

“Simply clever: Turn data into personalised cross-media solutions”

Objectif Lune (OL) develops and sells software technology, worldwide, creating innovative solutions for interactive business and customer communications, giving immediate access to all the advantages of the digital age. This significantly eases digital transformation as well as the optimisation of communication processes. The advantage: the processes of capturing your business-critical data & documents and transforming them into digital communications with interactive workflows (one of the publically best-known examples being emails with responsive design) is what the OL Connect solutions offer. Typical documents flowing through such a process could be: invoices, statements, purchase orders, shipping documents, average looking emails, personalized datasheets, flyers, mailings and invitations. OL Connect facilitates the entry into a clever mix of digital and print-based solutions, from small & simple to large & complex projects.

Objectif Lune cultivates long-standing partnerships with top-class print, technology and business partners who are concerned with customer communication management and are working with the range of solutions we offer. **At the core of everything stands a constant exchange of knowledge, experience and state-of-the-art-technology.**

One of the technical aspects is that OL (one of the few independent providers) whose portfolio includes the possibility of connecting non-related software solutions, which structure and administer the entire document cycle efficiently. The results are targeted digital **solutions** that significantly improve business relationships and therefore promote customer relationships, long term.

Seen from a business perspective, OL has taken a unique route: starting out with a philosophy of turning visions into reality, and always following new paths. OL has developed into the first company on the market that provides a range of applications that span from beginner to top expert-use, in all important areas — especially document design, process automation, personalisation/individualisation (with variable data print), postal sorting and preparation, as well as electronic forms. Thanks to the OL company philosophy, prices to this day remain to be very reasonable, and the solutions are designed in a simple and adaptable manner, throughout.

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Important milestones: For OL customers the acquisition of **PrintSoft** (the manufacturer of PReS) in 2011 opened doors to new applications of a powerful solution for large print volumes. — At the end of 2015 the OL solutions were improved further with the release of the version 1.3 of the **OL Connect** software suite, now including a number of multilingual user interfaces. — With **Capture OnTheGo**, OL offers a mobile solution to capture data from electronic forms, which triggers processes when on the go per digital signature. — OL has also found a way to reduce paper use and paper-based processes, with a digital pen.

The special feature: OL solutions allow all companies to undertake a seamless transformation and experience dynamic growth, long-lastingly. **Seeking and finding new paths serves to increase efficiency, all that with the OL customer in mind.** OL's focus is making **interactive business correspondence** an essential component of an enduring effective **Customer Communication Management (CCM)**.

The OL solutions in detail, which can scale to grow along with the customer's requirements:

PrintShop Mail Connect | A VDP tool for personalization of documents, made easy.
printshopmail.objectiflune.com

PlanetPress Connect | A multichannel solution that includes workflow and process automation
planetpress.objectiflune.com

PReS Connect | A tailored enterprise solution for high volume business communication, and Hybrid Mail
www.printsoft.com

Capture OnTheGo | A solution for process automation, combining on-the-go convenience with fast document processing through digital signature.
capture.objectiflune.com

Company background:

Objectif Lune (OL) develops simple and effective software that is fun and helps companies communicate more efficiently with their customers. Born in 1993 from an idea by three friends, Objectif Lune now has over 240 employees worldwide, serving over 20 000 organizations, who all want to bring their customer communications to the next level. With technical support around the world and three R&D facilities in Montréal (Canada), The Netherlands, and Australia, OL works hard to make lives easier. The OL mission statement: "Objectif Lune's mission is to free customers from legacy mentality by creating elegant software tools to help our customers communicate more effectively with their

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customers.” The OL headquarters are in Montreal, Canada. The German headquarters of the company are in Darmstadt. — ***Further info and blog at <http://www.objectiflune.com>***