ReadSoft user conference elevates business processing discussion, breaks attendance record for another year

ReadSoft Processes Results, ReadSoft North America's eleventh annual user conference held in New Orleans, Louisiana from June 12-14, set another attendance record for a fourth year in a row. The forum served as a catalyst for best practices and innovation as the document automation provider's customers, partners and employees interchanged ReadSoft business process solution strategies, experiences, knowledge and ideas for future technological developments and collaboration.

Attendees, including finance and information technology (IT) professionals from companies of various sizes and from diverse industries across North America, took part in the three day conference. In direct response to prior participant feedback, expanded end-user roundtable discussions took place early in the event where participants could meet and interact with their peer organizations–setting the tone for continued networking. A more robust offering of customer-led breakout sessions were also held, including presentations from DAK Americas, Sealed Air and Allianz Asset Management.

On the heels of ReadSoft's recent acquisition of leading SaaS networking solutions supplier Expert Solutions, technical experts from ReadSoft's solution labs hosted live solution demonstrations at the company's inaugural "Technology Zone," and were prominent throughout the conference–taking in user feedback and presenting roadmaps for the company's solutions in the cloud, for exchanging e-invoicing, for mobile devices, and for lesser-noted areas of automated business processing. "I'm glad to see the balance," reflects Marc Nellett, Accounts Payable Manager for Arkema Inc., "ReadSoft values our input in its development strategy. On the flip side, I found it interesting to see what they are working on–for example, expanding automation into the AR function or the sales order function. It's something as an AP manager that I really didn't think about but our IT and our Process Improvement leaders also listened keenly."

Highlights from the general session included the unveiling of ReadSoft's 2013 "Customer of the Year Award," honored to Brady Corporation for its successful global rollout of ReadSoft automation in AP and current expansion into AR. "A lot of people ask me *How did you stay in front of that? How did you manage it?* It's our partnership with ReadSoft. It revolves around the entire team keeping to the core of the product, working closely to keep our costs low and making sure the global rollout was done smoothly, correctly and on time or even early as needed," says Tony Landowski, Source-to-Pay Project Leader for Brady. "The partnership is growing even more and will continue to grow as we build on that product."

Marketing and sales enablement breakout sessions were well attended by ReadSoft partners, who sought out the latest information about ReadSoft's newly revamped channel program. "I was very pleased to hear ReadSoft's specific commitment to help its partners succeed so that we can all succeed in satisfying our customers' requirements," says George Hardy, Vice President of Astra and recipient of ReadSoft's Integrator of the Year award for its FastAP for IFS[tm], an AP automation solution designed for the IFS ERP community. "ReadSoft's commitment is indispensable."

"This year, we've seen a remarkable elevation in the dialogue surrounding business process best practices. Companies are confident with the technology and eager to be a part of the discussion about what's next–whether it's processing in the cloud, on a mobile device, or on a much larger scale as a way to manage the flow of data for and processes of an entire Shared Services Center (SSC)," said Bob

Fresneda, President of ReadSoft North America. "As part of ReadSoft's overriding commitment to companies' success, we structure this conference to facilitate a true exchange of ideas with our valued customers and partners–creating a melting pot that drives innovation for our customers, and at ReadSoft solution labs and in our business decisions." In addition to the company's strategic acquisition of Expert Solutions in May, ReadSoft also expanded its capabilities into large-scale business process automation for BPOs and SSCs with the acquisition of foxray in 2012.

Information for ReadSoft North America's twelfth annual user conference in 2014 will be posted later this summer on www.readsoft.net.

About ReadSoft:

ReadSoft is the leading global provider of software solutions for document process automation. Founded in 1991, ReadSoft's vision is to contribute to businesses' success by providing the ideal software solutions for automating document driven processes. Its software enables companies of various sizes and from diverse industries to automate business processes such as accounts payable processing, purchasing, document capture, document sorting, and order to cash. The company was first to bring free form technology for invoice processing to market and first to achieve certifications with enterprise resource planning systems SAP and Oracle. Today, ReadSoft has operations in seventeen countries and on six continents and supports 8,500 companies around the globe with its automated software solutions.

ReadSoft North America supports its valued customers and partners with offices in seven locations throughout the United States, including its corporate headquarters in New Orleans, Louisiana. For more information, visit www.readsoft.com.

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