



KONICA MINOLTA

# PRINTSHOP MAIL® CONNECT

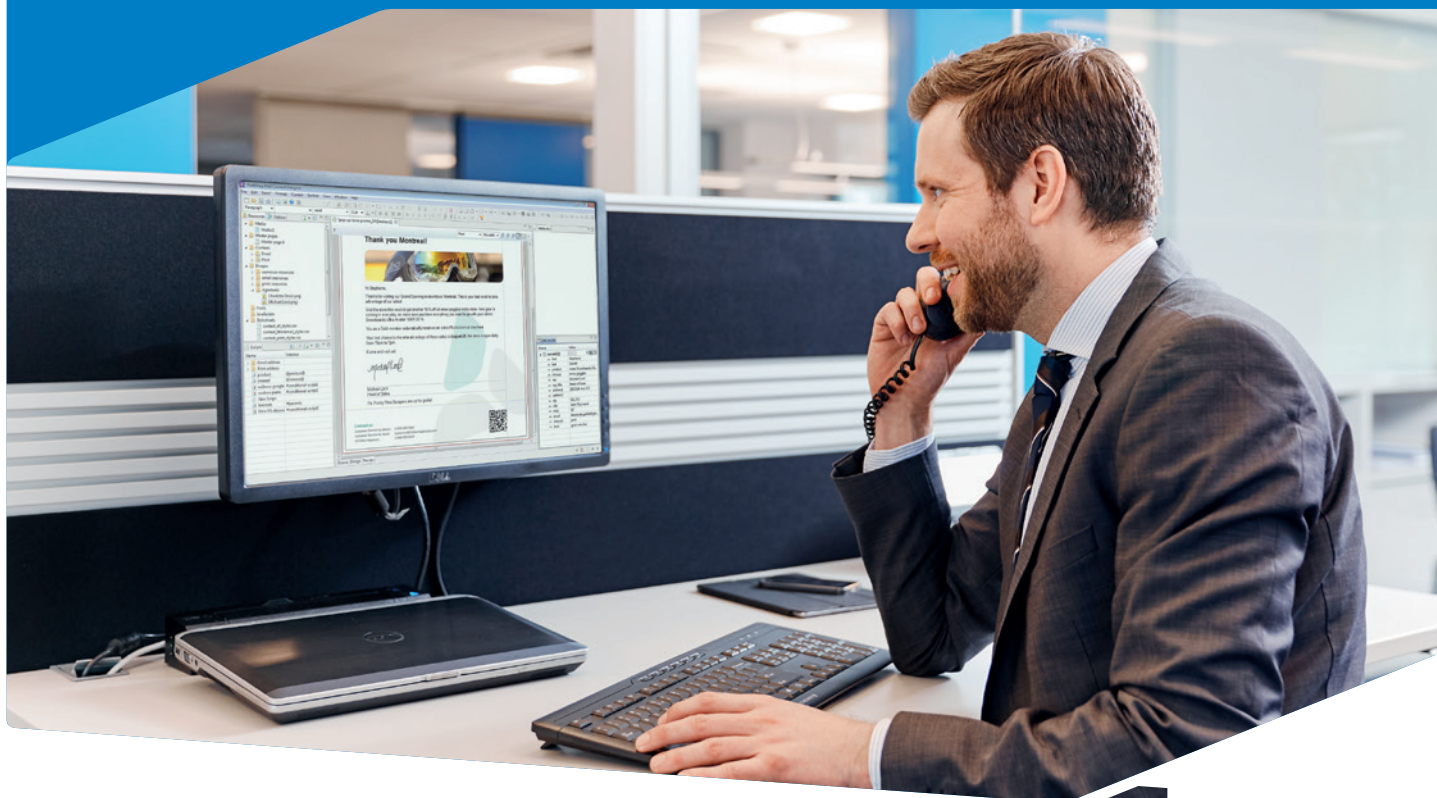
## Category



Variable Data  
Publishing

## Characteristics

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





# SIMULTANEOUS ONE-TO-ONE COMMUNICATION FOR PRINT AND E-MAIL

**In the age of the Internet, business as well as private users expect instant availability of information in their preferred media or communication channel. Consequently, as a service provider in the field of graphic communication, you need to support your customers in distributing content easily, whether this concerns advertisements, a newsletter, marketing collateral or a direct mailer.**

The delivery of any of these messages requires a multi-channel approach that includes the channel preferred by the individual consumer – this might be print, the Internet, e-mail, or a mobile device. In both the business-to-business (B2B) and business-to-consumer (B2C) sectors, high-value customers these days use multiple channels for information and to purchase products and services.

As an efficient one-to-one communication tool that combines native print and e-mail capabilities, PrintShop Mail® Connect is just the tool you need to provide these services. With it, you create fully personalised business communications for both output types in a single step. Leveraging all current Web technologies, PrintShop Mail® Connect is best suited for commercial output markets. Initially an entry-level solution, it can easily be upgraded to PlanetPress Connect and grow with the increasing demands of your business.

Tailor-made for commercial printers, who want to offer one-to-one promotional communication services while also looking to diversify by adopting direct marketing capabilities, this powerful Variable Data Publishing application gives you the advantage of a personalized communication tool that can go from simple to complex VDP documents, offering for example simultaneous one-to-one communication for both print and e-mail. Unlike similar tools on the market, where e-mailing capabilities are just added as an afterthought, PrintShop Mail® Connect was built from the ground up using latest Web technologies.

Simple and straightforward, PrintShop Mail® Connect helps you improve your business processes, increase productivity as well as profitability, and provides new revenue opportunities. Take advantage of effective one-to-one marketing, automation and multi-channel distribution capabilities that will flexibly grow with your evolving business needs.

# KEY FEATURES

## One-to-one marketing

- **Easy implementation of digital delivery:**  
The application lets you leverage web technologies without requiring extensive human or financial resources. You'll easily create e-mail blasts; run effective direct mail and multi-channel campaigns and will increase your ROI on mailing processes thanks to simple and straightforward mail preparation as well as effectively communicated marketing messages.
- **Parallel print and e-mail communication:**  
The application allows creating simultaneous one-to-one communication via both print and email with the same tool, without having to do the work twice.

## Integration into printing workflows

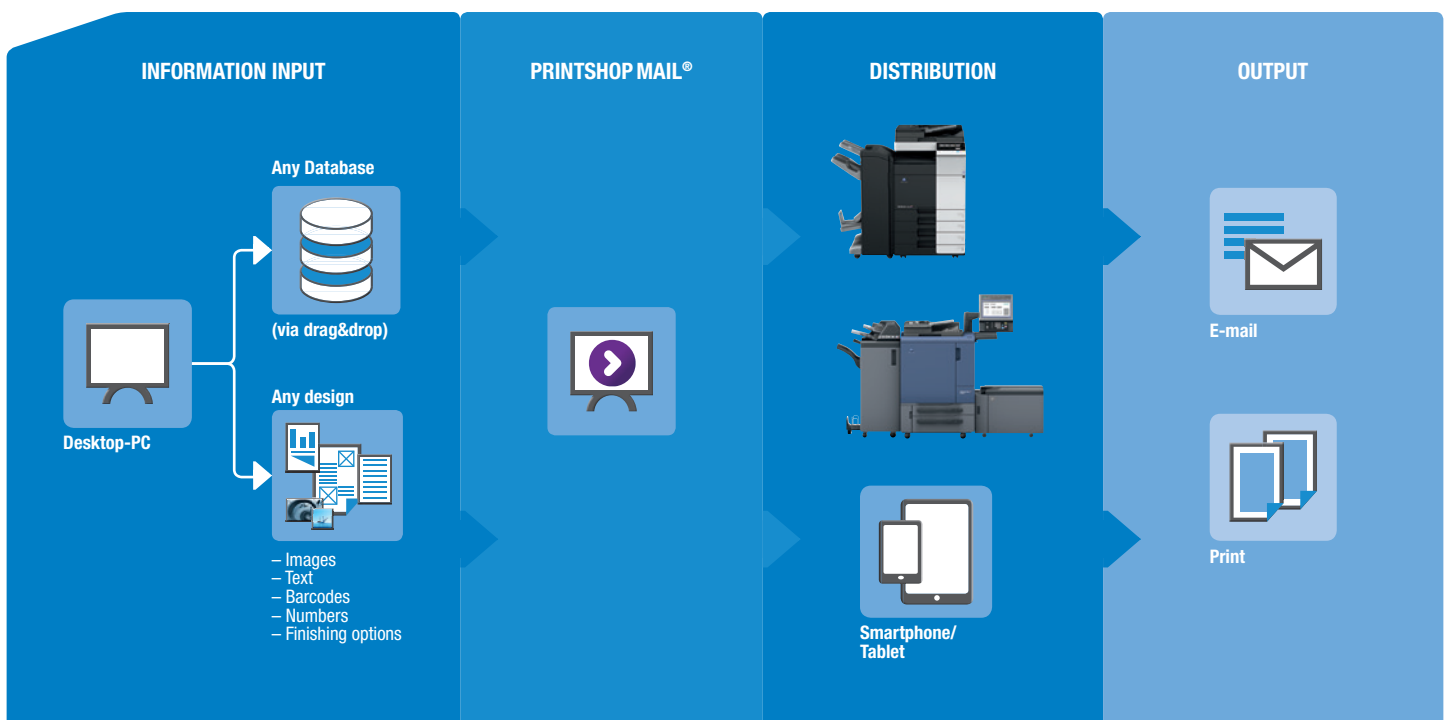
- **Support of device-specific settings:**  
The application offers a wide variety of printing options, including tray selection, imposition, splitting, booklets, finishing options, and various others.

- **Support for industry-standard print formats:**  
Output can be delivered in PPML, VPS, PDF, PCL, PostScript and other formats.
- **Enterprise level production features (option):**  
The application can be upgraded with various optional features, such as AFP/IPDS output for high volume and high speed printing.

## Multi channel communication

- **Unified data model:** Provides a streamlined and simplified user experience, whatever the data source.
- **Ease of use:** There is virtually no learning curve involved; and it is easy to work with thanks to latest web technologies. Yet at the same time, advanced capabilities are provided for experts.
- **True multi-channel solution:** Create content just once, then use it for multiple purposes and formats.
- **1-on-1 customer communication:** Create targeted messages easily with relevant and individual information that focuses on customers' preferences.
- **Leverage the new communication trends:** No need to change your existing systems; nor is complex programming or separate tools required.

# WORKFLOW



# TECHNICAL SPECIFICATIONS

## SYSTEM REQUIREMENTS

<b>Operating systems</b>	Windows 2008/2008 R2 Server (64) Windows 2012/2012 R2 Server (64) Windows Vista (64) Windows 7 (64) Windows 8.1 (64) (Windows XP, Windows 2003 and older versions of Windows are not supported.)
<b>Memory</b>	8 GB
<b>Hard disk space</b>	20 GB/NTFS File system
<b>CPU</b>	Dual/Quad Core Pentium Class CPU

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

