desk**Form**™

Personalized Communications for Small Organizations

desk**Form** is the complete personalized communication solution for cross-channel messaging for small organizations.

desk**Form** allows you to easily communicate both in print and electronically. Create powerful print communications and electronic documents with a wide range of variable data from many sources. desk**Form** has these powerful and fully integrated communication capabilities -

Print and Electronic Documents Generation

The core of desk**Form** is a powerful print and electronic document communication program for promotional, transpromo, and transactional documents. Projects are quick and simple to set up: easily import images, create text, create variable messaging fields, and then merge your data to create powerfully compelling and captivating print (Postscript and PCL) and electronic documents - Word [.doc and .docx], RTF, TIFF, PDF and FAX. An integrated connector allows you to automatically deposit an electronic copy of the created documents into Microsoft Office SharePoint Server. Quickly create postcards, statements, invoices, donation letters, personalized letters, and much more.

HTML eMail

Create matching email and print campaigns with the desk**Form** HTML eMail module. Print-only campaigns can be expensive and infrequent. Take advantage of HTML eMail messaging to reinforce, announce, and augment your print campaign. HTML eMails can easily match your print projects with desk**Form**'s built-in HTML editor. See Prism Software's separate literature on HTML eMail for more details.

Personalized Web Landing Pages (PURLs)

Creating personalized web landing pages – also called Personalized URLs or PURLs – is easy. Use the same print or HTML project elements (images, text, etc.) and send out PURLs that are individually customized to your target audience. PURLs are web pages that are specifically addressed and messaged to each individual – customize by name, images, and text for each person. And, send out the PURL link through the HTML eMail module. See Prism Software's separate literature on HTML Web and PURLs for more details.

Personalized PDF Literature Delivered via the Web and Email

Create fully personalized PDF literature with your customer's information embedded within the PDF. Personalized PDFs can be either an attachment to the personalized email or an embedded link within the email.

SMS Text Messaging for Phones

Easily create text messages that are deliverable to text-capable cell phones. Provide instant notifications to customers or direct them to other print or email messages that you've created with desk**Form**. Send instant broadcast messages that are personalized with data from your data source. SMS messaging is instant and a great method of supplementing attention for your messaging campaign.
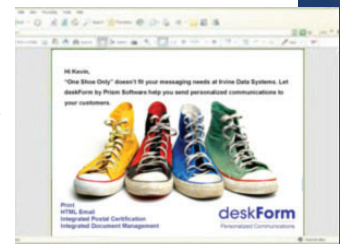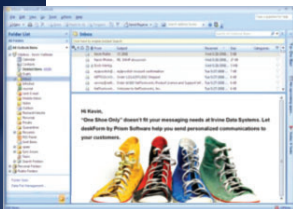
DirectSmile Integration

desk**Form** is fully integrated with DirectSmile. Create unique personalized graphics and images with DirectSmile.

Integrated Postal Certification *(optional module)*

Easily take advantage of the savings discount the U.S. Postal Services offers for bulk mail with this fully integrated module. No more problems and errors sending your data to a third-party program for postal certification. It's easy to use this integrated module from desk**Form**'s drop-down menus. Module components include CASS, PAVE, mixed mailing, Geocoding, Zip+4, National Change of Address (NCOA), and more. Integrated postal certification for U.S., Canada, and U.K. See Prism Software's separate literature on postal certification for more details.

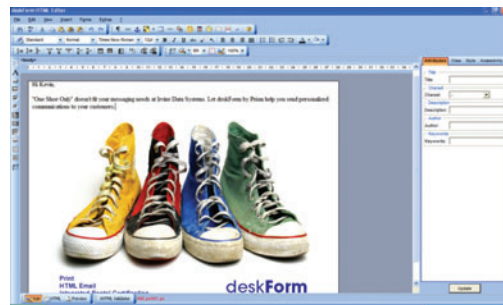### Integrated Desktop Document Management *(*desk**Form** Plus*)*

It's easy to save your print and electronic messaging projects in a fully integrated document management system – deskRecord, by Prism. Keep track of all your outbound messaging – by customer or project – in a few simple steps. You can also use deskRecord for storing electronic documents not generated by desk**Form** – invoices, statements, and other external communications. deskRecord is a full-featured document management system – optical character recognition (OCR) for converting image files into text-readable files, viewing of over 300 files types, Microsoft Office integration, Bates stamping, check-in and check-out capabilities, versioning, and much more. See Prism Software's separate literature on deskRecord *for more* information.

Prism Software

prism**software**

desk**Form**™

Easy to Use

Easily set up print projects and merge images and data from flat files, Excel files, and other data sources.

Built-in HTML editor allows easy creation of HTML email, Web and PURL projects.

desk**Form** Versions

desk**Form** has four versions: desk**Form** LE, desk**Form**, desk**Form** Production, and desk**Form** Plus. desk**Form** LE is restricted to 150,000 each of print pages, HTML eMail messages, and PURL pages. Additional credits of each can be purchased after the 150,000 of each are used. desk**Form** provides for 300,000 units of each of the above. And, desk**Form** Production provides for unlimited print pages, HTML eMail messages, and PURL pages. desk**Form** Plus is also unlimited messaging and is fully integrated with deskRecord, a completed desktop document management application. See desk**Form** Specifications for complete details.

	deskForm LE	deskForm	deskForm Production	deskForm Plus
Print Outputs				
Promotional, Transactional, Transpromo	150,000	300,000	Unlimited	Unlimited
Electronic Document Outputs				
Doc, Docx, RTF, TIF, PDF	150,000	300,000	Unlimited	Unlimited
HTML emails	150,000	300,000	Unlimited	Unlimited
Personalized URLs (PURLs)	150,000	300,000	Unlimited	Unlimited
Personalized PDF Literature	150,000	300,000	Unlimited	Unlimited
SMS Text Messaging for Phones	150,000	300,000	Unlimited	Unlimited
DirectSmile Integration	Included	Included	Included	Included
Microsoft SharePoint Integrated Output	Included	Included	Included	Included
Postal Certification - Fully Integrated	Optional	Optional	Optional	Optional
deskRecord Document Management	n/a	n/a	n/a	Included

How it Works

Inputs

> Import variable and static images (TIFF, JPEG, PNG, PDF)

> Import PDF background graphics

> Import variable and static data from your flat file, database, or Excel file

> Add text and messaging within your project

> Documents are easily created on your desktop Windows PC
> Add text, variable fields, variable images, and messaging outputs

Outputs

> Print

> Word, RTF, PDF, TIFF

> Email (HTML, text)

> Personalized Web Pages (PURLs)

> SMS Phone Messages

> Fax Server

> deskRecord document management

> Microsoft Office SharePoint Server

System Requirements

Operating Systems Supported

> Microsoft Windows 2000; Professional, Server (Retail and higher)

> Microsoft Windows 2003 Server (Retail and higher)

> Microsoft Windows XP; Professional (Retail and higher)

> Microsoft Windows Vista; Business, Ultimate, and Enterprise

> Microsoft .NET Framework Version 2.0

Hardware Requirements

> 100% IBM Compatible Computer

> Intel Pentium IV, 2GHz or greater

> 1 GB of system RAM or greater

> 1 GB of free hard disk space

desk**Form** Key Facts

> Easily create powerful personalized print and electronic documents

> Easily generate PURLs and HTML eMails

> Fully-integrated postal certification

> Built-in SMS text phone messaging

> Fully integrated document management

> All capabilities in a single application

> Integrated Microsoft SharePoint Server Output

> DirectSmile integrated

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