



WordPress Integration Overview

A Guide for Sales

WordPress Integration

WordPress (WP) is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today. Over 33% of the web runs on WordPress. WordPress.com is home to everyone from brand-new bloggers and entrepreneurs, to major brands.

PlanetPress Connect (PPC) automatically generates personalized documents and distributes them via multiple output channels. This is done through templates created in a Template Designer, based on data formatted in a Data Mapper, where processes are driven by a series of automation objects designed in a Workflow engine. The Designer, Data Mapper and Workflow engine are all native components of PPC .

WP with some companion plug-ins brings several capabilities to PPC applications that add significant value to the business applications PPC was designed for. Some examples include:

- User authentication
- Content management/revision control
- Content access restrictions
- Admin/operator console
- Translations

The addition of these WP capabilities to a PPC environment allows for the implementation of broader solutions for customers. Some use case examples of these would be:

1. Accounts Receivable (AR) or Proof of Delivery (POD) Applications

There is often the need for a portal that multiple users could login to. Additionally, where PPC is generating document or web content and these need to be accessible to specific users (and possibly their managers), then WP can be used to manage those users and the content that they can see.

2. Correspondence Management Applications

WP includes user roles that can be used to control access to web page content for specific groups. Potentially, each Customer Service Representative (CSR) can see and modify their own

letters; a CSR Team Manager can see the letters from their team; whilst their supervisor could see everything. Correspondence can be created from pre-determined and non-editable – content but also from editable content for those users with access to modify specific sections. The result can then be previewed and processed for output. PPC with WP is a powerful combined solution for such an application.

3. Controlling Content in a PPC Template

Storing and managing content in CMS (WP) is very powerful. Managing who touches the content, the approval processes and revision control are all part of the native capabilities of WP. By using WP, such content can be part of a PPC template. This enables business users (Lawyers managing terms and conditions as an example) to be external to a production process for producing, say, legally regulated documents both for print, email and the web.

In summary, WP brings User management, Content Management and Content Control to any PPC installation.

4. Objectif Lune's WordPress Delivery and Support

Objectif Lune will deliver WP as part of a Statement of Work (SOW) when required for applications as discussed above. Some of the considerations for such work are as follows:

- WP must be installed on a separate server to PPC.
- The customer is responsible for managing all system requirements including setting up an IP addresses and DNS resolution / host tables.
- The customer (and not OL) is solely responsible for the security of WP.
- Customers must have a full test environment so that development and changes and updates can be tested prior to being used in a live environment
- The customer (not OL) is solely responsible for the maintenance of WP.
- The customer must provide suitable server hardware and/or access to hosted servers.
- More guidance and information on installation option can be found in:

[Frequently Asked Questions](#)

5. Objectif Lune Solution Frameworks and WordPress

Objectif Lune offers Solution Frameworks including POD and AR and, where user login and/or access control is required, we have used WP. The implementation of a framework that requires WP, will be provided by Objectif Lune and defined in the appropriate scope of work.

Resources

[WordPress Technical Article](#)

[WordPress Getting Started](#)

[Frequently Asked Questions](#)

[WordPress and OL Connect Technology](#)

*Any articles and resources referenced by the document are subject to change without notice.