



Gaining quicker approval and winning new orders over your competition

FACTS

Customer: A British finance company

Challenge: To speed up the processing of meeting notes and survey reports, so that approval can be given more quickly to deals.

Solution: Data processing solution developed by iTERA, incorporating Anoto digital paper and pen (DP&P) technology

Benefits: Quicker transmission of information means that vital deals can be secured. Solution also ensures that information is transmitted accurately

Time is of the essence

In the world of finance, processing information quickly and accurately can make the difference between clinching and losing a deal.

Sales and marketing staff at a UK finance company have found that using a solution based on Anoto digital paper and pen (DP&P) technology can help them speed up their processes, meaning that crucial time is not lost to paperwork.

The solution has been developed by iTERA, a British data solutions company. iTERA was asked to find a solution that would enable sales teams at the finance company to speed up the transfer of meeting notes and client survey data to underwriting teams, who need to give the overall approval on all deals.

Until now, sales executives at the company visited clients and wrote meeting notes or survey reports. They would then have to write up their notes

afterwards on a computer to put them into the system.

The new solution means that the sales executive writes notes on a special iTERA created form. He writes on this paper form with a digital pen, which is sent to the back office system.

Straight into the system

During the meeting, the executive feeds the information into the back office system by ticking a box. The pen connects to a mobile device using Bluetooth and then sends GPRS or push technology direct to the clients' server which auto directs and integrates the data into the house system. This is then immediately available to administrators at the company and to the underwriters who need to give approval, so they can get to work straight away. The executive himself can still access the form if he wants to make adjustments.

This whole process brings several advantages. Most obvious is that costs are reduced thanks to the time that is saved on administration. The sales executives are able to stay mobile without the need for cumbersome laptops or tablet PCs.

Easy to use

Getting things done more quickly can make all the difference. Conventionally, it can take several days before the information is available at the office. This can mean losing a deal to a competitor. Now, the information is transferred and processed much more effectively.

This gives an opportunity for problems to be identified and resolved much quicker than previously possible.

The process also improves the accuracy of the data being relayed as the notes sent include a facsimile version of the document.

And above all, the system is, through the users eyes, as simple as it can get: old-fashioned paper and pen. The need for training is minimal, and the forms the sales teams use are simple and easy to follow.

"Our customers see Digital Pen & Paper as an enhancement to their existing systems," says John Gilbert, Managing Director of iTERA Data Solutions.

"Apart from the iTERA solutions bringing good results within finance, we see a cross pollination and merging of products that will benefit a broad spectrum of industry and the community.

"Our focus and experience see us assisting companies and local authority groups within construction, customer service, hospitals, insurance, marine, oil & gas, maintenance where they could benefit from similar solutions".

Partner profile:

Company: iTERA Data Solutions

www.iterads.com

Anoto Digital Pen and Paper technology

An Anoto Digital Pen looks and feels like a normal ballpoint pen. However, it contains an integrated digital camera, an advanced image microprocessor and a Bluetooth® transmitter. Any paper can be used with a digital pen, if the Anoto dot pattern is added to the layout before printing the paper. The Anoto dot pattern consists of numerous black dots that can be read by the digital pen, but are almost invisible to the naked eye. The pen reads the pattern and registers what and where the user writes.