

***"The company can reach customers and associates through multiple communications channels, and real-time access to critical information is accelerated. In today's world, there's no better prescription for business success."***

### **PlanetPress Suite Plays Key Role in Data Center Consolidation**

One of North America's leading drugstore operators relies on many types of documents to keep the business flowing smoothly at over 1,800 sites in Canada and the United States. In addition to retail operations, the group serves over 15,000 retirement and nursing home beds through Canada's only national mail order pharmacy business. The company's document requirements span a wide range: green bar reports, insurance and finance documents, multipart business forms, statements and billing, laser labels, one-to-one marketing, training manuals, and newsletters.

Whatever the format, information must quickly get into the hands of decision makers, and revenue-generating documents like invoices must be distributed with equal speed. Independent and corporate stores also expect fast response and information to keep pace with their own busy environments.

The company wanted to facilitate process improvement and reduce operating costs associated with production printing. Streamlining applications workflow offered a powerful way to increase efficiency and return time to staff. They also wanted to increase their application capabilities in order to bring more work in house to drive greater cost containment and control.

To achieve these goals, it was decided to launch a strategic data center initiative that would consolidate reprographics and outsourced printing in one internal location. The solution involved a carefully conceived configuration of hardware and software, including PlanetPress Suite from Objectif Lune. PlanetPress Suite is an integrated software suite that allows easy creation of variable content documents, with the added benefits of automated workflow and output management features. The Suite's open architecture assured compatibility with existing systems without adding host or server software. The data center now relies on PlanetPress design tool as well as PlanetPress Watch, PlanetPress Image and PlanetPress Search modules for a complete platform for all their variable content document needs.

### **Open to Mixed Environments**

The company's centralized production environment includes several printer platforms, and part of the challenge was identifying software that could handle the diversity of applications and data streams they entailed. The answer was clearly PlanetPress Suite. With one integrated Suite to handle all their variable data documents, there is only one software interface to learn and maintain. Platform-independent PlanetPress Suite lets users create a job just once and route it to any printer in the data center without modifications. The data stream is automatically translated for the appropriate device or channel.

Offering conditional printing of graphics, data and pages, PlanetPress helps drive greater customization into documents for more effective and useful communication. By defining and automating use of conditional content, users can be confident that documents created in PlanetPress would contain the appropriate, approved content in the right place each time.

### **Eliminating Hassles of Pre-printed Forms**

One of the most significant benefits derived from the implementation of PlanetPress Suite has been the elimination of cumbersome pre-printed tractor-fed forms like the green bar stock typically used for internal reports. One beneficial result has been savings in excess of \$600 per month, and the elimination of workflow steps such as bursting and even distribution in some instances, when reports can be sent electronically.

With PlanetPress, forms of all kinds can be printed on demand from blank white stock, which is a much more affordable and versatile approach. Full control of forms management via PlanetPress gives this drugstore operator greater flexibility over documents without locking them into the cost and administration of maintaining pre-printed forms inventory. The ease and thoroughness of making global changes to documents further contributes to efficiency and accuracy. It also allows immediate modifications to content for fast response to business changes.

The staff no longer has the burden of ordering, managing and discarding pre-printed inventory stocks. In addition, the storage room previously used to house pre-printed stock inventory is now available for more suitable purposes, such as additional office space, which is always at a premium.

### **Insourcing Strategy Targets Cost Savings**

To maximize the centralized data center strategy, the company needed to bring more printing in house and eliminate outsourcing spending. Before, they were spending \$13,859 a month on printer leasing, outsourcing and reprints. The new centralized center is designed to bring printing costs down to \$10,016 per month, realizing a \$3,843 monthly savings in print-related expenses. Easy-to-use PlanetPress software facilitated the move by making it possible for staff to compose professional variable content documents ready for production or distribution. The PlanetPress Watch module automates the processing, distribution and printing of all kinds of transactional and promotional documents.

Insourcing has helped reduce total cost of ownership of print systems and increase return on investment by minimizing idle time. PlanetPress Suite routes jobs to virtually any printer in the data center, ensuring that no device sits idle because the print job format isn't supported. PlanetPress Suite gives the organization better control over their printing strategy by making optimal use of printers' engine speeds, along with complete paper handling via software. Resources can be maximized and versatility increased to better handle the variety of applications from one comprehensive infrastructure and workflow.



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### Bringing Important Newsletter In-house

One of the most important internal communication channels for company associates was a bi-monthly newsletter, and the new data center strategy created an opportunity to produce it more cost-effectively. The publication had been printed by an outside vendor at a cost of approximately \$2,000 per month. Executive management had directed it be published monthly to increase contact with employees and partners at independent and corporate stores, and the printing was to be brought In-house. As the newsletter went from bimonthly to monthly, and from outsourced to insourced, cost containment was an important factor for a successful transition.

With PlanetPress design and variable data capabilities, designers can produce a professional newsletter In-house and correctly prepare it for error-free production each month. The software automatically assembles the appropriate components for customized versions specifically geared to the information needs of different groups within the company. As a result, communication is more effective, and the move to in-house printing resulted in a monthly cost savings of \$2,199.

### Better Information Access Helps Decision Making

PlanetPress Suite provides electronic delivery options and integrated digital archiving to help companies with even massive volume requirements streamline their communication processes. The software's combination of open architecture and document versatility help reduce costs and increase efficiency by delivering documents to their intended recipients using print, email or fax.

The company can select the delivery format and channel based on the best value for the business or the end user, and deploy automated delivery without the costs and errors of manual intervention. Reports, invoices, manuals and other materials can be routed to users for printing at point of need or for electronic viewing online. Used in conjunction with PlanetPress Watch, PlanetPress Image automatically emails or archives transactional and promotional documents as digital images. As a result, the costs and hassles of keeping hard copies are eliminated, yet information is more accessible than ever before. By simplifying information retrieval, users have better access to important market data and more timely information for decision makers.

By implementing a centralized data center encompassing document composition, production, delivery and archiving, this huge drugstore network not only improved its document workflow, but enhanced broader business processes as well. The company can reach customers and associates through multiple communications channels, and real-time access to critical information is accelerated. In today's world, there's no better prescription for business success.



#### PLANETPRESS SUITE

#### The Drugstore Chain 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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