



Design and Produce Highly Personalized Mailings

Personalized mailings, whether they are direct marketing postcards, loyalty program mailings, invoices or customer letters, are most effective when you incorporate a high degree of targeted, relevant information that will capture each individual recipient's attention, enhance the connection with your organization, and build the relationship. To create the most effective personalized mailings you need to leverage the data you have, including transactional data, to communicate as effectively as possible. If you're looking for an easy-to-use tool that takes you well beyond mail-merge, NewLeaf is for you. Designed specifically for highly personalized mailings, NewLeaf offers exceptional ease-of-use, powerful conditional processing, and targeted mailing features to help you get the job done.

#### **All-in-One Application**

NewLeaf enables you to create an effective personalized layout, incorporate conditional logic to drive variable image and text content, and add information-based graphics such as charts and graphs – all in an intuitive windows application. Additionally, specialized mailing features for proper address formatting and barcoding speed preparation for the mailstream while email and fax features support alternate or multi-channel delivery.

#### **Familiar Design Tools**

NewLeaf offers a complete set of design, positioning, and formatting tools that will be familiar to users of traditional layout applications. In addition, you can use your favorite graphics and design applications to create layouts and graphical elements then import these into NewLeaf where you will add the conditional logic and data elements for personalized mailings.

#### **Easy Data Mapping**

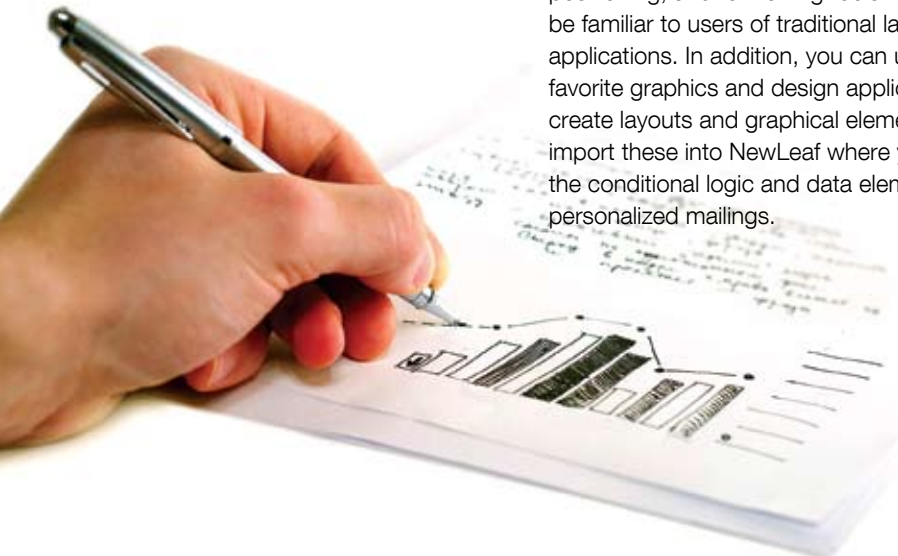
Using simple dialog boxes, connect to any ODBC-compliant database or use the Data Source Wizard to map data from a universal data format, such as comma and tab delimited data files. Once the data source is established, you can drag-and-drop data fields directly onto the layout or use them in conditional processing to determine which graphic and text elements should appear in the final personalized document.

#### **Transactional Data in Tables**

Present multi-record transactional data in tables using dynamic cells to automatically grow the table accommodating the variable number of transactions for each individual.

#### **Graphs and Charts Based on Data**

Choose from a variety of style options to insert charts and graphs to represent transactional data. Options include 2D and 3D pie charts, bar graphs, line charts, area charts and more. Use simple dialog boxes to specify colors, labels, and legends.



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- 1 Investment preferences drive messaging
- 2 Customer's personal investment data
- 3 Local branch contacts
- 4 Relevant cross-sell offer based on customer profile



## Conditional Content

Conditional processing can be attached to any object on the layout, including text, graphics, tables, bar codes and hyperlinks. To apply conditional processing, you first define a condition based on the data and drag this as a “condition card” onto the layout. You then use a condition properties dialog to specify the content that should appear in this position in the layout if the conditional is met. (e.g., If customer is “new”, use “new customer” copy.) You can apply as many condition cards as you need to cover the scenarios that might occur in your data. You can also specify default content in case the data for a particular individual does not meet any of the specified conditions.

## Palettes for Re-Usable Objects

After creating and formatting a group of related elements in one document, you can save the group as a re-usable object in a NewLeaf “Palette,” making it available for use in other documents.

## Watermarks to Aid Design

For design purposes, use images as background watermarks to help position data on pre-printed forms, stationery and color shells.

## Automated Address Formatting

Mailing wizards are included to speed standard address formatting. Close-up and close-down features automatically eliminate lines containing empty data fields without the use of cumbersome menus.

## Barcode Support Including IMB

Easily insert barcodes including postal and 2D barcodes, as well as the USPS Intelligent Mail Barcode (IMB).

## Personalized Output Preview

Preview live data in your layout with complete WYSIWYG accuracy.

## Printer Function Support

Built-in support for multiple up (N-Up), duplex, tray control, and the placement of OMR marks for post processing.

## Standard and High-Speed Output

Support for standard print and high-speed output formats including PostScript, PDF, VPS, PPML, GDI, PCL, AFPDS, IJPDS, and IPDS.

## Multi-Channel Delivery

Set up and run complete personalized jobs routed to email addresses or fax numbers using the built-in email and fax features.

## Scalable for Web Collaboration

If the need arises for business users to collaborate on content, NewLeaf templates can be uploaded to a WebDirect server enabling business users to manage content online for defined message blocks. The web interface enables you to put change control in the hands of the business users while user permissions and built-in approval workflows ensure design consistency as well as brand control and compliance. Final approved versions are maintained by the production team for document generation, ensuring production consistency and quality.

PrintSoft is a leading global provider of dynamic document composition, automation and output management solutions that enable organizations to streamline processes for business-critical personalized communications.

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