



Crawford Technologies Inc.  
130 King Street West, Suite 1800  
Toronto, ON, Canada, M5X 1E3  
Tel. 1-416-410-1467  
Tel. 1-866-679-0864  
www.crawfordtech.com  
sales@crawfordtech.com

### [Crawford Technologies awarded Innovator of the Year for Document Re-engineering](#)

**Toronto, 14 February 2008.** Crawford Technologies Inc., the leading provider of transactional document reengineering solutions, announced today it was awarded **2008 Innovator of the Year** by Xplor International for its Document Re-engineering product, PRO Document Enhancer.

“Document re-engineering is a growing concern for our customers. We are very pleased by Xplor highlighting the Document Re-engineering issue within the industry and their recognition of the quality of our solutions helping our customers solve their document re-engineering challenges,” said Ernie Crawford, President, Crawford Technologies Inc. “This award underscores the ability of our PRO Document Enhancer product line to provide production quality, efficient and economic solutions to our clients’ Document Re-engineering needs.”

Document Re-engineering is focused on enhancing and improving the performance of the production process downstream without the need for expensive and time consuming application reprogramming upstream, both for hardcopy and electronically delivered documents and print streams. Traditionally, print stream manipulation of large document production runs has been problematic. Companies often lack the resources, the ability, or the will to re-engineer legacy programs and mainframe-based applications and subsystems. Newer line of business projects frequently need tweaking when the time or personnel are not available to make the required composition engine changes. Consequently, important document re-engineering efforts requiring print stream manipulation aimed at saving money and improving production processes are placed at the bottom of the “to-do” list or overlooked entirely.

[Crawford Technologies Document Re-engineering solutions](#) eliminate all of those obstacles. We provide tools and flexibility needed to achieve substantial savings, exceed customer expectations and optimize the operation of our customers' shops.

Consider these common document re-engineering enhancements:

- Replace a PostNet barcode with an Intelligent Mail Barcode (4 state barcode) to get a better postal discount or retain the one you already get by staying compliant with the new USPS standards.
- Add electronic inserts into a PDF file to match the physical inserts placed into the envelope.
- Add a new 2D barcode to more efficiently drive your mail inserters.
- Add a personalized URL into a PDF file to drive your click-through rate higher on on-line viewed statements.
- Take several small production print streams, commingle them, resort them to get your best postal discount, and then add appropriate barcodes to the new unified stream.

With [Crawford Technologies Document Re-engineering products](#), the clients can achieve many benefits, including reduced postal costs, more efficient use of equipment and staffing, better reliability, comprehensive mail piece tracking, and more personalized customer communication. Organizations

often struggle to obtain these benefits as legacy document applications are not easily or affordably modified.

“Based on customer feedback from our install base we know PRO Document Enhancer is meeting our customers’ document re-engineering needs. Winning this award just reinforces how well PRO Document Enhancer aligns with the industry’s demands,” said Stephen D. Poe, EDP, VP of Product Management for CrawfordTech, “We see PRO Document Enhancer as providing a critical bridge between the ideal of always changing the original legacy application and the reality of having to make rapid, focused changes to transaction production applications in realistic time frames and within tight budgets.”

The award will be presented at Xplor’s annual awards ceremony Tuesday, March 5<sup>th</sup> during the Xplor Document University (XDU) conference and the AIIM/OnDemand/Xplor exhibition.

Also at XDU the course **Document, Statement and Transpromo Reengineering** will run all day Monday, March 3rd. Attend it and learn more about how Document Re-engineering is being used to solve current customer problems, including panels on **Service Bureaus Experience with Document and Statement Re-engineering** and **Document and Statement Re-engineering Driving Advanced ADF**.

#### **About the Xplor Innovator of the Year Award**

The Xplor Innovator of the Year Award honors an individual, company, or organization that has conceived and developed an original concept leading to a significant advancement in the industry. The "Innovator" has advanced a new program product or technology that notably enhances the capabilities of electronic document systems. A list of past recipients is available at <http://www.xplor.org/Innovator.cfm>.

#### **About Crawford Technologies Inc.**

CrawfordTech is a leader in document manipulation and re-engineering solutions. Our robust and flexible products allow companies to boost revenue, build efficiencies and bolster customer service. Our committed and knowledgeable technical teams provide unparalleled development, design and support, and our transform technology is recognized as the fastest and most accurate available.

CrawfordTech customers around the globe use our solutions to take advantage of the information contained within their enterprise and maximize return on investment in existing technology and systems. Our deep understanding of the technologies surrounding mission-critical document processing and the business implications of information management help customers enable document strategies that uncover hidden efficiencies, improve revenue generation, and strengthen customer service.

Come visit us at [www.crawfordtech.com](http://www.crawfordtech.com), to see what it is that we can do for you.

*For further information, or to arrange for interviews, please contact:*

Crawford Technologies, Inc.  
Stuart Warner,  
Vice President, Marketing & Sales  
Tel: 416-410-1233  
Email: [swarner@crawfordtech.com](mailto:swarner@crawfordtech.com)

NOTE TO EDITORS: For additional information visit Crawford Tech's PR website  
(<http://www.crawfordtech.com/PressReleases.htm>)

# # #