

Eyes & Hands®



# FORMS<sup>5</sup>

**READSOFT**

TEACHING THE WORLD'S COMPUTERS TO READ

How tall are you?  
5 feet 5 1/2 inches  
About how much do you weigh?  
140 stone 5 1/2 lbs  
How much when you finished full?



Section B

To replace a product (of

| PRODUCT NUMBER | QTY | Replace this product | REASON CODE | PRODUCT NAME<br>(Indicate size, fragrance, shade etc) |
|----------------|-----|----------------------|-------------|---|
| 18907          | 1   |                      | 01          | MOISTURE IS LIPSTICK FANTASTIA                        |
| 92394          | 1   |                      | 08          | Coffee Gift Set                                       |
| 21725          | 1   |                      | 08          | FARMYARO MAGNET                                       |
|                |     |                      |             |   |
|                |     |                      |             |   |
|                |     |                      |             |   |

92310



# BETTER CAPTURE BETTER BUSINESS

Processing forms manually is a business problem. Even when it works. Capturing the data by hand wastes too much time, money and resources. Automatic data capture technology, on the other hand, is faster, cheaper and provides better data quality. Best of all, it's not a technology of the future – it's a shrink-wrapped software solution with proven performance. Automatic data capture: increased efficiency, better quality, better business.

## **TIME...**

Processing forms is part of every business's daily work process. And it can be a time consumer of epic proportions.

Consider the range of information that comes into an office every day: order forms, inquiries, reply forms; handwritten, printed, electronic; by mail, by fax, by Internet. ReadSoft's intelligent software for forms processing, Eyes & Hands® FORMS, automatically captures and perfects the information before sending it to your target system in the right format.

Time savings accrue from the start. With rapid set-up and unmatched user-friendliness, the software ensures a fast payback. Its scalability ensures that all future needs can be fulfilled.

## **...IS MONEY**

Automatic data capture eliminates the first step of manual data entry, and all the labor expense that entails. It also speeds the verification process, providing the operator with a user-friendly technique for handling the small percentage of exception-based information. Heavy productivity gains are the absolute rule.

When Eyes & Hands is used to handle revenue-generating forms, such as sales orders, credit applications and payments by check, it also improves cash flow. Faster processing of these forms puts you in a stronger, more dynamic financial position.

## **VALIDATES DATA AUTOMATICALLY**

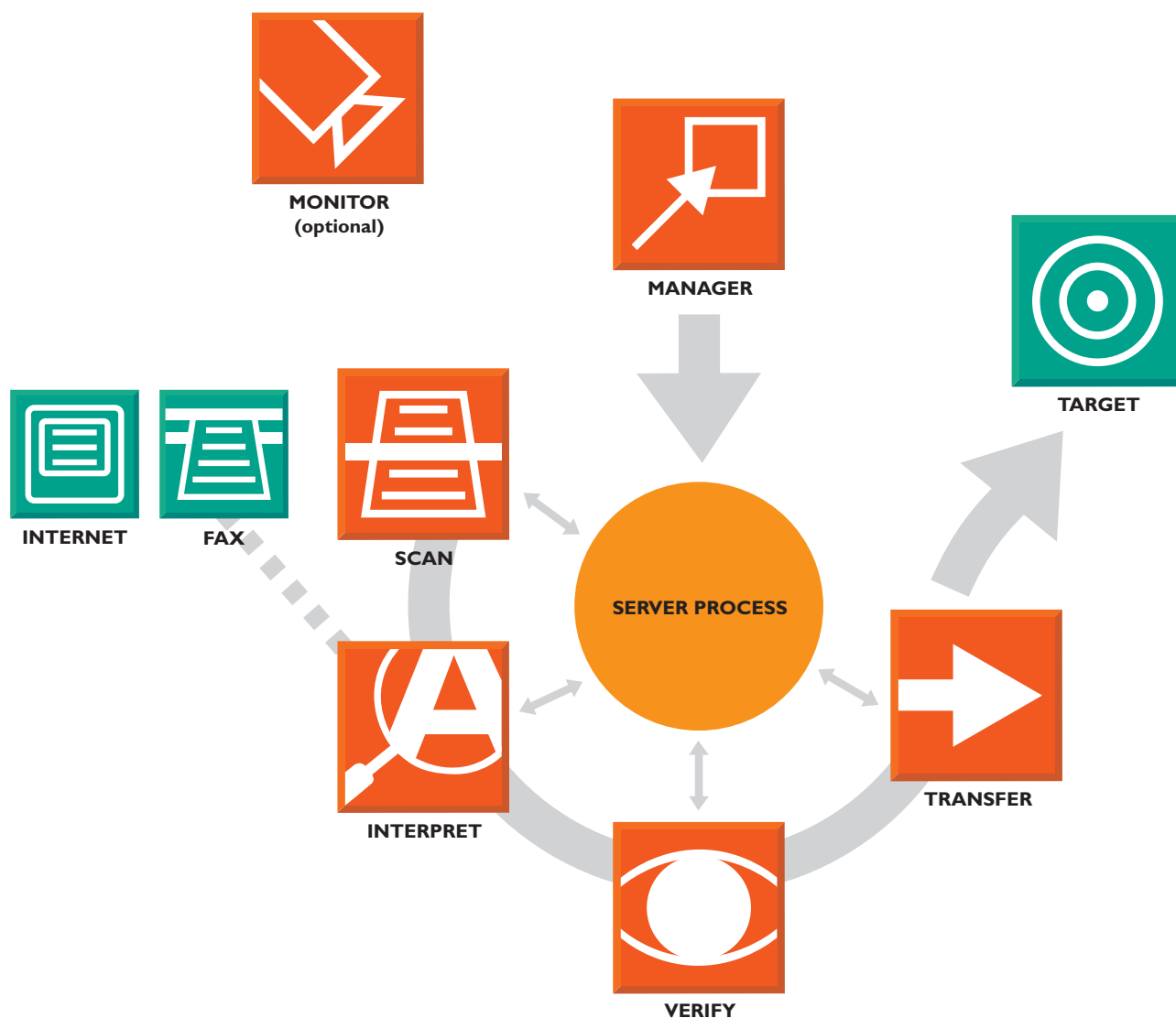
Automatic data capture is more than just interpreting the figures, characters, bar codes and checkboxes captured by a scanner. Names in a payroll system, for example, can be checked against an employee database. Addresses can be validated against databases of possible addresses. A wide variety of databases, dictionaries, range checks and other validation tools can be applied to ensure the very highest accuracy.

## **EFFICIENCY FROM DAY ONE**

You don't have to be a computer expert to use and benefit from Eyes & Hands. The expertise is built in. With superior first-pass interpretation accuracy and easy-to-use validation tools, the operator learning time is minimal. At most companies, automatic data capture is more efficient than manual processing from day one.

# EYES & HANDS THE FUTURE OF FORMS

Eyes & Hands<sup>®</sup> FORMS is the leading software worldwide for automatic data capture. The reasons? Ease of use, versatility, accuracy and speed. At ReadSoft, we are committed to ongoing development of Eyes & Hands to meet the present and future needs of our customers and maintain a leadership status.



## EASY TO USE

Eyes & Hands FORMS is easy to set up and use. User-friendly displays and dialog boxes make for quick, intuitive skill transfer to users. In the real world, forms come in all shapes and sizes, handwritten and printed. Eyes & Hand handles them all. Just scan a blank form and de-

fine the fields you want to capture. You're in production!

The software is also first on the market to incorporate color forms processing. Color means enhanced performance and appearance. And it lets you take full advantage of the new color production scanners on the market.

## **VERSATILE**

No two companies are alike. Eyes & Hands FORMS has been designed for total flexibility. The system comprises four production modules that are readily run by the end user. Scan, Interpret, Verify and Transfer combine to provide a powerful solution that can be customized for your company's particular demands. The software is suitable for volumes ranging from a few forms to several hundred a minute.

The input method is up to you. You can scan on or off site. Receive faxes or get data directly from the web. The data output formats are just as flexible, and easy to integrate with your target system. Our worldwide leadership is based on scalable turnkey solutions yielding exceptional short return on investment. And large, lasting cost savings for the customer.

## **ACCURATE**

Eyes & Hands FORMS uses state-of-the-art character, bar code and mark recognition techniques to interpret the

data on forms, delivering the highest first-pass accuracy in the industry. Data quality is important for every business. The system offers many unique methods of validating and verifying the data captured, both automatic and user-prompted. Needless to say, your return on investment is higher if the data you collect is correct.

## **CONTINUOUS DEVELOPMENT**

ReadSoft has the largest research and development department in the industry. A large customer base enjoys the benefits, using Eyes & Hands FORMS containing the latest technology. We listen to the market to keep our product in line with your business needs. Pioneering new functionality is continuously being added.

This R&D investment is one of ReadSoft's keys to market leadership. And to optimal performance for the customers who use the market's leading product.

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# **SOME FEATURES**

## **ADDRESS MANAGEMENT**

The Eyes & Hands ADDRESS extension captures addresses and validates them against national postal data. It is seamlessly integrated with the rest of the Eyes & Hands FORMS system. Accurate address capture improves the quality of customer and prospect databases, reduces mail returns, increases response rates and saves postage.

## **OPEN ARCHITECTURE**

The Eyes & Hands system is now more open than ever, thanks to the new plug-in architecture. Third-party development can truly be seamlessly integrated with Eyes & Hands FORMS. This powerful architecture permits extraordinary development and functional extension in a fraction of the usual time, using Events and ActiveX APIs.

## **WEB PUBLISHING & CAPTURE**

Eyes & Hands FORMS processes paper, fax and web-based forms, applying the same rules regardless of the source. The Web module converts paper forms into web forms, automatically generating Java script to check valid input at source. You can expand onto the web, and still keep processing all data on the same system.

## **MONITOR MODULE**

A separate Monitor module can be added to provide central monitoring of distributed Eyes & Hands systems. Activities are logged and client problems detected. Monitoring data are stored in a SQL database that can be queried with standard tools. The Monitor module gives you total control of the flow of forms through the production process, and statistics per operator, station and job.

# GOOD COMPANY

Eyes & Hands<sup>®</sup> FORMS is designed to meet the specific needs of a wide variety of users. These are just a few of the companies and organizations around the world who do business more efficiently and easily with Eyes & Hands.

## **MAIL ORDER: AVON**

Avon Products, Inc. is the world's largest direct seller of beauty products, operating in 40 countries. It processes millions of multi-page order forms annually with Eyes & Hands. "In choosing Eyes & Hands, we conducted a very thorough evaluation to find the best solution for us. ReadSoft operates in most of our markets, is very service-minded and has the best product for our needs," says Carl De Vona, Avon's Global Order Entry Manager.

## **MARKET RESEARCH: BURKE, INC.**

Burke, Inc. uses Eyes & Hands to capture data from custom market research surveys. Automatic data capture is not just important, it is central. Ellen Giver of Burke cites ease of form design, flexible interface and form set-up, and price among the company's reasons for choosing Eyes & Hands. "Our data entry operation is more efficient and requires less personnel. It is easy to add hardware to expand capacity, and regular software upgrades have sped interpretation of data."

## **SERVICE BUREAU: 360 SERVICES**

360 Services uses Eyes & Hands to capture survey information, to interpret examination forms that arrive by fax, and as a front-end index and image capture for its document management system. "We chose Eyes & Hands for its quality, its ease of use and installation, and its open VBA API," says 360's Michael Chatas. The flexible transaction files allow us to create index and image files that are compatible with most document-imaging products."

## **GOVERNMENT: SWEDISH BOARD OF AGRICULTURE**

The Board of Agriculture uses Eyes & Hands to process over 70,000 complex applications annually for EC farm subsidies. According to Jörgen Fransson, "We chose Eyes & Hands because it is the best product on the market. Several other government agencies were already using it. We plan on using the software for other applications in the future."

## **SHARE REGISTRATION SERVICE:**

### **COMPUTERSHARE**

ComputerShare, the largest on-line share registration company in the world, uses Eyes & Hands to process proxy voting forms, handling up to 200,000 a day. "Eyes & Hands is fast, accurate and provides total control over the process. It provides a free flow of information, and has been easy to integrate with our applications," says European Technical Manager Dave Brennan. "This technology really impresses our clients – we can provide extremely accurate feedback on work in progress."

## **EDUCATION: MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

MIT currently uses Eyes & Hands to process student evaluations. "Eyes & Hands was the least expensive package that met our recognition needs. It is accurate and easy to use – after set-up, fifteen minutes or less was required to train operators. We can now handle the forms without outside help in a quarter of the time. Based on past results, we plan to continue using Eyes & Hands well into the future."

## **DOCUMENT MANAGEMENT: GRAPHIC DATA UK**

Graphic Data processes several million credit card applications annually. "Many of our forms involve challenging recognition. Eyes & Hands was the most accurate product we tested, and had a strong customer service department. It's easy to use, robust and a proven performer," says CEO Mike Davis. "For us, it's a critical business edge."

## **MEDICAL: SCHERING-PLOUGH**

Schering-Plough is a leading pharmaceutical and health company serving health and personal care needs in over 125 countries. "We use Eyes & Hands to process medical order forms," says Gloria Merchant. "Eyes & Hands has cut the amount of time and personnel required for the job. We look forward to expanding the system to handle new areas and new forms."

AUDI

THOMAS COOK

VOLVO

SIEMENS

SCHERING-PLOUGH

360 SERVICES

BURKE, INC.

ADIDAS

SWISS TELECOM

ESSO

HSBC

MIT

GRAPHIC DATA

AVON

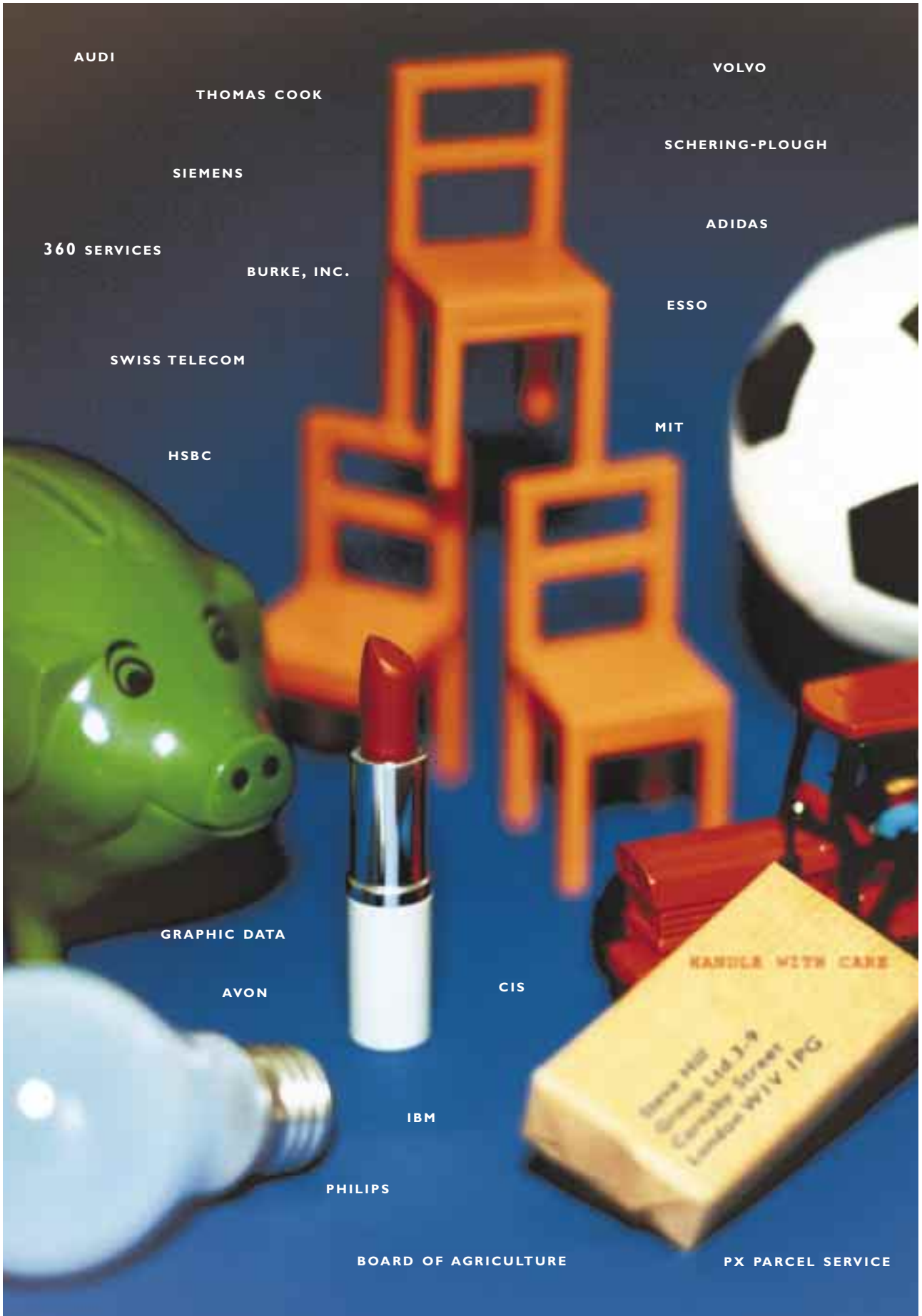
CIS

IBM

PHILIPS

BOARD OF AGRICULTURE

PX PARCEL SERVICE



ReadSoft is the global leader in automatic data capture, with subsidiaries and distributors worldwide providing customers with support close to home. The company is committed to maintaining its leading position, and has the largest and most innovative product development department in the industry. ReadSoft develops and markets Eyes & Hands<sup>®</sup> FORMS and Eyes & Hands<sup>®</sup> INVOICES, powerful and easy-to-use software products for cost-efficient automatic data capture.

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For more information and contacts: [www.readsoft.com](http://www.readsoft.com)