

CardScan.

MASCH



CardScan scans for SAGE Software at the CeBIT 2006

The Sage Software Ltd use Scan-To-Web Services for CardScan to process the high amount of business contacts fast, efficiently and directly on-site.

Cologne, 7th March 2006 – Sage Software Ltd & Co. Limited Partnership, producer of commercial software for small and medium sized enterprises, crafts enterprises and public organizations, use an application for the collection and administration of trade fair contacts at the CeBIT 2006. Scan-To-Web Services for CardScan allows Sage Software, to collect the high amount of reseller and end user-requests in their CRM System and make them accessible to everyone of the staff and analyze them, directly at the trade fair.

Usually it takes weeks until all contacts are analyzed and process after a trade show. You've got stacks of lead forms at your stand and only with luck the right business card is still sticking to the DIN A4 paper. With Scan-To-Web Services for CardScan, developed by the Russian software house MASCH Software Solutions and based on the CardScan Technology; as well as the CardScan Business Card Scanner, Sage can collect business card throughout a web browser and transfer them to the Scan-To-Web Recognition Server. In a matter of seconds, the recognition server sends the decrypted data back to the PC. From there, the data can be integrated into the lead management. This way, Sage Software can unrivaled fast transfer data into their system and process them directly on-site. Customers can be contacted right away and do not get an answer or the demanded materials just weeks later.

Sage Software tested the device already at the CeBIT 2005 successfully and use it at this year's CeBIT at 24 workstations.

Arndt Zimmermann, event manager at Sage Software, summarizes the advantages: 'With this solution, we could finally get away from the confusing paper flow and the business card chaos. Instead we could utilize the trade fair contacts fast, efficiently and directly on-site by one click of a button. Since then we are looking forward to the time after the CeBIT much more relaxed. After successful testing at the CeBIT 2005, we can now say that we will use Scan-To-Web Services for CardScan at all our trade fairs.'

Scan-To-Web Services for CardScan V2.0 can be purchased at a price of 995, - Euro incl. VAT. Further information and where-to-buy's you can find under:

http://www.masch.com/en/products/Scan_To_Web.php

About CardScan, Inc.

CardScan is produced by CardScan, Inc., a private enterprise, located in Cambridge, Massachusetts, USA; founded by today's CEO Jonathan Stern. Since 1999 CardScan is presented in the European market; since 2000 in the German market.

About MASCH Software Solutions

MASCH Russland Software & Consulting Services was founded in August 2001 as joint venture by Russian software engineers and an investor from the Federal Republic of Germany. Meanwhile, more than 20 software and service engineers work at their headquarter in St. Petersburg. Furthermore MASCH have a sales and marketing subsidiary in Germany. You can find an overview of the product information in English language under www.masch.com

About Sage

Sage Software is a subsidiary of the British Sage Group. With 10,000 employees and 4.5 million customers it is the world's largest supplier of business software for small and medium sized companies, crafts enterprises and public organizations. In 2005 the group made a turnover of 1.1 billion Euros. With more than 20 years experience, 430 employees and more than 250,000 customers, Sage offers business software as well as extension solutions for e-business, human resources management, controlling, production and CRM. In the business year 2005 Sage made a turnover of 54 million Euro in Germany. A network of 1,000 sales partners, provide a comprehensive on-site service.

Further Information:

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