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CrawfordTech-Océ alliance provides Automated Document Factory foundation to Océ PRISMA V4.0 customers

CrawfordTech's Document Re-engineering, transform and IMB solutions now tightly coupled under Océ PRISMA V4.0 software to further integrate the print and mail process for Océ customers

December 10, 2009 Toronto ON – Crawford Technologies Inc., the award-winning provider of business solutions to high-volume printing and mailing operations around the world, announced today that it has signed an agreement with Océ, an international leader in digital document management and delivery. As a result of this agreement, Océ PRISMA® V4.0 software customers can now benefit from the integration of CrawfordTech's Document Re-engineering, transform and Intelligent Mail Barcode (IMB) solutions to achieve new flexibility with print streams, increase document integrity, enhance SLA management capability, and importantly, create a solid foundation for an Automated Document Factory (ADF).

Through this strategic alliance, CrawfordTech provides a strong set of document management resources for Océ PRISMA V4.0 customers throughout North America, helping production operations save time and money, reduce errors and gain process efficiencies. An example of this is CrawfordTech's ability to feed insertion management software and also provide a closed loop reprint capability. This streamlined alternative to manually tracking of job progress and reprinting of mail-pieces is a key component for an ADF.

CrawfordTech's award-winning Document Re-engineering solutions help customers update and enhance legacy documents without costly or time-consuming upstream application reprogramming. With users enabled to select and extract data from the print stream as a document is processed, Océ PRISMA V4.0 customers can now quickly and inexpensively repurpose their print streams to address challenges such as web presentment, index creation, barcode application (including the USPS IMB®) and the generation of bookmarks, XML or text-based output in multiple formats.

"Our strategic alliance with Crawford expands our ability to help clients build functionality through inserter integration, output to archive, and automation of tasks and processes. As a result, customers gain greater efficiency and reliability within their existing operations," said Eric de Goeijen, Vice President, Marketing, Océ North America Production Printing Systems division. "What makes this unique is that the functionality has been incorporated under the Océ PRISMA V4.0 production umbrella, so additional capabilities and control can be brought into existing workflow with minimal impact."

"We are excited to be working with Océ to augment the Océ PRISMA platform with our award-winning solutions", said Stuart Warner, Vice President of Marketing and Sales at CrawfordTech. "The addition of our solutions to augment Océ PRISMA V4.0 capabilities will provide considerable value to Océ customers looking to save time and money with an integrated system for print-to-mail management. Operations can add these functions without impacting day-to-day service, and customers benefit from a productive change without the delays, confusion and false starts that ordinarily accompany document and workflow enhancements."

The technology is available immediately in the U.S.



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About Océ

Océ is a leading international provider of digital document management technology and services. The company's solutions are based on Océ's advanced software applications that deliver documents and data over internal networks and the Internet to printing devices and archives -- locally and around the world. Supporting the workflow solutions are Océ digital printers and scanners, considered the most reliable and productive in the world. Océ also offers a wide range of display graphics, consulting and outsourcing solutions.

Océ employs around 22,000 people, with 2008 revenues of approximately \$4.3 billion, operates in around 100 countries and maintains research and manufacturing centers in the Netherlands, the United States, Canada, Germany, France, Belgium, the Czech Republic, Romania and Singapore. Océ North America is headquartered in Trumbull, CT, with additional business units in Chicago, IL; New York City; Boca Raton, FL; Salt Lake City, UT and Vancouver, BC. North American revenues represented approximately half of Océ's worldwide business in 2008, and employment is approximately 10,000. For more information about Océ, visit www.oceusa.com. Outside the U.S., consult <http://global.oce.com>.

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About Crawford Technologies Inc.

Since 1995, Crawford Technologies' award-winning solutions have helped over 500 companies around the world reduce costs associated with communications processes by delivering bills, statements and other mission-critical transactional communications to their customers in the format they need, when they need it. With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output.

These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results as costs associated with document processes are minimized through automation, new opportunities for savings across critical communications are realized and they react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and standards requirements and automate the delivery of billions of communications to their customers annually. Simply put, companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. Please visit www.crawfordtech.com to find out more about our customers, people, partners, products and solutions.

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