

Welcome to the May 2011 edition of Printsoft Newsletter.

We have undergone an exciting transformation over the past 12 months, where we've realigned ourselves to the changing needs of our customers. As well as revitalizing our core PReS product, our Development team has been busy developing a great new suite of solutions that will help you simplify and automate your important customer communication processes.

The newsletter takes on a new format for 2011 detailed below:

- **Customer Case Study – Cheque-Mate's CEO Rodney Frost talks about the printing market's trends and his recipe for success in 2011**
- **Release Update – full details on all of PrintSoft's new product releases and updates to keep you ahead of the game**
- **Hot Topics – the first topic we cover in 2011 is Automation as this is what our customers are finding of most importance at present**
- **Tips & Tricks – all the insider knowledge to get the most out of your PrintSoft products**
- **Competition – Win a free PrintSoft health assessment among other prizes**

I hope you enjoy the newsletter. We're constantly looking at ways to improve our customer service levels so if you have any suggestions or can think of anything you'd like to include in future additions then let us know by emailing josh.radford@printsoft.com

CASE STUDY

An interview with Cheque-Mates CEO Rodney Frost



Describe your company and its strengths?

Rodney Frost:

Cheque - Mates is Australia's largest Trade Only Information Distribution business. We work with highly innovative channel partners in various segments to provide information delivery solutions. The main segments in which we partner are printers, mail houses, print management and copy shops

Our core focus on partnering with each and every channel partner makes us an extension of their business and strategic direction. Our aim is to provide our partners with the tools to succeed in the Information Distribution space with no capital outlay or risk. We are positive brand specialists for our business partners and we understand their needs and the position that they are in when outsourcing Information Distribution projects to our sites.

Cheque-Mates is Australia's premier trade only mailing and fulfillment house. Not only because of the machinery, but because of the staff and their dedication to the task, no matter how challenging or difficult. The attitude that is within is one built on a "can do, will do, must do" approach to everything we do. We encourage clients to visit and share in the infectious attitude. Nothing is a problem.

Describe your role within Cheque-Mates?

Rodney Frost:

As the CEO I am responsible for the overall delivery of the business value proposition to our customers and return on capital to our shareholders. I like to focus on internal and external relationships with our great team, suppliers and our channel partners. I spend the majority of my time building these relationships whilst being strategic to make sure we provide the best value to our partners today and in the future. I am responsible for identifying, developing and directing the implementation of the business strategy.

How do you use Printsoft products and services?

Rodney Frost:

Our business is committed to offering low cost information delivery solutions to the market. With this focus, the PReS software from PrintSoft was a vital acquisition for us some fourteen years ago. Our strategy has always been to let our software build the need for hardware and partnering with Printsoft has allowed our business to blossom. More recently we have added their latest solutions such as Share, Finish and Automate to our software suite enabling us to access markets never touched before. This commitment to best of breed software tools gives our channel partners access to all of the very latest software and the confidence to be able to solve any business issue that their client may have. The Automate software in particular has allowed us to grow without having to employ additional team members as well as locking in our business rules and allowing the ability to automatically split the distribution in to various channels outside of just print and post.

What are the strengths of PrintSoft's Solutions?

Rodney Frost:

Our experience shows that having the ability to build custom applications from a WYSIWYG front end right through to traditional coding whilst integrating with CRM systems through easy to use wizards and tools means that we can confidently build any solution in the market without a need to further invest in software. The automation of our software allows us to offer data processing and message delivery services 24 hours a day, 7 days a week without needing full time people processing it.

Where do you think the direct marketing industry/mail house industry is heading?

Rodney Frost:

We see that mail will always be relevant and will always exist in some form. The main driver in our industry is cost followed by speed to market and message relevance. For this reason document composition software such as PrintSoft's will be paramount to the success of a mailing house going forward. Being able to deliver a message that is relevant to the recipient in the manner in which he/she wants to receive it will be where we all continue to focus. Postage is not going to decrease in price so corporates' will drive volumes down and one-to-one relevant communications will continue to prosper.

What is the next challenge for the industry?

Rodney Frost:

I think that successfully competing under the lowest cost base whilst handling the peaks and troughs of our market will continue to be a challenge. In the same way that there are physical peaks, there are also the same peaks with programming teams and IT staff which becomes another challenging area that we are here to assist with. Why invest in something that a trade provider already has? I believe that the consolidation of the industry will also be vital for owner operators to survive and succeed. Those companies that partner the tightest and keep an open mindset to outsourcing the peaks and not carrying underutilised capital will flourish. Why? Because they will take away the risk involved in carrying debt against a market that moves so quickly due to the technology of the era in which we compete. Last but not least is the continuous direction of Australia Post looking to keep postage pricing in line with CPI forcing the generators to re-evaluate the delivery mechanisms that they utilise to get their message to the recipient.

Release Update:

PrintSoft's new product releases and updates to keep you ahead of the game

PrintSoft recently launched its +PReS range of products to complement its core PReS and PReS Designer solutions. Together they form a suite of solutions covering all of the key stages in the document lifecycle from document design and production through to workflow management and distribution.



+PReS Share:

+PReS Share provides easy-to-use web-based message composition to corporate accounts. Its web authoring environment provides:

- **Online previews**
- **Conditional message**
- **Creation and editing control**
- **Collaboration support**
- **Date range triggers**
- **Approval workflows & version control**

+PReS Share is intuitive and powerful, providing an easy-to-deploy, cost-effective software system with high-value capabilities for customers.

Benefits include:

- **Simplifies the creation of highly personalised communications**
- **Speeds up time to market**
- **Enhances corporate control of content and design**
- **Provides transparent and auditable change control & approval process**
- **Reduces costs for application development, support, training and maintenance**



+PReS Automate:

+PReS Automate simplifies the tedious task of processing individual or inter-related jobs. It can handle thousands of jobs per day with the most complex scheduling requirements.

+PReS Automates open and flexible architecture allows many different job types with a virtually infinite number of process variations to co-exist within a single system.

Benefits include:

- **Ensuring that Client SLAs are met, every time**
- **Automation & repeatability greatly reduces risk of error**
- **Real-time reporting allows better control of resources**
- **Streamlining of processes increases capacity & workload**
- **Reduced manual intervention**



+PReS Finish:

+PReS Finish is an enterprise mail management system that enables the centralised collection of mail jobs for production and printing. Based on PrintSoft's earlier MailDirect solution, jobs can be initiated from anywhere within an organisation using a peer-to-peer server architecture. Documents can then be captured by any server in the network and processed by any other server.

Highlights of +PReS Finish include:

- **New configuration console**
- **Offline routing**
- **Full unicode support**
- **N-up scheme definitions from the database.**

Benefits include:

- **Reduced mail production costs**
- **Centralised production**
- **Postal sorting**
- **Routing**
- **Audit trail**



+PReS Send:

Also launched in the new +PReS range is +PReS Send. Based on PrintSoft's powerful Printer Driver tool, +PReS Send is designed to capture documents from any Windows desktop application and submit them to a service provider to be printed, fulfilled and dispatched. +PReS Send is not intended to operate as a standalone application and is used as part of an integrated Hybrid Mail Solution.



PReS and PReS Designer 6:

PReS and PReS Designer have been combined into a single installer with the release of version 6 to simplify installation and improve compatibility between shared resources.

The major enhancements to PReS 6 include:

- **Windows 7 support**
- **PDF pass through**
- **Enhanced VIPP output**
- **Improved handling of AFPDS and IPDS**
- **Improved XML Transactional Wizard**

The highlights of PReS Designer 6 include:

- **Chart Zedits supported under Windows 7**
- **Support for XML Based +PReS Share PDI's**
- **Support for PostScript output from +PReS Finish**
- **Enhanced bi-directional processing**
- **Date handling independent of regional settings**

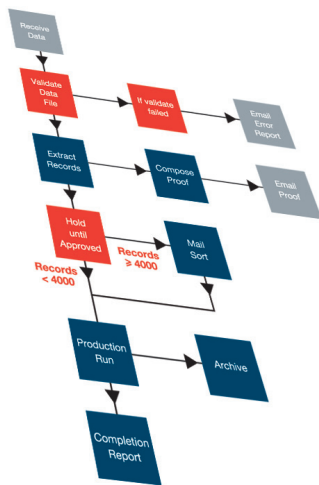
For more product information, please contact your local PrintSoft representative on 03 8585 2900

Hot Topic - Automation

The first topic we cover in 2011 is Automation

The mailing industry is experiencing a challenging future, with a focus on reducing costs and improving efficiency. Mail houses and corporates are looking to automate their document workflows to drive down costs and improve processing times but this may be easier said than done. Often jobs have manual steps and rely on operator input, which impacts on processing time, printer utilisation and job quality.

Specific issues include:



- **Awaiting the arrival of job files: jobs arrive via email or FTP and await action by an operator, wasting valuable time until the operator kicks off the job**
- **Interaction with external systems such as customer and billing systems – providing feedback to external systems on the status of jobs**
- **Non-standard job processes**
- **Inability to track the status of print jobs**
- **Lack of aggregation and sort capabilities**

As the market becomes more competitive and cost-sensitive mailhouses are looking to automation to improve the speed and efficiency of jobs. We see an increasing need for:

- **reduced manual intervention**
- **faster completion of jobs**
- **better resource utilisation (e.g.: running multiple production jobs simultaneously)**
- **extending the processing window (out of hours processing achieved without manual intervention)**
- **scheduling jobs to meet client/postal timeframes.**

Printsoft's +PReS Automate has been developed to address these needs and includes the following benefits:

- **real-time overview & control of the entire system**
- **streamlining of processes to increase capacity & workload**
- **reduced manual intervention**
- **simultaneous processing of multiple jobs**
- **out of hours processing**
- **automation of repetitive tasks**

If you'd like to know more about how workflow automation can improve your business call our team on 03 85852900.

Tips & Tricks

PrintSoft | PReS



PDF pass through in PDF PReS Print Control

This enhancement allows PDF/PReS to generate PDF's that internally reference content from another PDF. PDF pass through mode is invoked when a <VECTOR> tag is assigned to a graphic.

For example:

- ex: **LOADGRAPHIC "test.pdf<VECTOR>"',C',1** ; gets the first page of test.pdf for passthrough
- ex: **LOADGRAPHIC "logos.pdf<VECTOR><P=2>"',C', 2** ; gets the second page of logos.pdf for pass-through.

Newsletter Competition

May Newsletter Competition

To enter, please respond to this question via josh.radford@printsoft.com

“ **What is the most pressing business issue for your organisation at the moment?** ”

All responses to remain confidential

All responses will go into a draw with the winner receiving

- **Free Half day Health Assessment by PrintSoft Technical Consultant who will provide expert recommendations and analysis on current IT/Print operations**
- **Winner can also choose one item from the four below. This is provided free.**
 - **PReS Designer Pro single licence**
 - **1D Barcode Toolkit**
 - **2D Barcode Toolkit**
 - **Free cross/grade of existing PReS Print PDL**