



NEWS RELEASE

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Channel partnership show how to gain quantifiable benefits with Digital Mailroom Solution

Partners Avanquest Solutions, ReadSoft, Stortext, IBML and Kodak presented a Seminar around automating your organisations through digital mailrooms at a Seminar held recently at the Tower of London. The event was attended by both reseller partners and customers.

Attendees were all on the same mission - to find out about digital mailrooms and how it can save costs, improve services and speed up processes within their own or in their customer's organisations.

Guest speaker, Rory Staunton, who heads the content management research company Strategy Partners, delivered an excellent introduction to digital mailrooms.

Rory said, "Digital mailrooms have emerged from the coincidence of the Internet, faster and distributed scanning, state of the art recognition and automatic indexing software. These have combined with outsourced services, email, archiving, call centres, ERP, email and knowledge worker systems to create a new generation of digital mailrooms."

The partners have complimentary areas of expertise, that when put together, provide the key components for an end-to-end digital mailroom solution. By working together, they can extend the life expectancy and add functionality to an organisations' existing IT investment. 'It is more cost effective to extend rather than rebuild.'

The problems associated with traditional mailrooms were recognised by all – slow, inefficient manual processes dominated by piles of paper.

Just as conventional paper mailrooms provide the mechanisms to capture, prioritise, route and deliver incoming and outgoing paper mail, the digital mailroom is a set of functions that

can perform and guarantee an expanded set of services that will provide enhanced service levels for email, fax, web pages and text messages, as well as paper communications.

Crucially, digital mailrooms enable significantly greater speed and flexibility in business processes and security. They present every line manager and their operational staff with the opportunity to save money and unlock the value of their IT systems to benefit their customers and internal processes.

A case study, presented customer, AFA Insurance, verified that Digital Mailroom had transformed the way they do business, resulting in 80% of all claims being handled automatically. Maria Welin-Persson, Deputy Director-General of AFA said "Our efficiency has increased by 75% as a result of digital mailroom."

Rory Staunton summed it up, "Digital mailrooms are not a luxury or a single project. They are a journey towards the removal of the "grunt element" of business communications. They are the key to unlocking the next level of value."

Feedback from delegates is that they are now thinking "We need to make this happen in our organisation."

Further information about Digital Mailroom can be found at <http://www.avanquest-solutions.co.uk/digitalmailroom/index.php>

Notes to Editors:

Avanquest Solutions, ReadSoft, Stortext, IBML and Kodak are all available for comment.

Images to accompany this release can be downloaded at <http://www.avanquest-solutions.co.uk/press>

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