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PreS[®] Connect

Category



Variable Data
Publishing

Characteristics

- One-to-one marketing
- TransPromo
- Integration into printing workflows
- Integration with layout application
- Multi-channel communication



PreS.[®]
Connect

Giving Shape to Ideas



AUTOMATED BUSINESS COMMUNICATION WITH MULTI-CHANNEL DISTRIBUTION CAPABILITIES

In today's world, information is readily available in real-time and accessible on any device. Most of us expect instant access to whatever information we require, without concern as to how this might be achieved. Nevertheless, many businesses still use systems and processes from a time when instant communication via smartphone and tablet, e-mail and the Internet was not as prevalent as it is today.

But, to be successful and remain competitive, companies must adapt now – because web technology is meanwhile indispensable to reach customers and employees exactly where they are, in the digital world. Enterprises that don't, risk losing the interest and attention of their customers – and ultimately, they risk losing their business altogether.

This is where PReS® Connect comes in: With optimised output that includes AFP, the application facilitates producing high volumes of print, e-mails and web pages at high speed. What's more, PReS® Connect comes with

powerful PReS® workflow technology that gives access to automation capabilities, which similar tools lack. Other solutions on the market have not been designed from scratch with e-mail and web capabilities. PReS® Connect on the other hand was built from the ground up using standard, state-of-the-art Web technologies such as HTML, CSS and JavaScript. This makes it faster and simpler to master for IT and technical personnel.

PReS® Connect's integrated components ease its implementation, help keep costs down, and facilitate expanding any enterprise's communication capabilities.

KEY FEATURES

One-to-one marketing

- **Increased productivity and profitability:** Easy-to-create business rules let users add value to documents without ever having to access the core application. All required changes can be made in PReS® Connect and are automatically implemented throughout the organisation, ensuring brand and content consistency.
- **Versatile support of data and document input:** Thanks to the application's free design tool, users can work with almost any type of data or document. They can map data coming from print streams, databases, XML or other formats, onto a template document and complete the design with conditional text and graphics.
- **Import from any Windows application:** Documents created in any Windows application can be dynamically processed, modified and integrated. After importing the document into PReS® Design, the user can enrich it with barcodes, OMR marks, conditional graphics etc. or repurpose the document and integrate it into an automated document workflow.
- **Intelligent interpretation of content:** Saving valuable time, the application intelligently interprets the content of existing documents; so there's no need to recreate existing forms in PReS® Connect.

Integration into printing workflows

- **Full control of printing and paper handling features:** Ideal for example for users operating in a commercial print environment, PReS® Connect allows overlaying data on customers' designs, and supports device-specific settings such as dynamic tray pulling, (subset) finishing, scripting (i.e. for crash numbering), and dynamic imposition.

TransPromo

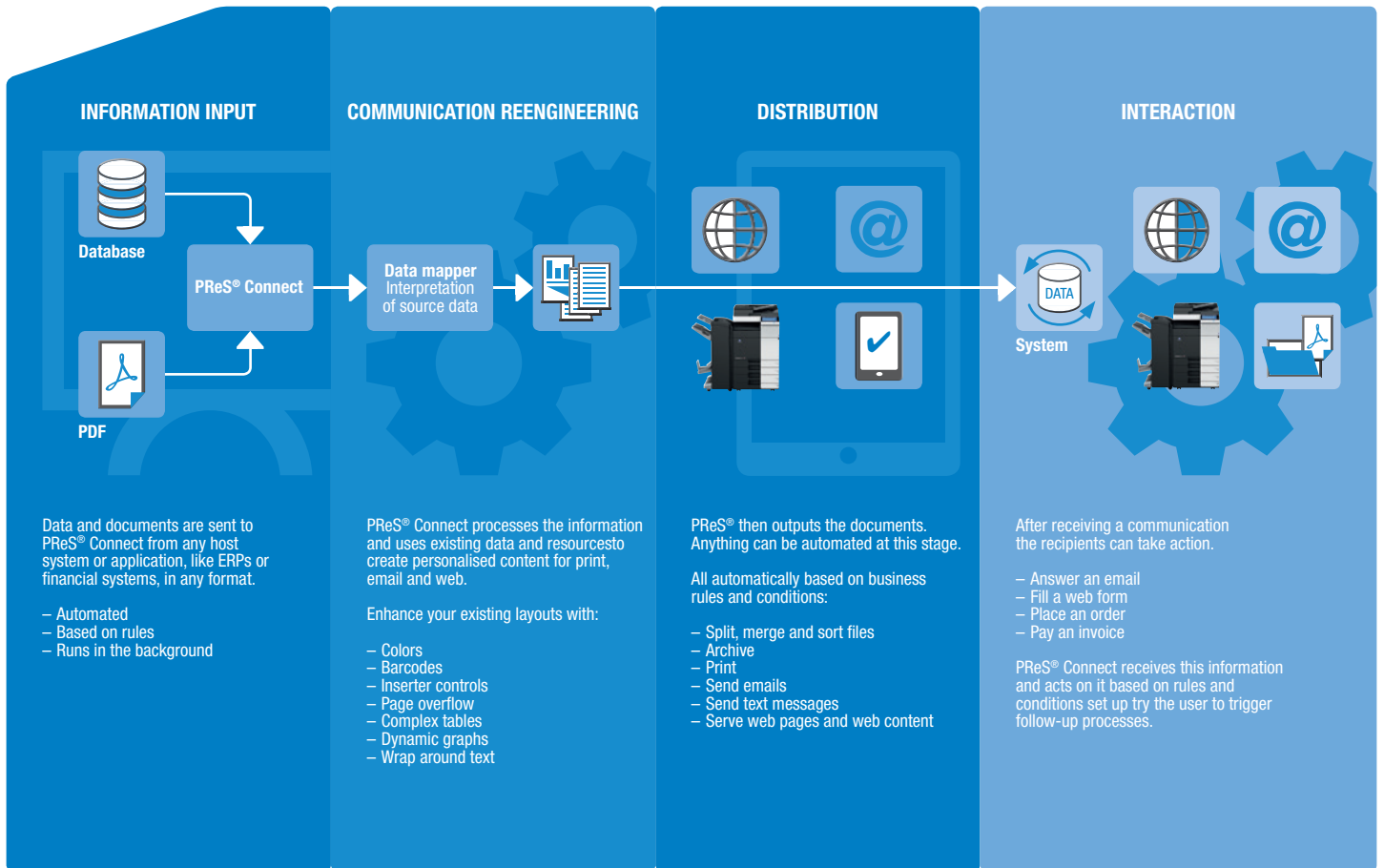
- **Enriching documents with promotional content:** Users wanting to add promotional inserts on other products, services etc. to invoices or create a targeted message, for example on related items or offers, on the invoice itself benefit from minimal setup and need not change existing systems. TransPromo grabs the recipient's attention, maximizes the use of white space, and saves postage fees. It is the perfect tool to advertise promotions, clearance sales, new premises, new products and services, upgrades, or whatever – all on the invoice itself, automatically and following the purchasing habits or any other aspect of the recipient's profile.

- **Automated distribution:** With PReS® Connect, documents can either be printed or output in digital format. The distribution of medium to large quantities of transactional documents can be automated through Web publishing, e-mail, fax, or conventional mail by adding OMR barcodes. This overcomes the limitations of inflexible mailing systems and facilitates procedures for enterprises that regularly have to send large amounts of information to their customers and suppliers.

Multi channel communication

- **Collaborative tool:** With PReS® Connect, certain employees can look after the data mapping while others create document designs and yet others manage output generation and distribution – in other words, design and output expertise from different sources can be perfectly combined for best results.
- **Unified data model:** Thanks to this, users benefit from simplified data collection and management whatever the data source.
- **Minimal learning curve:** Because of the use of current web technologies, PReS® Connect is quick and easy to get to know and work with.
- **True multi-channel solution:** Users can create content once, then use it for multiple purposes and output formats.
- **Cater to customers' preferences:** With PReS® Connect, it's easy to communicate relevant information and targeted messages to customers based on the customer's preferred communication channel.
- **Cutting edge communication technology:** PReS® Connect helps users leverage latest communication trends without requiring any changes to existing systems or complex programming, or additional tools. Even better, there's no hard switchover point in any transition or migration.

WORKFLOW



TECHNICAL SPECIFICATIONS

SYSTEM REQUIREMENTS

Operating systems	Microsoft Windows 2008/2008 R2 Server (64) Microsoft Windows 2012/2012 R2 Server (64) Microsoft Windows Vista (64) Microsoft Windows 7 (64) Microsoft Windows 8.1 (64) (Windows XP, Windows 2003 and older versions of Windows are not supported)
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MINIMUM HARDWARE REQUIREMENTS

Filesystem	NTFS
Memory	8 GB
Hard disk space	20 GB (for the software alone)
CPU	Dual/Quad Core Pentium Class

Please note that it is also possible to install PReS® Connect on lower-featured systems; these however are not supported as only the above recommendations ensure smooth operation!