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## ReadSoft & featured Leading Analyst educate the market on electronic data & workflows' role in critical business processes

ReadSoft, a global document automation provider, shares research-based perspectives on electronic data and workflow in an on-demand video program featuring Gartner, the world's leading information technology research and advisory company. The program provides business leaders with best practice approaches for deployment strategies, expectations for return on investment and product features necessary to achieve such organizational benefits as improved visibility, cash management, regulatory compliance and supplier relationships.



The twenty-nine minute video program, Leveraging electronic data and workflow to optimize financial processes, features Gartner Inc.'s Research Vice President, John Van Decker, who specializes in Corporate Performance Management, and ReadSoft's North America President, Bob Fresneda. The entire interview can be viewed at [www.readsoft.com](http://www.readsoft.com).

In the program, John Van Decker leverages his insight into market trends, technological advancements and analyses of best-in-class enterprises to paint a vivid picture of the role of electronic data and workflow in today's business processes and assesses the key solution features and implementation approaches necessary to achieve maximum results.

"Every day, we consult with business leaders who are evaluating their manual processes and searching for easier, more cost-effective methods they can trust and effectively implement," said John Van Decker, Gartner Inc.'s Research Vice President. "Companies clearly want to gain greater control and learn how to lower the costs associated with paper-based processes, and viewers of this program can see how workflow technology achieves just that."

Bob Fresneda, who has led ReadSoft North America since 1999, breaks down the intricate subject of business process automation in his interview through a candid chronology of market-driven digital technologies and descriptive narratives of real business settings that encompass perceptive understanding of managements' needs and challenges.

"We are proud to work with Gartner on this valuable research tool and share our expert knowledge from over twenty years' experience automating end-to-end business processes with organizations across the globe," said Bob Fresneda, President of ReadSoft North America. "Our best practice solution approach has developed from our experience with 10,000 implementations at companies such as Siemens, Lockheed Martin and Time Warner Cable, who continue to achieve processing efficiencies today."

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**About ReadSoft**

*ReadSoft is a leading global provider of software solutions for Document Process Automation. ReadSoft's software enables companies to automate document processes such as [accounts payable processing](#), [document capture](#), [document sorting](#), and [order to cash](#). ReadSoft is by far the world's number one choice for [automated invoice processing](#), especially into business systems from [SAP](#) and [Oracle](#). Since the start in 1991, ReadSoft has grown to a worldwide group with operations in 16 countries on five continents and a network of local and global partners. The head office is located in Helsingborg, Sweden, and the ReadSoft share is traded on the NASDAQ OMX Stockholm's Small Cap list. For more information about ReadSoft, please visit [www.readsoft.com](http://www.readsoft.com).*