



ReadSoft is represented in over 60 countries.

● Headquarters ● Subsidiaries ● Distributors

solely of getting data into systems – totaled some SEK100 billion on the American market in 1996. According to the report, at least 20 per cent of this work will be automated by 2002.

Studies by Harvey Spencer Associates show that American companies invest some SEK6 billion annually on outsourcing of manual data capture. For the sake of comparison it can be pointed out that the Swedish National Tax Board’s annual expense for manual data capture is some SEK300 million according to the Board’s own estimates.

Taking the market for Eyes & Hands INVOICES as an example, ReadSoft’s calculations show that any company with over 50 employees has sufficiently high administrative costs to benefit from an automated system. The cost of processing an invoice using automatic data capture is just 5–10 per cent of the cost of manual processing. In Europe and the United States, there are over 50,000 companies with more than 500 employees, and over 100,000 companies with 50 to 500 employees.

Target groups and market segments

Some of the primary target groups for automatic data capture are to be found among multinational companies, government agencies, market-survey companies, pharmaceutical companies, travel agencies, and mail-order companies. A common denominator for these companies and organizations is extensive administration and the entry of large volumes of data from completed forms or incoming invoices. Large quantities of forms are often involved in the interactions between private people, companies, and public agencies.

The market for automatic data capture is usually divided into three segments:

- Systems for large volumes (more than 20,000 forms per hour)
- Systems for medium volumes (between 500 and 20,000 forms per hour)
- Systems for small volumes (less than 500 forms per hour)