

# PRESS RELEASE

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## ReadSoft and AIIM join forces to provide clarity about “smart process applications” in October webinar

ReadSoft, a leading provider of applications for business process automation, in partnership with AIIM, the global community of information professionals, will shed light on the genre of technology solutions known today as “smart process applications” (SPAs) in an October 16 webinar, [Demystifying smart process applications](#), held at 11 a.m. EST.

In recent years, *smart process applications* (SPAs) have been referred to as *intelligent business processes*, *adaptive business process management*, and even *robotic process automation*, to name a few. The purpose of this webinar is to provide clarity surrounding what exactly SPAs are, how they are utilized, and what benefits SPAs can bring to service organizations handling complex case management processes.

SPAs are steadily being recognized industry-wide as the saving grace for many BPOs, financial service providers, and insurance companies to successfully meet increasing demand to serve their customers better, faster, and at a lower cost. By now, the early adopters of these “smart” technologies are experiencing the benefits of these solutions in the form of more effective processes, improved service levels, and greater agility. Two companies using smart process applications for loans processing and insurance claims processing will be featured to demonstrate how those benefits can be brought to life.

John Mancini, respected leader of the AIIM global community of information professionals, predicts that the next three years will generate more change in the way we deploy enterprise technologies and whom we trust with this task than in the previous two decades. He recently commented on the disruption that companies will shortly face: “They are all of a sudden going to find that they have competitors that they never had before and they are going to find people that are more skilled, and leapfrog them. There will be an awful lot of companies that are going to be very, very surprised at how quickly the world is about to change.” In the webinar, he will share his take on the findings in AIIM’s [latest research](#) surrounding SPAs and provide insights into this rapidly advancing technology application, including how organizations should apply them today.

[Demystifying smart applications](#) will take place on October 16, 2014, at 11:00 a.m. EST. Register for the webinar and find more information [here](#).

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*ReadSoft may be required to disclose the information provided herein pursuant to the Securities Market Act. The information was submitted for publication on September 22, 2014 at 15:00 CET.*

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