print job processing was another problem for this customer. PlanetPress drives print engines at their rated speeds, even with the most complex documents, so the company can maximize their printer investments without sacrificing turnaround. So far, average processing time has been increased by as much as 150 percent, based on system configuration.

PlanetPress Watch automates the processing, distribution, and local and remote printing of transactional and promotional documents. This saves time and creates more efficient processes by streamlining content delivery and reducing production costs. For example, PlanetPress has optimized the company's critical check and statement printing applications, resulting in a 70 percent reduction in turnaround time.

"PlanetPress Suite has helped this industry leader build a streamlined workflow and information infrastructure with far-reaching business benefits."

Better Back Up

The company's restaurants are greatly impacted when checks aren't distributed on time, and equipment or workflow problems can quickly interrupt check delivery. The existing back up solution was an inefficient, heavily manual variation of distributed printing, with data sent to Vancouver, printed, and couriered back to the distribution point. A better process was needed to ensure restaurants received payments as quickly as possible, even when print workflow was disrupted.

The new set up uses PlanetPress to eliminate the need for a printer in Vancouver. It offers true print redundancy, which in turn enables a more reliable disaster recovery strategy. In the event of equipment failure, PlanetPress Watch can still direct the data stream to another device for printing without any modifications.

Reducing the Impact of Printer Downtime

The unreliable performance of previous print systems was another problem dragging down document workflow. Constant monitoring was required to catch data stream errors. Daily jams and misfeeds impacted staff performance, because someone had to re-submit the data and further ensure that check numbers and statements matched.

With PlanetPress Watch helping to guide document workflow, reliability was immediately improved, and datastream "watching" is no longer required. Jobs can easily and accurately be re-submitted by the production center operator, eliminating manual intervention and delays upstream.

A Modern Communication Infrastructure

By accelerating and simplifying information retrieval, PlanetPress helps provide managers and other decision makers with real-time access to market, customer and store data. PlanetPress Image is used to automatically email or archive transactional and promotional documents as digital images. This reduces the costs and hassle of maintaining hardcopies, but still keeps information instantly available.

Any variable text contained in a PDF file generated with PlanetPress Image can be indexed by customer names, store numbers, invoice numbers, or other criteria for quick retrieval. Using PlanetPress Search, managers get real-time access to critical information they need to respond to market opportunities and to run the business profitably.

PlanetPress Image also enables automatic PDF generation as a delivery format. Customers, partners, managers and others who prefer to do business online can receive e-mails instead of envelopes, a more cost-effective way to communicate.

As part of a critical revitalization strategy, PlanetPress Suite has helped this industry leader build a streamlined workflow and information infrastructure with far-reaching business benefits.

Fast Food Chain PlanetPress Suite Solution



PlanetPress for
Document design



PlanetPress Watch for
Process and distribution automation



PlanetPress Image for
Integrated archiving



PlanetPress Fax for
Automated conditional fax delivery



PlanetPress Search for
Real-time access to critical information

For more information on our line of products, visit www.objectiflune.com

