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Case Study: Growth for DACH region VAR partner, Rasterpunkt GmbH.

German CrawfordTech product reseller finding success in Germany, Austria and Switzerland, despite tough economic conditions.

Rasterpunkt GmbH is well-established in providing products, services and training to address document output management. The keys to their success lie in the fact that the company is focused on optimising processes both in production printing and electronic output for its clients in the German speaking regions of Europe.

Rasterpunkt found that its market was demanding more economical solutions. At the same time, its prospects and customers continue to expect optimal performance and complete document fidelity. Furthermore, Rasterpunkt is seeing its clients looking to intelligently and smoothly enable one-to-one marketing on their transactional documents. By leveraging customer data, these organisations are looking to execute upon a successful multi-channel Transpromo strategy.

Rasterpunkt began to look for ways to better meet its client's demands. Importantly, Rasterpunkt wanted to ensure that their existing services portfolio would be well complemented by any new technology introduced to the company's offerings. In establishing and developing its partnership with CrawfordTech, Rasterpunkt is now able to offer German-speaking countries a real choice in quality cost-effective document re-engineering solutions.

"The resulting impact on our bottom line has been significant," says Richard Meyer Rasterpunkt CEO, "This is entirely due to the fact that we are now able to address a greater range of our client's requirements, including Transpromo, while maintaining our focus on the key areas of cost efficiency, security and quality."

What began as a straightforward reseller arrangement now sees Rasterpunkt's commitment to CrawfordTech extending to providing local Level 2 support duties. With regard to marketing, CrawfordTech provided support and assistance to Rasterpunkt during key DACH-region events, such as DMS Expo and the PDF/A Conference.

These events have further cemented the relationship, and provided substantial exposure for CrawfordTech's range of transaction document re-engineering solutions in the Rasterpunkt market. These software products include file and print-stream conversions, archive, workflow, print stream re-engineering, automated reprint management and a unique Transpromo solution.

"Rasterpunkt has had quick success in bringing on several key new clients and linking up with other industry organisations for joint benefit" says Stewart Rogers, CrawfordTech's European GM, " We look forward to a continued profitable relationship with Rasterpunkt as well as with our other partners in Europe and around the world. We are actively seeking out new relationships that can mirror the success of our partnership with Rasterpunkt."





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About Crawford Technologies Inc.

Since 1995, Crawford Technologies' award-winning document re-engineering solutions have helped over 500 companies around the world reduce costs and improve the processes associated with delivering bills, statements and other mission-critical transactional communications to their customers. CrawfordTech's quality software, expert support and print business knowledge help our clients to meet demanding operational, service, marketing, legal and standards requirements.

With CrawfordTech's software and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output. Our 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, use our document re-engineering solutions as they deliver billions of bills, statements and other transactional documents to their customers annually.

Our clients realize high-value results as costs associated with document processes are minimized through automation, customer service is enhanced, new opportunities for both savings and revenue across critical communications are realized and they are able to react quickly to changes in regulations, policies, business requirements and technical infrastructure.

Please visit <http://www.crawfordtech.com> to find out more about our customers, people, partners, products and solutions.

About Rasterpunkt

Founded in 1990, Rasterpunkt GmbH is headquartered near Stuttgart, Germany, providing German speaking countries with industry-leading Document Output Management products and services. Partnering with 'best practise' providers of document formatting, document resource and document re-engineering tools, paired with in-depth knowledge in related technologies, helps Rasterpunkt customers to meet the challenges of today's business-to-customer communications.

Rasterpunkt supports an extensive client base within the banking, insurance and service industry sectors in Germany, Austria and Switzerland.

Please visit <http://www.rasterpunkt.de> for further information.