



### About GASAGROUP

Gasa Group is one of the biggest distributors of potted plants in Europe. Starting as a cooperative in 1929, the company achieved 2008 turnover of DK1.6 billion. Using highly efficient logistics; nurseries in Denmark, Sweden, Italy and Costa Rica; and sales organizations in Denmark, Holland, Germany, England, Sweden and Italy, Gasa serves the entire European market. All divisions work together to assure retail and wholesale customers have access to Gasa greenery and a wide range of floral products.



[www.gasagroup.com](http://www.gasagroup.com)

## PlanetPress Suite Makes Document Workflow Flourish for Leading Plant Distributor

The business of raising, marketing and distributing young potted plants takes a rich soil, healthy stock, skilled horticulturists – and shovel loads of invoices, statements, contracts and other paperwork.

For years, all these business documents were generated from a mainframe. Then Gasa moved to midrange computing and, as the business world further digitized, Gasa, like other progressive companies, wanted the advantages of digital formats for archiving, faxing and email. However, the difficulty of modifying legacy applications for digital archiving and distribution was an obstacle.

### Eliminating the Programming Problem

A further complication was the company's decision to implement Microsoft Dynamics Navision software for integrated, adaptable business management. "We have been running AS/400 for many years, and now we are moving everything to Microsoft Dynamics Navision. This allows us to react quickly in a market that is changing very fast," explained Gasa IT Technical Manager Jacob Overby. Designed to automate and streamline financial, customer relationship, and supply chain processes, the new platform boded well for the supply chain, but not so much for the document chain.

Although it had document development capabilities, Navision was complicated to use for distribution and workflow. Even a technical expert like Overby didn't want to face the prospect of constant and strenuous programming. Gasa's digital transition would require another way to handle invoices, statements, and other mainframe-based legacy paperwork.

Their reseller referred them to PlanetPress Suite from Objectif Lune. "After looking at this product, we didn't need to evaluate any others," said Overby.

### One Week to Build Archiving System

"When the Objectif Lune representative showed us what was possible with PlanetPress Suite, there wasn't anything it couldn't do," declared Overby. The software also offered additional scalable capabilities beyond the archiving and distribution that Gasa needed immediately.

"We had a phone conversation and told Objectif Lune what was needed, and they quickly came back with a solution. We wanted a system for archiving and distribution, because without invoice archiving, we couldn't run the business," he said.

"PlanetPress Suite is a modular solution, and for our needs, PlanetPress Watch and PlanetPress Design were the best fit," Overby explained. "Documents and layouts are made directly in Navision, but the workflow is handled with PlanetPress Watch."

"We had one week to implement the system before we had to do archiving with it," he explained, but with a smooth integration, Gasa got off to a good start. "We just set it up, and it runs in the background. Users never see it, but it works every time. We archive documents as PDF files, and it's easy as can be."



## Enabling Self-sufficient Multi-channel Development

Customers need paperwork with their plant deliveries and sometimes before that as well. Besides printing documents, the invoices, shipping notices, and confirmations related to clients and plant goods must also be formatted for email, archiving or fax. Various legal documents are required to export flowers outside the EU, and each purpose and destination might require a different look and format.

*“We needed a graphical development guide, and we got that with PlanetPress Suite. We have our own IT department and people who can develop designs and layouts. With PlanetPress Suite, we can achieve our goal of being self-sufficient and handling projects and development within the division,” said Overby. “When we are done with merging services, all major paper workflow and distribution will go through PlanetPress Suite.”*

## Scripting Makes It Easy

*“I love the product because I’m not a programmer, and I can still do everything required without any programming,” he declared. “What we need is done with scripting, and the scripting is quite extensive, because we have to take a lot of information from print files for mailing and archiving, but it’s done easily.”*

*“Now we have design and merging of PDF data with late mainframe and midrange output,” he explained. The variable documents pick up information from the database before going to the print stream, and then PlanetPress Suite scripting takes over, looking in the print file for additional information and directing the document to the appropriate channel. PlanetPress Suite saves time because if the archiving and distribution were done manually, many additional steps would be required to print, mail and fax documents.*

## Loyal to PlanetPress Suite

Overby said Gasa initially considered the software mainly as an easier, reliable archiving resource for legal and government-required invoices and forms. Since then, Gasa has discovered other uses for this versatile resource, such as emailing, distributing and printing customer documents.

*“We chose PlanetPress Suite because it’s easy to use, but sophisticated enough to do everything we require. We are still finding things it can do.”* Although PlanetPress Suite was originally selected for archiving, Gasa Group has also used it to solve a design problem. With PlanetPress Suite, they can change design and layout for old mainframe-generated documents without reprogramming. This gives new life and purpose to legacy documents. Web shells can be created for current and new documents.

*“Today you might find other products that do some of these things,” Overby declared, “but I would still buy PlanetPress Suite.”*



### PLANETPRESS SUITE

#### The Gasa Group 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.

for more information, visit  
[www.objectiflune.com](http://www.objectiflune.com)